



Middle East
Food
Abu Dhabi

The only 360° international trade fair for food in the Middle East

Five specialist showcases under one roof:

- 🍷 Food and beverages
- ♥ Organic and health food
- 🍷 Ingredients and additives
- ⚡ Catering technology and equipment
- ⚙️ Processing, packaging and machinery

26-28 APRIL, 2010

Abu Dhabi National Exhibition Centre (ADNEC)
United Arab Emirates

middleEastfood.com





Middle East Food ~ enjoying the full flavour of life...

Imports account for 90% of the region's food requirements

From 26-28 April, 2010, Middle East Food will give your business the perfect platform – for launching new products, meeting with suppliers, staying one step ahead of your competitors, and promoting your services to a targeted, dedicated, qualified audience.

Once again Middle East Food will be staged at the world-class Abu Dhabi National Exhibition Centre (ADNEC), the strategic heart of Middle East trade and business.



Distinct products sectors united in one special celebration

Middle East Food 2010 will be more than just an exhibition, it will be a celebration, bringing together professionals, leading businesses and all those who are passionate about food and drink. Our successful formula – with thousands of products and services under one roof, and introducing two new 'Villages' this year – will mean that the exhibition will once again bring the right buyers and suppliers together.

🍴 Food and beverages

Dedicated to: • speciality and fine food • frozen and chilled food • meat and poultry • Halal food • dairy products • fresh produce • canned and processed food • seafood • hot and cold drinks • and much more...

♥ Organic and health food

Featuring a wide selection of products including: • functional foods • high-end packaged natural foods • full-line organic fresh fruits and vegetables • green foods • gluten-free foods • dry goods and cereals • organic meats • dairy products • waters, juices and other beverages • vitamins and dietary supplements • targeted formulae • minerals • meal replacements • energy bars • diet products • antioxidants • and much more...

📄 Ingredients and additives

The essential showcase for: • core ingredients • antioxidants • bioactive components • bulking agents • supplements • essential oils and fats • herbs and spices • acids and bacteria • nutrients • preservatives • proteins • vitamins and minerals • and much more...

⚡ Catering technology and equipment

Showcasing the very latest in: • restaurant and catering fittings and equipment • cooking and kitchen technology • refrigeration technology • lighting technology • point of sale and merchandising • vending and dispensing equipment • specialist shop/retail equipment and fittings • and much more...

⚙ Processing, packaging and machinery

Bringing together leading suppliers of: • processing equipment and controls • facilities, accessories and tools • roasting, frying and baking equipment • packing and labelling • refrigeration • slaughter technology • automation and handling • and much more...

Halal Village ^{NEW}

Halal Village at Middle East Food 2010 will feature leading companies specialising in Halal certified food and production services.

A major new attraction at this year's exhibition, the Halal Village will showcase a wide range of products, including both new launches and established favourites – everything from luxury prepared foods and delicacies to high quality raw ingredients. Halal Village is being introduced in direct response to visitor feedback, and will showcase some of the best products and suppliers from around the world – don't miss it!


Organic Village ^{NEW}

Across the Middle East there is growing demand for organic food products and food ingredients which are produced less intensively and with a greater respect to the environment.

The region's well-informed consumers increasingly want the assurance that the food they eat is of the highest quality, is ethical, environmentally-friendly and sustainable.

Catering to this demand the new Organic Village will bring together a wide range of certified-organic products and ingredients from around the world – making it an essential visit for retailers, hotels and suppliers who want to give their customers a more wholesome and natural choice.





A feast for all the senses!

Smell... taste... touch... and see...

There's no substitute for experiencing the latest food and beverage innovations first hand, which is why Middle East Food is a hugely popular attraction for trade visitors and an essential event for new business opportunities.

By taking your place at Middle East Food 2010 you'll be able to:

- **Launch new products and demonstrate new services**
 - **Meet your valued existing business partners and make exciting new contacts**
 - **Explore and develop new business opportunities**
 - **Product test new offerings specifically for the Middle East markets**
 - **Keep up with your competitors – and keep an eye on the latest market trends**
 - **Make sure your company is up-to-speed with regional and international food opportunities**
 - **Take advantage of the strategic geographic location of Abu Dhabi and the UAE and expand your business in the Middle East, Asia, Europe, Africa, India and the CIS republics.**
 - **Experience for yourself the robust, vibrant commercial opportunities of the region – even in tough economic times.**
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The United Arab Emirates The world's trading hub

The United Arab Emirates is now firmly established as one of the world's most active and important trading hubs, located at the centre of the affluent Middle East markets. Sitting strategically between Europe and Asia, it brings together East and West.

The UAE naturally acts as a commercial gateway for the wider Middle East, India, North Africa, Asia and the CIS republics.

Who visits Top-table attendance

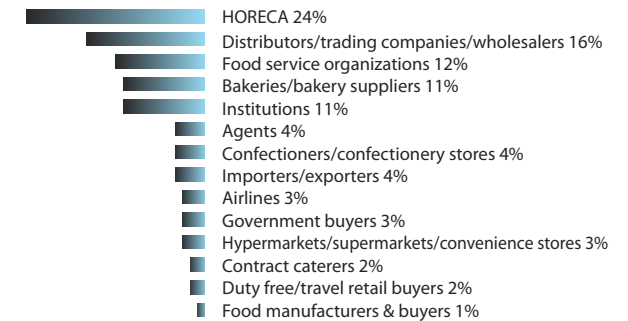
Professionals and buyers attending the show will be from:

- Restaurants
- Distributors
- Wholesalers
- Hotels
- Groceries and Convenience Stores
- Specialist Food Retailers
- Supermarkets
- Importers
- Re-Exporters
- Trading Companies
- Hypermarkets
- Government departments
- Airlines
- Bakeries
- Cafés
- Clubs & Bars
- Contract Caterers
- Duty Free/Travel Retail Buyers
- Food Manufacturers & Buyers
- Hospitals
- Resorts
- Private Label Manufacturers

Middle East Food 2009 A review

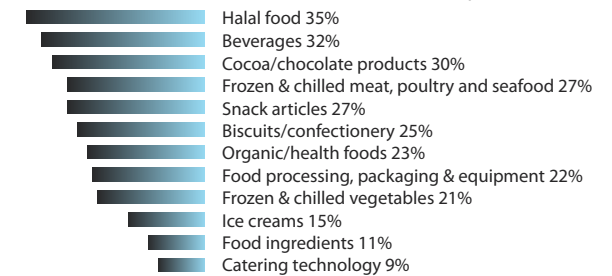
Middle East Food 2009 bridged the gap between buyers and suppliers of food offerings. The show attracted visitors from across the Middle East, Africa, Central Asia and the Indian Subcontinent, and exhibitors reported substantial business generated across the region through the contacts they made at the exhibition.

Visitors by type of business

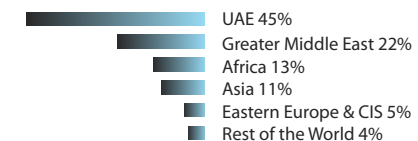


Visitors by product interest

(exceeds 100% due to multiple interests)



Visitors came from





United Arab Emirates ~ gateway to future growth

Even in tough economic times the UAE has proved its importance as the world's third largest re-exporter, with almost three-quarters of imports being re-exported to 160 national destinations.

- Middle East food service market worth more than US\$35 billion annually
- Buoyant forecasts for tourism ~ 75,000 more rooms expected to open by 2020
- 68.5 million tourists expected by 2020
- Investment in Middle East tourism and related infrastructure to reach US\$3 trillion by 2020
- Halal market estimated to rise to US\$500 billion per annum
- Retail sector to peak at US\$500 billion by 2014
- 350% annual growth in retail real estate, with 100 billion square feet to be developed by 2014 to meet consumer demand
- Almost 60 new hotel projects listed in the UAE by the end of 2008, including the largest international hotel chains
- UAE now ranks as the world's third largest trading partner with India, which has one of the world's fastest growing economies.
- More than 370 million consumers live in the Middle East and North Africa region, with a GNP of US\$1.4 trillion. Strong growth in consumer spending is being driven by the young, with 70 percent of the regional population under 30.

Sources: Global Futures Foresight, WTO, UNWTO



Bringing you new business and fresh, exciting ideas

Middle East Food 2010 is brought to you by Channels Exhibitions, a leading exhibitions company in the Middle East. For more than 20 years Channels has been working with important business sectors in the region, helping them to grow, expand, prosper and mature.

- Advertising and feature opportunities will deliver widespread coverage in more than 30 region-wide newspapers and similar media.
- In addition, an international news and PR campaign will focus upon leading newspapers, journals and online outlets to reach a worldwide audience.
- Ads and promotions will appear in relevant industry-specific and business magazines in multiple-languages.
- A region-wide radio campaign will be timed to coincide with printed editorial previews, with more than 50 publications targeted.
- Extensive electronic direct mail campaigns, with invitations and show news updates going to more than 200,000 specific buyers across the region.
- Complimentary matchmaking and nominated buyer programmes will be run.
- A VIP-invitation campaign will target the top 2,000 leading regional distributors, retailers, wholesalers and agents.

Invest for growth Guaranteed business

Food Connect: exhibitors can take advantage of an extensive, complimentary hosted-buyer programme by nominating key buyers to be personally invited to attend Middle East Food 2010.

Food Match: our match-making programme is a popular and successful service which delivers real value to both visitors and exhibitors. Food Match allows pre-registered visitors to receive a personalised list of products and services that match their individual areas of interest, along with advance notification of companies that will interest them. This allows valuable meeting time to be scheduled-in, ahead of the exhibition.

Food Concierge: this service provides each exhibiting company with a personalised, secure pre-registration website, enabling them to register their clients for the exhibition. At the show these selected visitors will benefit from special registration desks along with fast-track entry affording greater benefits to clients you wish to meet.





The Abu Dhabi National Exhibition Centre

The premier international trade venue

Middle East Food 2010 is being staged once again at ADNEC, the Abu Dhabi National Exhibition Centre, which is a state-of-the-art facility unrivalled as an international event venue. Designed to ensure that exhibitors and visitors can do business successfully in a pleasant, relaxed and professional setting, ADNEC has set a new standard in the global exhibitions arena.

Just an hour away by road from Jebel Ali Free Zone, one of the world's largest re-export hubs, ADNEC is at the strategic heart of the vibrant, United Arab Emirates' markets and is now a major draw for businesses and professionals working in and visiting the Middle East.

Taking part at Middle East Food 2010

Booking

Space only: US\$290 per square metre. Includes editorial entry in the official show guide.

Shell Scheme: US\$340 per square metre. Includes Octanorm® shell scheme with fascia name board (English & Arabic), wall panels, electrical power points, spotlights, carpet tiles and editorial entry in the official show catalogue.

Sponsorship

For maximum impact and to create a powerful impression at Middle East Food 2010, ask about our specially tailored sponsorship packages. Please contact the organiser for further details.

Interested in exhibiting?

Due to limited space, stands will sell out fast. Call us now on +971 (0)4 282 4737, or email us at info@middleEastfood.com (with only one E!) to discuss your requirements.



middleEastfood.com

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