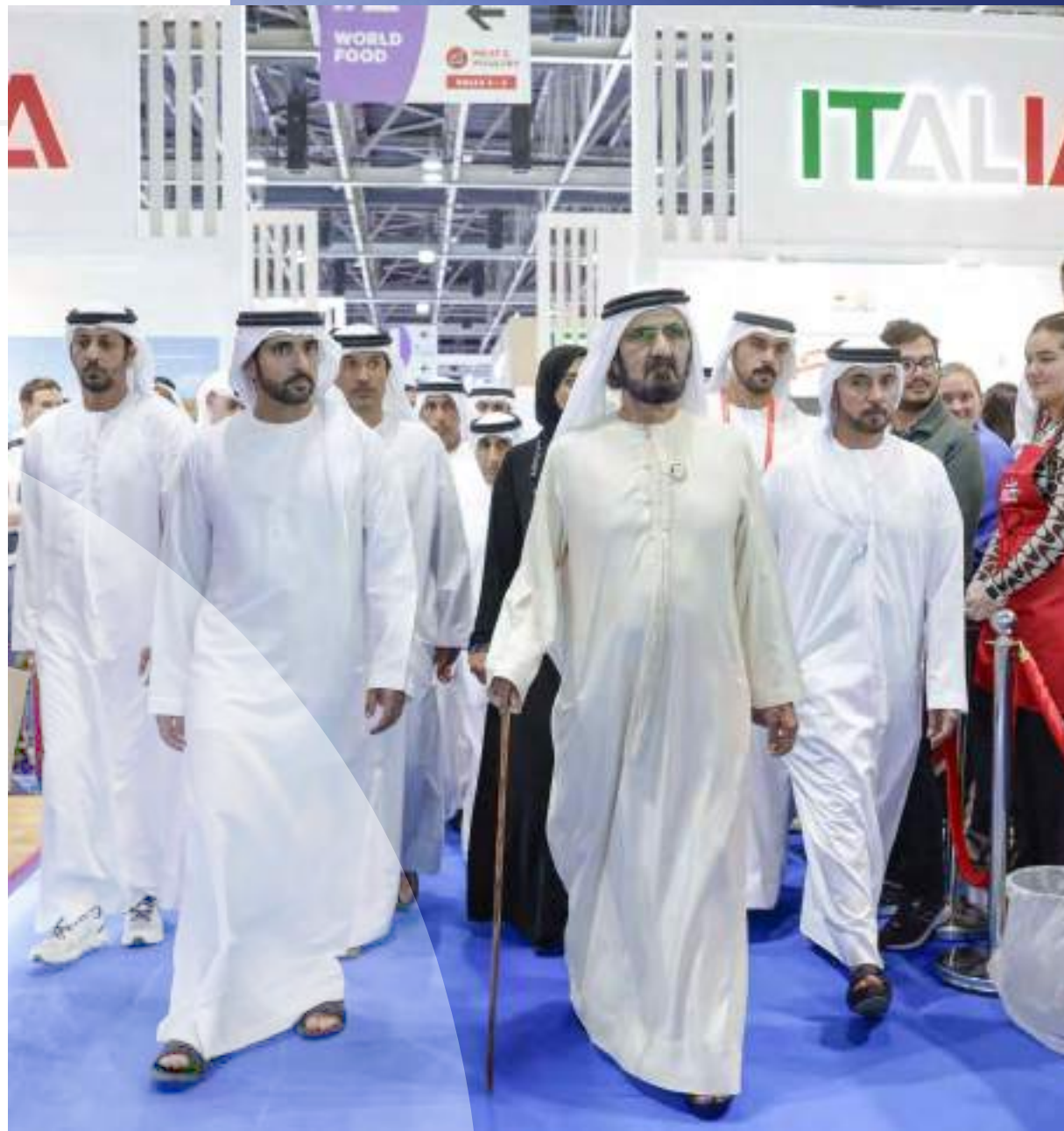


THE WORLD'S BIGGEST ANNUAL F&B EVENT

WHERE THE REAL BUSINESS
OF FOOD HAPPENS

Gulfood



“

Commenting on Gulfood 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister, and Ruler of Dubai noted that organising events like Gulfood forms part of the UAE's efforts to foster new solutions for raising the efficiency of global supply chains. The event also serves as a major platform for accelerating global collaboration in the food sector, reflecting the UAE's keenness to nurture partnerships between public and private sectors and key stakeholders.

His Highness stated that Dubai is well positioned to play a key role in enhancing global food security due to its position as a hub for technology and innovation, its status as a pivotal node in global trade, and its high-quality infrastructure and connectivity.

**H. H. Sheikh Mohammed
bin Rashid Al Maktoum**

Vice President and Prime Minister of the
United Arab Emirates and Ruler of Dubai

24 HALLS

OF NEW DISCOVERIES





REAL ECONOMIC IMPACT UNLOCKED ON THE SHOW FLOOR

Over
\$15BN
Worth Of Trade Deals

5500
Exhibitors

49%
New Exhibitors
Recorded This Year



GULFOOD DRIVES GLOBAL COMMERCE WITH BILLIONS IN TRADE DEALS

47%

of Gulfood exhibitors are returning exhibitors

95%

of Gulfood exhibitors will exhibit in 2025

95%

of exhibitors reported a healthy ROI

43%

of exhibitors secured a deal during Gulfood 2024

“ Over the past few days, we have concluded about **80 deals worth \$8 million**. The most prominent products sold were pistachios, walnuts, and cardamom, with record sales for some types of nuts. ”

Mahmoud Akrin
Managing Director

**AL JAMEEL INTERNATIONAL
COMPANY**



“ Australia exports almost **\$3.2 billion** to the UAE and close to **\$1.3 billion** of that is actually comprised of food and agricultural exports. **Australia has been at Gulfood since the beginning**, and have seen it grow from being a regional trade show into this global phenomenon. ”

Bryony Hilless
Australian Consul-General Dubai,
and General Manager Middle East,
Africa and Pakistan



“ We have 15 companies exhibiting at Gulfood, this is a major investment for us. Last year during the show recorded **\$2.6 million** on sales on the spot, **7.5 million** after the show and 160 new contacts after so **\$10 million total**. This is one of the biggest shows we participate in globally. ”

Greg Tyler
President & CEO

**USA POULTRY & EGG
EXPORT COUNCIL**





45%


of this year's Gulfood visitors were first-timers, showcasing the event's growing appeal

78%


International Visitors

22%

UAE Based Visitors



142,453
Visitors



195
Countries



“We really enjoy coming to the Gulfood Show. It's a great opportunity for us to meet up with our other colleagues from around the world and also to engage with a large group of suppliers. It's a great opportunity and we really enjoy being here.”

Rodney Marshall
Head Of Procurement, Premises & Projects
Dnata Asia Pacific



“Gulfood is the most comprehensive event of the year, it gives us access to other companies and brands that support food distribution from all parts of the world.”

Vice President Sourcing Solutions
Emirates Flight Catering LLC



“Gulfood 2024 was the biggest I've been to, and it did not disappoint! We discovered major new food and beverage clients with high growth potential.”

Business Unit Manager
Panda Retail Co - Savola Group



“We really enjoy coming to Gulfood yearly. It's a fantastic opportunity for us to meet with other suppliers from around the world and exchange ideas. Plus, engaging with such a large group of international suppliers under one roof makes sourcing incredibly efficient.”

Manager Private Label
Lulu Group International

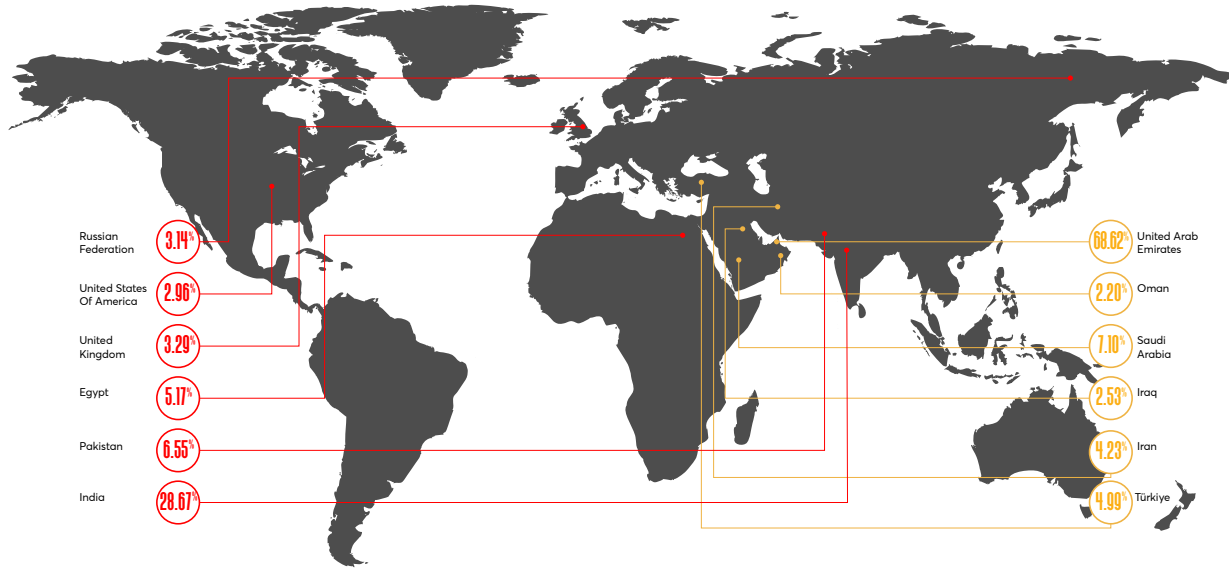


“Gulfood was crucial for staying ahead and discovering trending food categories with high growth potential. The matchmaking events were excellent - they connected us with innovative brands that perfectly aligned with our vision.”

Category Manager - Retail
Noon



Buyers PROFILE



TOP 5 GLOBAL VISITING COUNTRIES

TOP 5 REGIONAL VISITING COUNTRIES

\$6.93

MILLION IS THE OVERALL AVERAGE BUYER'S ANNUAL PROCUREMENT BUDGET

87%

OF BUYERS PURCHASED ONSITE OR ARE FOLLOWING UP ON LEADS



32.46%
IMPORTERS, TRADERS, WHOLESALERS



12.27%
DISTRIBUTORS/ RESELLERS



20.12%
MANUFACTURERS



5.07%
HOTELS, BAR, RESTAURANTS, CAFES



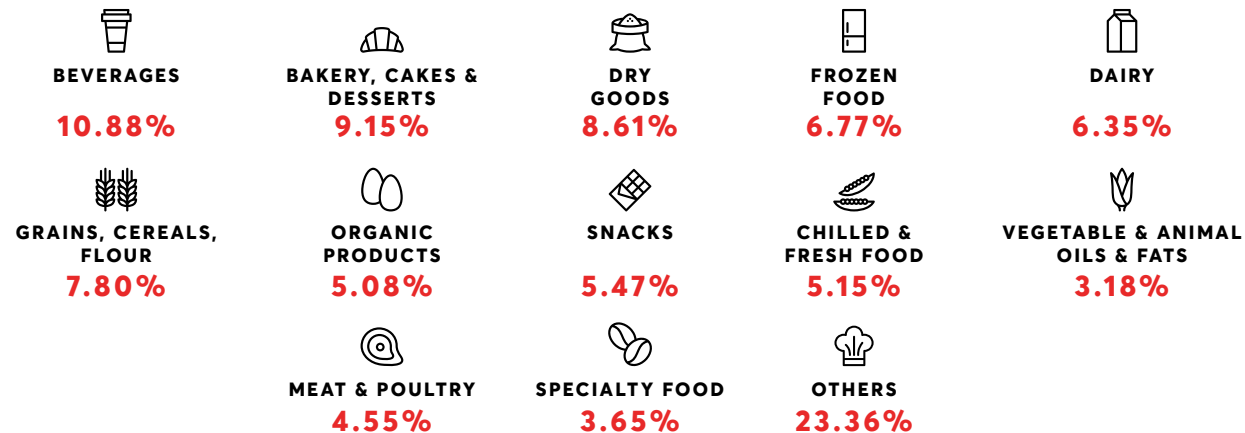
18.51%
RETAILERS/ FOOD SERVICE/ SERVICE PROVIDER



11.57%
OTHERS

Purchase Interest

BUYERS COME TO SOURCE





THE GLOBAL FOOD INDUSTRY FOSTERED REAL CONNECTIONS



18,235

Confirmed
Meetings



151,982

Connections
Made



THE FUTURE OF FOOD UNFOLDED ON INSPIRE STAGE

Over 200 industry titans, from ministers and global F&B leaders to entrepreneurs, food futurists, and scientists, converged to ignite a revolution. Attendees engaged in keynotes, panels, and workshops exploring digitalisation, innovation, circular food systems, and investment opportunities. It was the launch pad for the future of F&B, equipping Gulfood attendees to dominate an evolving industry.

H.E DR. AMNA BINT ABDULLAH AL DAHAK AL SHAMSI

GULFOOD
INSPIRE

INSPIRE

200⁺

Experts shared original insights into industry trends & opportunities

60⁺

Food Futurists First Time To The Show

“ So far, my experience at Gulfood has been pretty intense. It's super busy and really big, and unfortunately, I haven't had a chance to look around everything yet. It's a shame that more people in the world don't know about it because there's enough space for even more people to come

DR. MORGAINE GAYE
Food Futurologist



“ My first time in Dubai, and to come to something like Gulfood is mind-blowing. It is absolutely enormous, and I believe the impact of Gulfood extends far beyond Dubai, beyond the UAE, and beyond the MENA region. I've encountered more futurists per square meter here than at any other event I've attended. From my perspective, this is one of the best futurist-led conferences I've ever experienced.

TONY HUNTER
Food Futurist



“ I've been to very few conferences that are as big as this one. The actual Inspire Conference itself, the quality of speakers— and I'm not talking about myself here, but the people who are following me— is absolutely phenomenal. It's great to see such a packed audience as well, I mean, not even standing room only; there's barely any standing room left at the back as well. So, yeah, just a brilliant event.

TOM CHEESEWRIGHT
Applied Futurist



“ There's no event more impressive than the Gulfood. The size of this event, the people you meet here, it's unmatched. Almost every industry I can think of, this event is the top one you need to attend. We don't often get the chance to take a step back and look at the big picture, to see what's out there and what's going to happen in the next year or two. That's why an event like this is so important.

DANIEL LEVINE
World's Top Trends Expert



THE WORLD'S LEADING GLOBAL FOOD FUTURISTS MADE HISTORY AT GULFOOD

Gulfood

INNOVATION

— AWARDS 2024 —

A CELEBRATION
OF THE BEST
PRODUCTS
FROM AROUND
THE WORLD



CORPORATE TRADE HOUSE
BEST BEVERAGE PRODUCT



DO ME A FLAVOUR
BEST DAIRY PRODUCT



ARGIOLAS FORMAGGI S.R.L.
BEST HERITAGE FOOD



KYNEXT LLC
BEST FROZEN / CHILLED PRODUCT



THE FINE CHEESE CO.
BEST SNACKS / BAKED PRODUCT



FRESHCOURT
BEST READY TO EAT PRODUCT



MHP FOOD TRADING LLC MENA
BEST MEAT & POULTRY PRODUCT



THE FINE CHEESE CO
BEST PACKAGING DESIGN



YOOK PRODUCTION AS
BEST HEALTH & WELLNESS PRODUCT



MAISON GOUBET
BEST SAUCE, CONDIMENT OR PRESERVE



GULFOOD
TOP TABLE



ALAIN PASSARD
Chef/Owner, L'ARPÈGE
🌟🌟🌟 Three Michelin Stars



JOAN ROCA
Founder & Head Chef
EL CELLER DE CAN ROCA
🌟🌟🌟 Three Michelin Stars

MORE MICHELIN STARS THAN DUBAI HAS EVER SEEN

This year Gulfood gathered a collective 25 stars who educated and entertained through a series of masterclasses that celebrated traditional cooking methods and rich culinary history.

105
Chefs

25
Michelin Stars

GULFOOD

YouthX

YOUNG CHEF CHALLENGE



THEY CAME, THEY SAW, THEY CONQUERED!

The level of young talent at Gulfood 2024 was mesmerising. After six impressive teams, hailing from Kenya, US, Saudi Arabia, and UAE battled it out, Team Atlantis The Palm were crowned the winners.

MEET THE EXCEPTIONAL HOTEL TEAMS DRIVING THE INTERNATIONAL FINALS



WINNING TEAM WON
**A ONE-WEEK
INTERNSHIP AT**



IN PARIS, FRANCE AN
INTERNATIONAL
**3 MICHELIN
STARRED**

RESTAURANT BY
**CHEF ALAIN
PASSARD**

CHEF Talks

World-renowned chefs, prominent food editors and culinary agenda-setters came together to talk about everything from trends to traditions. Chefs Talks was the go-to spot for engaging discussions and inspirational knowledge sharing.

CHEF'S TOURS


AWARD-WINNING CHEFS toured the show and met some of our key exhibitors for unique ingredients & products



Gulfood  dubai world cuisine

DUBAI'S LARGEST FOUR-HANDS DINNER SERIES WITH MICHELIN-STARRED CHEFS



THOMAS ALLEN
Chef De Cuisine
DINNER BY HESTON BLUMENTHAL
 One Michelin Star



MARK DONALD
Executive Head Chef
THE GLENTURRET - SCOTLAND
 Two Michelin Star

IMMERSIVE TASTING SESSIONS LED BY ACCLAIMED CHEFS

21 Bespoke Sessions
Curated by 10
Leading Brands



ELEVATING THE ART OF MIXOLOGY



WORLD-RENOWNED PIZZA MASTERS & BREAD ARTISANS DELVED INTO PERFECT DOUGH PREPARATION TECHNIQUES



MARKETING & PR OVERVIEW

400

MEDIA REPRESENTATIVES
ATTENDED OVER THE
SHOW DAYS

2M

NEW WEBSITE
USERS

4.1M

VIEWS GENERATED FROM
MEDIA COVERAGE

3M

WEBSITE SESSIONS



1.5M

ORGANIC WEBSITE
TRAFFIC

230M

AD IMPRESSIONS



ENGAGING OUR COMMUNITIES WITH UNRIVALLED REACH



TOTAL IMPRESSIONS
ON INSTAGRAM

101M⁺



TOTAL IMPRESSIONS
ON FACEBOOK

47M⁺



TOTAL IMPRESSIONS
ON LINKEDIN

5M⁺



TOTAL IMPRESSIONS
ON TIKTOK

27M⁺

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Zabeel Registration
Sponsor



Knowledge Partner



Official Radio Station



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Headline Media Partners



Official Media Partners



Media Partners

