



Gulfood 2010

Test and gain information on the GCC market - be part of the Austrade Gulfood **'Virtual Stand'**

About this tradeshow

Gulfood has been the region's largest food industry related show since 1987. The 2008 event registered 2,965 companies from 72 countries showcasing the latest offerings to 45,500 trade visitors from over 152 countries, 86% of which were international participants.

The **Australian National Pavilion** has been participating in Gulfood for over a decade, with 90 – 100 companies represented each year.

Due to growth in certain food sectors in the GCC and limited space availability, Austrade will be hosting a unique opportunity for a select group of 10 companies to be represented at our Austrade Virtual Stand in 2010.

Why should you participate?

- Take part in a sold-out exhibition
- Utilise Austrade's in-market knowledge and contacts to market your company
- Increase export sales
- Create or increase awareness of your brand
- Develop an understanding of the GCC market first hand
- Identify markets outside the UAE for your products
- Meet customers and contacts on the pavilion and receive feedback
- Be part of a marketing blitz to buyers
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market.

Market insights

- The GCC countries still import an estimated 75-80% of their total food requirements.
- The Middle East food service market is estimated to be worth more than US\$ 31 billion annually. Of this, GCC countries account for almost USD 9.5 billion (*according to Zawya, May 2007*).
- According to A.T. Kearney (6 August 2009), the food retail represents the largest segment within the UAE retail sector and accounts for more

Important information

Date:	21-24 February 2010
Location:	Dubai, UAE
Application Deadline:	16 November 2009

Who should attend?

Austrade will seek to represent 10 top companies representing Australian foods in the specialty, gourmet and organic sectors.

If you are an Australian business in:

- Specialty / Gourmet Food Industry
- Organic Foods
- Halal certified products.

There will be a selection criteria due to the large interest expressed in Gulfood.

Selection criteria will be based on the following:

- Market readiness i.e. labelling, certification, and previous export experience
- Quality of complete product i.e. packaging, website, current distribution channels
- Suitability to the local market.

Testimonials

"Probably the best trade fair I've ever attended" – Granino Bakery

"The dedication, fine effort and sheer drive of the entire Austrade team were the highlight of the show. As exporters we are proud that such a great team is backing us" – Euro Pty Ltd



than 40 per cent of total consumer retail spending.

- There are 463 mass grocery retail operators in the UAE, 130 are supermarkets, 18 hypermarkets and 315 convenience stores with retail space per capita being one of the highest in the world.

Your participation options

	Total cost	Direct costs	Austrade service fee
	A\$3,500	<p>Direct stand cost of a \$650 includes:</p> <p>15 sq.m booth with white walls, carpet, fluorescent lights, reception counter, chairs, table, wall displaying unit, lockable cabinet, wastepaper basket, coloured fascia with Australian identification featured overhead.</p> <p>Cost of refrigeration is a separate expense to be borne by the exhibitor directly.</p>	<p>A\$2,850 (15 hours @ A\$190 per hour) includes:</p> <ul style="list-style-type: none"> • Austrade representation of your company and product on the virtual stand • A listing of your company details in the Australian Exhibitor's Directory which will be circulated to major customers prior and during the event • Quick Market Assessment report in relation to your product and the UAE prior to the event, • Partner matching and invitation to buyers & consolidators prior and during the event • Middle East Food Market Handbook access • Post-event report on market knowledge gained through specially designed surveys for show visitors • Co-ordination of the stand, supervising sample goods upon reaching Dubai and display at the stand • Post-event interests follow up (optional).

- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this tradeshow through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Apply before Monday 16 November 2009

Apply online at www.austrade.gov.au/GulfFood2010 to have our country and industry specialists assess whether this tradeshow offers opportunities that are well-matched to your business.

If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare. Visit www.gulfood.com for more information about this tradeshow.

Key contacts

To discuss your options further, please contact:

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