

Post Show Report



22 – 24 November 2010

Abu Dhabi National Exhibition Centre, ADNEC



STRATEGIC PARTNER



www.sialme.com

"SIAL Middle East exceeded our company's expectations. The marketing, outreach, and public relations surrounding the event drew serious and professional attendees from around the region. Anticipating the expected growth of the UAE and the greater GCC in the years to come, SIAL Middle East is sure to become a must-attend event for exporters and buyers."

Mr Jalel Aosse, Director, Midamar – USA

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الإمارات العربية المتحدة
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غرفة تجارة وصناعة أبو ظبي
ABU DHABI CHAMBER OF COMMERCE & INDUSTRY



FACT SHEET

Show Name:	SIAL Middle East – The Middle Eastern Food Exhibition	
Show Dates:	22 – 24 November 2010, (Monday to Wednesday)	
Website :	www.sialme.com - recorded visitors to the website from 154 countries - 34,156 unique visitors	
Venue :	Abu Dhabi National Exhibition Centre, UAE – www.adnec.ae Halls 8, 9 & 10 – 10,000 sqm Al Mare'ed Hall – Ministerial Conference	
Entry Policy:	SIAL Middle East is strictly for trade visitors only Pre-registration online at: http://www.sialme.com/Visitor-Registration	
Organiser:	Turret Media FZ LLC – www.turretme.com	
Patronage:	H.H. Sheikh Mansour Bin Zayed Al-Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs, Chairman of Abu Dhabi Food Control Authority	
Strategic Partner :	Abu Dhabi Food Control Authority (ADFCA)	
Supported By:	ADFCA – www.adfca.ae UNIDO ITPO Bahrain – www.unido.org ADNEC – www.adnec.ae ADCCI – www.abudhabichamber.ae UAE Ministry of Environment – www.moew.gov.ae Emirates Culinary Guild – www.emiratesculinaryguild.net	
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About SIAL:	SIAL, one of the world's most prestigious industry events has launched the region's new and exciting addition to the calendar of professional events. The show brings together professionals involved in buying and selling products, services and equipment to see new ideas, innovations and to conduct direct business face to face. (www.sial.fr)	

"We had a very successful participation. The quality of visitors was great and we had plenty of time to discuss, interact, get feedback and sign contracts on the spot. We will definitely be back next year with more products to showcase and launch!"

Dr Lucien Ghanem, Rafic Marroush – Lebanon

EXHIBITOR STATISTICS:

National Pavilions:	9 National Pavilions from: Argentina, China, France, Hong Kong, Iran, Thailand, Turkey, UAE, USA
Exhibitors:	300 companies from 40 countries 80% of the companies were international Majority of exhibitors entering the market for the first time
Exhibitor Profile*:	Bakery, Beverages – Non alcoholic, Confectionery, Cured meats, Dairy & egg products, Delicatessen products, Frozen food, Fruits & vegetables, Gourmet food, Grocery

	products, Health product & food supplements, Meat, Halal products, Organic products, Poultry & game, Preserved food, Seafood products, Semi processed food, Ingredient & outsourcing solutions, Snacks
Exhibitor Survey Results:	<p>91% of Exhibitors were successful in meeting their show objectives 19% of Exhibitors launched new products at SIAL Middle East 2010 57% of Exhibitors rated their exhibitor experience as excellent or above average 81% of Exhibitors recorded a satisfactory return on investment of time and money 97% of Exhibitors stated that they will exhibit again or are considering to exhibit again at SIAL Middle East 2011 94% of exhibitors were satisfied with onsite services, with 62% describing them as excellent or above average</p>
Exhibitors at SIAL Middle East 2010:	<p>1883 Philibert Routin; 21Food.com; 3M Food Product Co.,; A.T.V.Trading Co., Ltd.; Abu Dhabi Farmer's Services Centre; Abu Dhabi Food Control Authority; Abu Dhabi Marketing Group; Aceites Del Sur - Coosur, S.A.; Acesur; Achenbach; Acqua panna; Agricultural Trade Office – Dubai; Agrobay Seracilik Ithalat Ihracat San. Ve Ticaret A.S.; Agthia Group; AHT; Aksu Vital Dogal Urunler Gida Sas. Ve Tic. A.S.; Aksun A.S.; Al Ain Dairy; Al Ain Food & Beverages; Al Ain Vegetable Processing & Canning Factory; Al Ain Water; Al Ameer Olive Oil; Al Ameera Food; Al Dahra Agricultural Com; Al Foah Company; Al Kazzi Trading S.A.L.; Al Madina Dates Co.; Al Rawabi Diary; Al Rawdah Poultry - Emirates Modern Poultry; Al Saeed Tr. Co.; Al Tamam; Althaus; Altnara Company; Amal Al Khair Dates Factory; AMEFT (Asia & Middle East Food Trade); American Food Service; Amul Dairy; APS Publications Sdn Bhd- Food Export International (FEI); As Besin Gida Sanayi Ve Tic. Ltd. Sti.; A'Saffa Poultry; Asia & Africa General Trading LLC; Bellstone; ATV Trading Co Ltd; Ayso Gida Ve Yemek Urt. San. Tic. A.S.; Azzad Dates Factory; Bahraman Saffron Co; Balden Cikolata Sekerleme Gida San. Ve. Tic. Ltd – GRKN; Bangsue Chia Meng Rice Mill Co., Ltd.; BARTH GmbH; BASF Construction Chemicals; Before & After Candy; Begasan Besicilik Gida Amb. Turizm San. Ve Tic. A.S.; Beh Parvaran Moshkan Bam; Big Train; BOKOSMA TRADING CO; Blue Spice Co., Ltd.; Blue Whale; Bocchini; Bonbons Barnier; Boonsong Siam Land Co., Ltd.; Bouras Global Trading, Inc.; Bumas Karaman Bulgur Sanayi Ve Ticaret A.S.; Caffè Vergnano; Cardell Export; Caterer Middle East (ITP); Caykur; CCPIT Shandong; Chocmod; ChoCo'a LLC; Choice Garden; Choke Mahachai Beverage Co., Ltd.; Chtoura Foods; Cimbali; Coeco Rizhao Foods Co., Ltd.; Cooperativa Agropecuaria Puerto Valle Ltda.; Coto C.I.C.S.A; CSM Bakery Products NA; CSM France; Cyprus Trade Centre; Dalian Huan Co., Ltd.; Dalian Yizhi Foods Co., Ltd; Dalian Dadelong Trading Co.Ltd; Darvishi Trading; Dat Schaub; De Cecco; Department of Industrial Promotion; Dhofar Cattle Feed Co. - Al Safwah; Dicle Gida Ve Tarim Urunleri San. Ve Tic. Ltd. Sti.; Dilmah; Double Horse; Doux; Eastern Polypack co., Ltd.; Easternrice Co., Ltd.; Ebia; Elenco General Trading Est.; Emirates Delight Dates; Emirates Macaroni Factory; Emirates Meat (Galadari-Edam) LLC; Emirates Modern Poultry Co., LLC; Emirates Snack Foods; EMKE Group - Lulu Brand; EMKE Group - Al Tayeb Cold Stores LLC; Export Promotion of Turkey; Fabbri; FDA International; Ferrarelle; Food Business Gulf & Middle East; Food Export – Northeast; FOODCO Holding P.J.S.C.; France Trading International Cie; Frangosul; Fresco; Frigomat; Fuala Trading Company LLC; Fundacion Exportar; Gadak Gardens; GCC Services; GI Fruits; Gida Teknolojisi (GTM) & Food Eurasia Magazine; Global Shipping & Logistics; Godbawee Food Co., Ltd.; Good World intertrade Co., Ltd.; Gourmet House; Gourmetti Brands – Safeway; Goymen Tarim Urunleri San. Ve Tic. A.S.; Grand Mills for Flour & Feed; Green Houses International Foodstuff LLC; GTT Istanbul Lojistik Hiz. Ve Dis Tic.Ltd. Sti.; Gulf Catering Company; Guzel Can Gida Tarim Urunleri Ins. TUR. SAN. VE TIC. LTD. STI.; Halal Exchange; Hassan Ali Rice Export; Health Quest; Hellmann's; Himalayas Spring Water; Hiro Food Packages Manufacturing S/B; Horeca Trade L.L.C.; Hospitality News Magazine; Hotelier Middle East (ITP); Igeme; Illiya Gostar Dried Fruits Sirjan; Imex Management inc.; India Tea Board; Interfel; International Sourcing & Marketing Co.; Iran Food Machinery Manufacturers' Association; Iran Saffron Cluster; IRCA; Irinox; Istanbul Chamber of Commerce; Jenaan Investment; Jingning Qinyuan Fruit and Vegetable Trade Co., Ltd.; Jock ; Jose Maria Lazara S.A. ; Juice Palace Refreshments ; Kamar Halal Food (Bernhard Meemken Wursthwaren GmbH); Kamsar Intl. Trading; Kara Company; Kendy LTD; Kera Gold; Khalifa Fund for Enterprise Development; Kimbo; Kiziroglu Gida; Knorr; Koliata Co., Ltd.; Kumbetli Tarim ; La Marquise International; La Roche Catering & Services ; La Salamandra; Laiwu Wanxin Economic And Trade Co.,Ltd; Laiyang Newfarm Food Co.,Ltd.; Lal Qilla ; Lamb Weston ; Les Terroirs de Volubilis ; Les Terroirs de Volubilis ; Liwa Center for Dates Processing & Trading; Liwa Centre for Dates Processing & Trading; Louis Delight; Mae-Ruay Snack Food Factory Co., Ltd.; Manitowoc; Mara; Marco; Mashad International Exhibition Co.; Masrouji ME; Master Oats; Maxwell Asia (Thailand) Co., Ltd.; MEC3; Melbourne Cheese; Metel Trading LLC; Michel Cluizel; Midamar Corporation / Halal Food Processors; Middle East Food Mag; Mockamore; Monbana; Muratbey Foods Co. Inc.; My UAE Guide; Mydibel; Naiman S.A.; NAR - Natural and Regional; Narin Khoshkbar Toos; Nas Gida San. Ve Tic. Ltd. Sti.; Naturfoods; Navarest Sugar Services; Oki; Olivin Zeytincilik Gida San. Tic. Ltd. Sti.; Oraklar A.S.; Night Orient Drink; Packtech Middle East & North Africa (G Publishing); Pasta Rico; Pavoni ; Pfanni ; Pidy; Polo Point International ; Pominter; Ponthier; Productores De Yerba Mate De Santo Pipo Scl ; Promo International; PT. Sinar Sosro; Rafaya; Rafic Marroush Restaurants; Biomkoshma; Red Espresso; Rikan General Trading LLC; Ringier Trade Media Ltd; Rocky Mountain; Rose poultry; Rotab Al Watan Dates Factory; Royal Horizon Foodstuff Trading LLC; Rungroj Fish Sauce Co., Ltd.; S Pellegrino; S.C. Doly-Com SRL; SAFCO Int'l Gen.Trading Co. LLC; Salwa Foods Inc.; Samkaset Mill Co., Ltd.; Santini Foods, Inc.; SARA Food; Sara Food Group SAL; Seven Seas Seafoods LTD.; Shana Food Industries; Shouguang Tiancheng Hongli Food Co., Ltd.; Shouguang Tianye Foods Co., Ltd; Sial Group; Siam Export Mart Co., Ltd.; Siam Preserved Foods Co., Ltd.; SMACH Gida Makine San. Ve. Tic.; Smart Beverage Inc.; Snack Crops; SOPEXA; Sosa; Southern United States Trade Association (SUSTA); Strategic Catering Co., Ltd.; Sunnyland USA, Inc.; Suree Interfoods Co., Ltd.; Taiwan External Trade Development Council; Thai Export 1980 Co., Ltd.; Thai Food Products Co., Ltd.; Thai Ha Public Co., Ltd.; Thai Trade Centre, Dubai; Tilbe Gida (Sahan); TKT International FZC; Tomoor - Al Madinah Dates; Trade Promotion Organization of Iran – TPO; Trends & Innovations; Trofina Food (ME) FZC; Tulip International INC; Ulusoy Flour Mills; Umit Filiz - Onur Kuruyemisleri; Unifrutti; Unilever FoodSolution; United Source One; User Gida; Vectra Trading Inc.; Verwijs Import and Export BV; Vinas; Vit's; Wan Thai Foods Industry Co., Ltd; WMF; Xinjiang Desun international industry Co., Ltd.; Xintai Dezhi Commerce Co., Ltd.; Yuksel Tazcan; Zargarzadeh Commercial Co.; Zarin Tak Ghoochan; Zhejiang Songyou Food Co. Ltd.; Zinda Products Canada Inc.; Ziya Gida Tarim Urunler Sanay Ve. Tic. A.S</p>
<p>“It was a great exhibition! I met a lot of people from the industry, made great contacts and even closed deals at the show directly. I really liked the atmosphere of the show and the fact that exhibitors actually have the time to sit, talk, discuss, negotiate and finalise deals with the buyers on the spot. Personal contact is very important to me and I will definitely be back next year.”</p> <p><i>Mr Hussain Kenaan, General Manager, Trésor Trading & Contracting Co – Kuwait (Hosted Buyer)</i></p>	

VISITOR STATISTICS:

Visitors:	7,244 Trade Visitors from 76 countries 65.5% of trade visitors from UAE 34.5% international trade visitors
Visitor Profile*:	Agents, Airlines, Armed Forces, Bakeries, Civil Defence, Cafes, Clubs and Bars, Contract Caterers, Distributors, Duty Free, Food Manufacturers/ Producer/ Processors, Grocery and Convenience Stores, Education and Government Bodies, Hotels, Hospitals, Importers/ Traders, Municipalities, Restaurants, Retailers, Resorts, Supermarket/ Hypermarkets & Wholesalers <small>*The above lists are not exhaustive; please contact us directly regarding the full extent of SIAL Middle East's exhibitor & visitor profiles.</small>
Features, Seminars & Workshops	<p>Features at SIAL Middle East were attended by more than 800 delegates</p> <ul style="list-style-type: none"> • The First GCC Ministerial Forum on Integrated Food Policies organised by Abu Dhabi Food Control Authority (ADFCA) • Food Retail Forum supported by the Abu Dhabi Chamber of Commerce & Industry – Topics included: Government agencies role in support of the retail in food; Current situation and the prospects of food retail – Current situation of food trade, obstacles and challenges to retail food, solutions and the future. • Shock Freezing Workshop presented by Irinox (Italy) • Date Market and Trade Workshop plus a workshop on the use of alternatives to Methyl Bromide in the palm date sector organised by Khalifa International Date Palm Award. • Workshop on Traceability in Food Products organised by UNIDO • Radiation Seminar organised by ADFCA – Topics included: Nuclear Techniques in Food and Agriculture; Nuclear Regulations in the UAE, Nuclear Techniques in Food Authenticity; Food Irradiation. • Trends & Innovations Seminar, presented by XTC World Innovations (France) – Mr Xavier Terlet, one of the most important experts for innovations in the food sector talked about the food future trends in the world and the GCC. • Trends & Innovation Zone – Top 50 products that have been awarded with the prestigious Trends & Innovations Award at SIAL Paris, SIAL Canada and SIAL China were on display at SIAL Middle East 2010. • La Cuisine du SIAL – Chefs Competition Area, organised by Emirates Culinary Guild, member of the World Association of Chefs. More than 100 chefs competed in live cooking and culinary display competitions. Results in Medals: 10 Gold, 17 Silver and 24 Bronze. Over 200 chefs are expected to compete at La Cuisine du SIAL 2011.
Business Opportunities:	<p><u>HOSTED BUYER PROGRAMME:</u> Supported by the Abu Dhabi Government, the programme hosted over 400 VIP buyers throughout the 3 days of the show from around the region. Buyers came mainly from the following countries: Saudi Arabia, Iraq, Kuwait, Qatar, Lebanon, Korea, Oman, Bahrain, Egypt, Jordan.</p> <p><u>INDUSTRIAL INVESTORS CLUB:</u> In association with the United Nations Industrial Development Organisation – Investment & Technology Promotion Office (UNIDO ITPO), SIAL Middle East hosted a programme of one to one meetings for the food sector in the Middle East - the first of its kind in the region.</p>

“The Hosted Buyers Programme is a great initiative and brought us new opportunities from new markets. We are very satisfied with our participation at SIAL Middle East 2010 because we managed to close deals with VIP Buyers that were part of this programme. It was a great opportunity for us and we look forward to being back next year.”

Mr Romeo Dakdouk, General Manager, SARA Food Group – Lebanon/France

With thanks to our Sponsors:

A special thanks to our sponsors **Jenaan Investments, Al Dahra Agricultural Company** and **Agthia Group** for their support of the inaugural event of SIAL Middle East!

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Patron of SIAL Middle East, H.H. Sheikh Mansour bin Zayed Al-Nahyan, Deputy Prime Ministers of the UAE, Minister of Presidential Affairs & Chairman of ADFCA inaugurates the exhibition on 22nd November 2010.



Dr Jaques Diouf - Director-General, Food and Agriculture Organization of the United Nations (FAO) with H.E. Dr. Rashid Ahmad Bin Fahad, Minister of Environment & Water, UAE at the Ministerial Conference on Integrated Food Policy



La Cuisine du SIAL, a chefs competition area organised by the Emirates Culinary Guild, saw 100 chefs competing for Gold, Silver and Bronze throughout the 3 days of the show.



7,244 trade visitors from 76 countries attended SIAL Middle East 2010. 87% of exhibitors approved of the quality of trade visitors at the show.

"SIAL Middle East was a good show for our companies. It was very well organised and had a focus on trade visitors only which was much appreciated by our participants as this increased the quality of contacts and possibility of sales of products."

Mrs Corry de Wit, Southern United States Trade Association (SUSTA)

SIAL Middle East 2011



SIAL Middle East 2010 has been confirmed as the **largest and most successful exhibition launch in Abu Dhabi**. The city has established itself as a business and trading hub in the region and is gearing up to welcome back SIAL Middle East in 2011!

Date:	21 – 23 November 2011
Venue:	ADNEC, Halls 1, 2, 3, 4, & The Atrium
BOOK A STAND:	To book a stand or for more information contact the team directly on Email: info@sialme.com or call Tel: +33 618 319 402 (International Sales) Tel: +97150 171 9855 (Middle East Sales)

What to expect at SIAL Middle East 2011

SIAL Middle East will build on the overwhelming success of the 2010 launch edition and is set to become the industries must attend event in the region.

- **Over 12,000 Trade Visitors**
- **500 exhibitors** from the Food, Drink, Hospitality & Foodservice sector
- **Focus on Foodservice at SIAL Middle East 2011** – Offering Exhibitors from the Foodservice & Equipment sector a professional platform to meet with the buyers face to face.
- **La Cuisine du SIAL** – Following its inaugural success this chefs' competition is set to double its participants and attract professional chefs from around the region to attend and compete for Gold, Silver and Bronze.
- **Food Retail Forum** – An extensive Conference & Seminar Programme supported by the Abu Dhabi Chamber of Commerce & Industry will be organised alongside SIAL Middle East 2011 and bring together key people from the industry.
- **UNIDO Industrial Investors Meetings** – Once again UNIDO ITPO Bahrain will be bringing together investors and companies looking to set up operations in the GCC countries
- **Hosted Buyers Programme** – This programme focuses on identifying key buyers from the region. In 2011, SIAL Middle East and Abu Dhabi Government will again be inviting and hosting up to 500 of the top buyers throughout the 3 days of the show.

For more information and updates on what's new for 2011 please visit our website www.sialme.com or contact us directly on details given above.

