

Under the Patronage of H. H. Sheikh Mansour Bin Zayed Al-Nahyan,
Deputy Prime Minister of the UAE, Minister of Presidential Affairs
and Chairman of Abu Dhabi Food Control Authority

SIAL 2011

The Middle Eastern Food Exhibition
Middle East

21-23 November 2011
ADNEC, Abu Dhabi

Strategic Partner



Post show report

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466 exhibitors
9,707 attendees from 71 countries
14 national pavilions
406 pre-qualified VIP hosted buyers
376 participating chefs in La Cuisine by SIAL
83% of 2011 exhibition space was re-booked by exhibitors by the end of the show
 At least **US\$350 million** worth of contracts signed by exhibitors at the event

1. Fast facts

Show name:	SIAL Middle East – The Middle Eastern Food Exhibition
Show dates:	21-23 November 2011
Venue:	Halls 2-5 and the Atrium, Abu Dhabi National Exhibition Centre, UAE
Organiser:	Turret Media FZ LLC & SIAL Group
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

Entry policy: SIAL Middle East is strictly a trade only exhibition for professionals from the food, drink, hospitality & catering sector. No entry for general public or persons under the age of 18.



2. Exhibitor statistics

No. of exhibitors: 466 companies from 43 countries. 80% of exhibitors were from outside the UAE, many presenting products in the region for the first time.

National pavilions: Turkey, USA, Argentina, France, Pakistan, China, Iran, UAE, Vietnam, Italy, Tunisia, Korea, Taiwan, Thailand.

Exhibitor profile: Bakery products, beverages – non alcoholic, canned/processed food, confectionary, cured meats, dairy & egg products, delicatessen products, food ingredients, foodservice equipment, fresh food, frozen food, fruits & vegetables, gourmet food, grocery store equipment and fit-out, halal products, health products & food supplements, meat, organic products, poultry & game, preserved foods, private label, seafood, snack food, tea & coffee.

Re-bookings: At the end of the 2011 event, 83% of 2011 exhibition space had been re-booked by returning exhibitors

Exhibitor Survey results: 95% of exhibitors recorded a satisfactory ROI of time and money
32% used SIAL Middle East to launch new products
76% had meetings with VIP hosted buyers during the event
94% would consider exhibiting at SIAL Middle East again
79% rated the quality of visitors as good or excellent
80% rated the event organisation as good or excellent
92% rated the venue as good or excellent
72% agreed that SIAL Middle East was the best place to meet buyers in the region

(Taken from an onsite exhibitor survey)

3. Exhibitor list:

Company Name

3E Endustriyel Elektrik Elektronik Makine
A.T.P. Co. Ltd
Abu Dhabi Food Control Authority
Abu Samra Kitchen
Acomfish

Advanta Intertrade Co., Ltd
Agility
Agrarian Holding Avangard
Agriconserve Rega
Agthia Group
Ahcof Industrial Development Co., Ltd

Aksu Vital Dogal Urunler Gida San. Ve Tic. A.S.
Al Ahlia Gulf Line General Trading
Al Ain Dairy
Al Barakah Dates
Al Bilal Foodstuff LLC
Al Dahra Agricultural Company
Al Foah
Al Ghazzawi Development Co. Ltd
Al Khail Al Arabi
Al Masah Al- Fareedah Trad.Co.
Al Mutawa Foods Trading
Al Rawabi Poultry
Al Watania Poultry
Aliana Trading LLC
All Needs General Trading LLC
Anadolu Etap Tarim ve Gida Urunleri San. Ve Tic. A.S.
Anhui Tongchuang Foodstuffs Co.,Ltd
Anmyfishco
Ansell Middle East
Apron Kitchen Fixtures
Aramtec
Argensun
Argentina Pavilion
Arizona Investment & Trading LLC
Asia & Middle East Food Trade Journal
ATP Negoce - International
Az. Agricola Grimaldi
Baboonuts (Thailand) Co., Ltd
Badia Spices Inc.
Baktat Gida A.S.
Balarisi Gida San. Tic. A.S.
Baoding Queenlike Company Limited
Barakat
BASF Construction Chemicals
Baskin Robbins
Batterjee Ice Cream & Juice Factory
Beijing Kaida Hengye Agriculture Technology Co.,Ltd
Beijing Leway
Beijing YinQiCheng Interantional Exhibition Co.Ltd
Besim Makina San. Ve Tic. Ltd. Sti.
Best Ground International
Biendong Seafood
Bio - Oasis SARL
Biterite
BMB Group
Bodin La Volaille Biologique
Bruce Foods Corp.
Brun Banana
BTGin Co., Ltd.
Caffen
Caillor SAS
Campania Felix
Caterer Middle East
CAYKUR - Cay Isletmeleri Genel Mudurlugu
CCCFNA
CCPIT Shandong
Changzhou Green Field Modern Agriculture Science & Technology Co.
ChoCo'a LLC
Chunan Qiandaohu Xunlong I/E Co.,Ltd
CJ
CJSC "Ruzovo"
CL Fish Corp.
CL Panga Fish Corp
Cobanpinar Dogal Kaynak Suyu Paz. Ve Dis Tic. Ltd. Sti.
Coca Cola
Concabi
Conference Centre
Cooking Trends Area
Crescent International (PVT) Ltd
Da Jung Co., Ltd
Daesang Corp.
Danone Hayat Icecek ve Gida San. Ve Tic. A.S.
Daylight Dounuts
Delikatesse srl
DEP Thailand
DFT Ministry of Commerce
Di Costa S.P.A.
Discover Puerto Rico
Dotaseafood
Dubai Cola Company
East Eagle General Trading
EGFCO (Rizhao Evergreen Foodstuffs Co.)
Eko Turka Teks.Tar.Hayv.Tas.San Ve Tic.A.S
Ektas Tarim Urunleri Endustri ve Tic. A.S.
El Majd
Electrolux
Elenco
Elmaleka for Food Industries
Embassy of the Islamic Republic of Pakistan
Emekcioglu Gida Tuz Kimya Paz. Tas. Tic. Ve San. A.S.
Emirates Co - op
Emirates Gourmet Gen. Trading LLC
Emirates Macaroni Factory
Emirates Poultry
Emirates Wildlife Society in Association with the WWF
EMKE Group
EMTECH Corporation
ESNAD Co. Ltd.
Euromonitor International
Farmers' Services Centre Abu Dhabi
Federal Foods
Feio srl
Fenglian Agri-Business Ltd
Fettahoglu Mesrubat ve Gida San. Tic. Ltd. Sti.
Food Business Gulf & Middle East
Food Export - Northeast
Food Manufacturing Journal Middle East
Food N Hospitality
Food Pacific Manufacturing Journal
Food Service Europe & Middle East
FOODCO Holding P.J.S.C.
Foremost Farms USA
France Pavilion
Freddi Dolciaria S.P.A.
Friesland Campina
Fuiyuan International Commerce & Exhibition Co. Ltd
Fujian Longhai Anlida Industry & Trade LLC
Fujian Tongfa Foods Group Co., Ltd.
Fumei Industry
Fundacion Exportar (Argentina Pavilion) Government
G.A.C. srl
Galadari Ice Cream Co. LLC
Ganghwa Red Ginseng
Gansu Zhongshida International Trade Co., Ltd
Genc Yemisciler Dis Tic. Tarim Urunleri San. Ltd. Sti.
GI Fruits
Gianni & Gelato Gen. Trdg. LLC
Gida Teknolojisi
Global Premium Resources SDN.BHD
Godaco
Golden Harvest
Gourmet House
Government of Canada
Goymen Tarim Urunleri San. ve Tic. A.S.
Grocery @ SIAL Middle East
GTT Istanbul Lojistik Hiz. Ve Dis Tic. Ltd. Sti.

Guang Yii International Co., Ltd.
Guangzhou Zhujiang Brewery Co., Ltd.
Guizhou Weining Native Products Logistics Co., Ltd
Gulf & Safa Dairies Co. LLC
Gulf Sondex FZCO
Gustosia Per Dessert
Guzelpinar Kaynak Suyu San. Tic. Ltd. Sti.
Halal Food Processors
Hamriyah Free Zone
Hangzhou Futeng Imp&Exp.Co.Ltd
Hangzhou Green Forever APICULTURE Co.,Ltd
Hangzhou Jise Chitang Ecological Agriculture Co.Ltd
Hangzhou Landbridge Trading Co., LTD
Hangzhou Yozen Imp&Exp Co.,Ltd
Haya East Foodstuff Co., Ltd.
Healthy Food Products Co., Ltd
Helix International Kitchen Factory LLC
Hido Gida Imalat San. Tic. Ltd. Sti.
Horeca Trade L.L.C.
Hospitality News Middle East
Hot Coffee
Hotelier Middle East
Huiyuan International Commerce & Exhibition Co. Ltd
Hung Vuong Corp.
Hunter Foods Limited FZCO
IASA srl
Ideal Rice Industries
Imex USA Pavilion Management Inc
Intellectual Capital Arabia
Intelligent Foods LLC
Interbrown Korea Co., Ltd
International Cooking Training Center
Iran Pavilion
Istanbul Chamber of Commerce
Istanbul Food Stuff
Italian Pavilion
ITP Business Publications
ITT Innovation
Jenaan Investment
Jiangxi Roton Import & Export Co. Ltd.
Jilin Pinno Thin Biology & Technology Co., Ltd.
Jinan Dawnbreaker Industrial and Commercial Co., Ltd.
Jinan Skyter
Jingning Changjin Fruits Co., Ltd
Jining De-Rain Trading Ltd
Jinyang Food Factory of Xinchang
Jiuquan West Agriculture Science and Technology Co.,Ltd.
Joffrey's
Jose Maria Lazara S.A.
Jufralo Trading LLC
Kadooglu Yag San. Ve Tic. A.S.
Kara Co.
Kartal Gida San. ve Tic. A.S.
Kendy Ltd
Keskinoglu Ic ve Dis Tic. Ltd. Sti.
Khalifa Fund for Enterprise Development
Kirliloglu Incir Isletmesi Gida Ve Insaat Dis Ticaret Ltd STI.
Kookje Food
Koop-Sut Sut ve Sivi Yag Urunleri Uretim ve Paz. Koop. Ltd.
Korea Bio Medical Science Institute
Korea Food Industry Association (Government)
Korea Pavilion
Korea Yakult Company Ltd
Kuiburi Fruit Canning Co., Ltd
La Cuisine by SIAL
La Fabbrica della Pasta
La Roche Chocolate
LACNOR

Lanzhou Long All Trading Co., Ltd
Lanzhou Organic International Trading Co., Ltd
Lee Kum Kee (Malaysia) SDN BHD
Lianyungang Befe Foods Co. Ltd
Linxia Shijin Muslim Food Co.,Ltd.
Liwa Center for Dates Processing & Trading
Lowe Refridgeration
LuLu Group International
M.R.S. Packaging & Food Service Ltd.
Maeil Dairy Industry Co., Ltd
Mahir Gida San. Ve Tic. A.S. (Koska Helvacisi)
Mamsan Gida San. Ve Tic. A.S.
Maqsood Flour & General Mills
Market Solutions Group LLC
Martellato S.R.L.
Mashad Int Exhibition .Co./ Iranian Pavilion
Maskeliya Tea Gardens
Massbetter Exhibition & Conference
Maysa Gida San. Tic. A.S.
Mehran Bottlers (Pvt) Ltd
Midamar Corporation
Middle East Food
MIE Group
Mission Foods
Mitras International Trading LLC
MKN Maschinenfabrik Kurt Neubauer GmbH & Co
Modena Emilia Romagna Italy Empowering Agency
MR IT Solutions LLC
Muratbey Gida ve Sut Ur. Paz. San. ve Tic. Ltd. Sti.
My UAE Guide
Nantong J. Top Foods Co., Ltd
Narus (Pvt) Ltd
National Food Products Co. LLC
National Olive Oil Board of Tunisia
Neshan Shargh Trading Co.
New Concept Product Co., Ltd
Night Orient
Ningbo Jinteng Bee Co.,Ltd
NingboWuzhouxing Group Co.,Ltd
NONIONS
Ocean & Fisheries Bureau of Jiangsu Province
Oleum Priorat
Olivin Zeytincilik Gida San. ve Tic. Ltd. Sti.
Orion Corp.
OTTOGI
Ozsu Pazarlama Gida ve Icecek Mam. San. Tic. Ltd. Sti.
Pakistan Food Journal
Pakistan Pavilion
Pakistan Rice Complex
Park Gida Alkollu ve Alkolsuz Icecekler San. ve Tic. A.S.
Pexim, Inc.
Polo Point International LLC
Popular Popcorn
Prime Products Industry Co., Ltd
Productores De Yerba Mate De Santo Pipo
QHD Yingde Foodstuffs Co.,Ltd
Qingdao Cheun Jep Foodstuff Co., Ltd.
Qingdao Runyu Food Co.,Ltd.
Qingdao Sinonut International Ltd.
Qingdao Sino-world International Trading Co.,Ltd
Refreshments Juice Palace
RexGen Biotech Co., Ltd.
Rizhao Hengrui Economy & Trade Co., Ltd
Rizhao Zhengyuan Plastic Products Co., Ltd.
Royal Culimer
Royal Horizon
Ruzovo
Sahin Melek Et ve Et Mam. Gida San. Tic. Ltd. Sti.

Salwa Foods Inc.
 Sara Food Group (off shore)/ France Trading Int'l Cie
 Saudi Pan Gulf Co. Ltd.
 Saveurs Et Nature
 Sayin Kimya Cevre Insaat Gida San. Ve Tic. Ltd. Sti.
 Scafa Limited
 Seyidoglu Gida San. Ve Tic. A.S.
 Shahsavand Zarim
 Shandong Wonderful International Trade Co. Ltd
 Shengzhou City Dapeng Tea co.,Ltd
 SIAL Group
 SIAL Innovation Observatory
 SIAL Middle East 2012
 Sica srl
 Signature Marketing & General Trading LLC
 SINO Chai
 Smart Beverage
 Smart Beverage Austria
 Snack Crops
 Solania srl
 SOPEXA
 Southern United States Trade Association (SUSTA)
 Southvina
 Spomlek
 SQB SDN BHD
 Sufi Group of Company
 Sun East Foods Co., Ltd
 Sunnyland USA, Inc.
 Swiss Bakery
 SYS System Filtration GmbH
 Taher Al Taher Gen. Trading
 Taiwan Vegetables & Fruits Exporter Association
 Taizhou Pteropactyl Green Farm Produce Co.,Ltd
 TASC0
 TecnAlimentaria
 Thailand Pavilion
 Thailand Trade Office Dubai
 Toumi Intertrade Co., Ltd
 Trade Development Authority of Pakistan
 Tropical Cubes Ltd.
 Tropical Food Manufacturing (Ningbo) Co., Ltd
 Tulip International
 Tunas&Celikler Food Industry
 Turk Standartlari Enstitusu

Turkey Pavilion
 UAB Galinta IR Partneriai
 Unifo Food Industry & Trade Inc.Co.
 Unifrutti Asia
 Unilever
 Union National Bank
 United Global Trading FZC
 United Source One
 Universal Marketing
 US Agricultural Trade Office - Dubai
 US Highbush Blueberry Council
 User Gida ve Tuketim Mallari Sanayi ve Ticaret Ltd. Sti.
 VASEP - Vietnam Assn. For Seafood Exporters & Producers
 Vasep Company
 vis.con srl
 Vitamax Food Beverages (Fujian) Co., Ltd
 Walt Disney Company, The
 West Food Group B.V.
 www.hozpitality.com
 Xiamen Choice Harvest Imp & Exp Co.,Ltd.
 Xiamen Good Fortune Foods Co., Ltd
 Xiamen Pak Shing Imp & Exp Co.,Ltd.
 Xiamen Yotoyo Foods Co., Ltd
 Xiangshan South Aquatic Food Co.,Ltd
 Yorsan Gida Mamulleri San. Ve Tic. A.S.
 Zargarzadeh Commercial Co.
 Zeons Global Inc.
 Zhejiang Chenyun Industrial Co.,Ltd
 Zhejiang Dashan Import and Export Trade Co.,Ltd
 Zhejiang E.C.S Foods Co.,Ltd
 Zhejiang Green Crystal Flavor Co., Ltd
 Zhejiang Native Produce
 Zhejiang Res-Cathay International Ltd
 Zhejiang Silver River Foods Co.,Ltd
 Zhejiang Songyou Foods Co.,Ltd
 Zhejiang Sunshine Co.,Ltd
 Zhejiang Taigu Agriculture Technology Co.Ltd
 Zhejiang Tea Group Co.,Ltd
 Zhejiang Time's Int. LTD
 Zhejiang Vegetables Basket Food Co., Ltd
 Zhejiang Wuyi Tea Industry Co.,Ltd
 Zhoushan Mountain Spring Somke Food Co.,Ltd
 Zhoushan Zaohai Aquatic Co.,Ltd

To view more details about the companies that were represented please [visit the exhibitor list online.](#)

4. Visitor statistics

No. of trade visitors: 9,707 attendees from 71 countries (34% increase on 2010 figures)

No. of competing chefs: 376 (at La Cuisine by SIAL)

Members of the press: 78

No. of hosted buyers: 406 from 22 countries

Visitor profile: Agents, airlines, armed forces, bakeries, cafes, clubs and bars, contract caterers, distributors, duty free, education bodies, food manufacturers/producers/processors, government, grocery & convenience stores, hospitals, hotels, importers/traders, restaurants, retailers, supermarkets/hypermarkets, wholesalers

Visitor Survey results:

(Taken from an onsite visitor survey)

39% of visitors were the sole purchase decision maker
42% were responsible for specifying and recommending products
87% attended SIAL Middle East for more than 1 day
73% of visitors attended to source products and identify suppliers
97% of visitors successfully met their event objectives
85% of visitors rated the quality of the show as good or excellent
100% of visitors rated the venue as good or excellent
100% of visitors recorded that they will visit SIAL Middle East 2012

5. VIP attendees included...

H.H. General Sheikh Mohammed bin Zayed Al Nahyan

Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces

H.H. Sheikh Abdullah bin Rashid Al Mualla

Deputy Ruler of Umm al-Qaiwain

H.E. Mohamed Ahmed Al Murr

Federal National Council Speaker

H.H. Lt. General Sheikh Saif bin Zayed Al Nahyan

Deputy Prime Minister and Minister of Interior

H.H. Sheikh Nahyan Bin Zayed Al Nahyan

Chairman of The Zayed Bin Sultan Al Nahyan Charitable & Humanitarian Foundation

H.H. Sheikh Nahyan Bin Mubarak Al Nahyan

Minister of Higher Education and Scientific Research

H.E. Abdul Rahman Mohammed Al Owais

Minister of Culture, Youth and Community Development

H.E. Dr. Hadeef Joan Al Dhahiri

Minister of Justice

H.E. Saqr Al Ghobash

Minister of Labour

H.E. Rashid Bin Fahad

Minister of Environment

H.E. Azuldin Abdullah Hussein

Minister of Agriculture in Iraq

H.E. Mohammed Ahmed Al Bowardi

Secretary General of the Executive Council

H.E. Mughair Khamis Al Khaili

Director General of the Abu Dhabi Education Council

Ambassadors in the UAE from Turkey, Pakistan, Italy, Argentina, Vietnam, Nepal, UK, USA, Iran

6. VIP buyer report

As part of a government supported hosted buyer programme, 406 VIP buyers from 22 countries were hosted in Abu Dhabi to visit SIAL Middle East.

Countries represented: Algeria, Bahrain, Bangladesh, Ivory Coast, Egypt, India, Iraq, Jordan, Kenya, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Oman, Pakistan, Palestine, Qatar, Sudan, Syria, Tunisia, UAE



Companies represented included:

Abela and Co.	K.M. Trading Co. LLC
Al-Khobar Bakeries and Sweets Est.	Marmum Dairy Farm
Al Darhim Meat & Poultry Products Factory	Mawashi Qatar Co. for Meat & Livestock Trading
Al Jaber Catering Services LLC	Modern Mills of Lebanon
Al Majid Group	Mohamed Bin Khalid Al Thani Group
Al Raya Food Co.	Movenpick Tower Suites Doha
Al Sharaf Trading Co.	Naheed Supermarket
Arabian Food Supplies	National Corporation for Tourism and Hotels
Auromatix Hotels PVT Ltd	Qatar Flour Mills Co.
Bahrain Juice Filling Factory	Qatar Markets / Giant Stores
Bateel	Ramada Muscat Hotel
Bin Hendi	Regency Group
Carrefour	Rotana Hotel Management
Crown Plaza Hotels	Royal Hospital MOH
Dubai World Trade Centre	Saudi Trading
Egyptian Establishment for Intl Trading	Spinneys
Federal Foods Qatar	Sweet Garden Gen. Trading Co. LLC
Forstar Frozen Foods	The Kuwaiti Danish Dairy Co.
Golden Tulip Al Hamra	Zein Brothers & Co.

Please note: this is not the full company list. For further information please contact a member of the team.

7. Features at SIAL Middle East

The international exhibition

The platform to source new food, beverage and equipment products from over 450 companies.

Industry seminars

Visitors were given the opportunity to understand and discuss food policy and safety in the region, discover the latest consumer trends from around the world, and learn how to grow their business with a programme of free seminars led by some of the industry's most respected experts.

Over 40 speakers from the region and beyond including:

- H.E. Abdullah A Al Saleh, Undersecretary of the Ministry of Foreign Trade, UAE
- Dr. Adeb Al Afifi, Director-Foreign Trade & Export Support, Department of Economic Development-Abu Dhabi (DED)
- Afif Barhoumi, Investment Promotion Expert, UNIDO ITPO Bahrain
- Beat Stettler, Head of Quality Management, Nestle Middle East
- Brian Barriskill, Supply Chain Director, Al Dahra Agricultural Company

- Dr Joanne Taylor, Research and Training Director, TSI Ltd., UK and Course Leader, MSc Food Safety Management, HCT, UAE
- John Lupien, Former Director, Food and Nutrition Division, Food and Agriculture Organization of the United Nations (FAO), Rome, Italy
- Peter Ensor, Planning & Studies Section Manager, Farmers' Services Centre Abu Dhabi
- Sana Toukan, Research Manager, Euromonitor International
- Tariq Al Tenaiji, Lead Inspector, Abu Dhabi Food Control Authority (ADFCA)
- Xavier Terlet, CEO, XTC World Innovation

And six things not seen at any other food event in the region:

1. The Africa and Middle East semi-finals of the **Global Chefs Challenge and Hans Bueschkens Young Chef Challenge** took place live at the show
2. The **SIAL Innovation Observatory** presented award winning products from around the world
3. **La Cuisine by SIAL** showcased the talent and artistry of over 350 professional chefs
4. The **United Nations Industrial Development Organisation** hosted a series of business meetings to introduce food businesses to potential investors who can help expand or set up operations in the Gulf region
5. **Grocery @ SIAL Middle East** provided a dedicated trading platform for grocery store owners
6. In partnership with **Electrolux**, live demonstrations in the **Cooking Trends Area** illustrated how chefs are evolving the way they prepare food to keep up with consumer preferences

8. Testimonials



SIAL Middle East is one of the most important food exhibitions in the region and an exceptional opportunity for international food companies to present and promote their products in the region's markets."

H.E. Mohammed Hilal Al Muheiri, Director General, Abu Dhabi Chamber of Commerce and Industry (ADCCI)



The value of Italian food and beverage exports into the UAE for 2011 stands at AED213.8 million – an increase of 20% from 2010. SIAL Middle East is a very important initiative for us as we look to increase exports into the UAE by as much as 40% in 2012."

Giorgio Starace, Italian Ambassador to the UAE



The 7 exhibitors at the Pakistan pavilion received over 100 serious enquiries, with 5 receiving orders worth more than US\$ 272,000. Additionally, 4 exhibitors closed MoU's appointing sole distributors in Abu Dhabi for their products. This is the first time our exhibitors have participated at an event in Abu Dhabi, and SIAL Middle East has exceeded all expectations."

Bilal Khan Pasha, Commercial Counsellor at the Pakistan Embassy, UAE



SIAL Middle East provided us with a tremendous opportunity to further market our Midamar Halal USA products at a globally recognised food trade event."

Jalel Aossef, Owner and Managing Director, Midamar Corporation



SIAL exhibitions always pull out the stops to showcase true food product innovations and the world's hottest trends."

Xavier Terlet, CEO, XTC World Innovation and President of the SIAL Innovation Jury



We at Van Gils General Trading were satisfied with SIAL Middle East and are looking forward to have a greater presence in the next one. We received many visitors on our tiny stand, and the curiosity was higher than we truly expected."

Nicolas Barghout, General Manager, Van Gils General Trading LLC



"SIAL Middle East was an excellent gathering of food related activities".

Zaigham Haque, SCAFA



"SIAL Middle East is a great platform to focus and understand the Abu Dhabi market".

Mohammed Shahid Azmi, Sales & Marketing Manager, Barakat Quality Plus



"SIAL Middle East was good for us to get to know more people in the Middle East region, an excellent platform for other companies internally and externally to know our product, and to make deals with them".

Tariq Al Mutawa, Almutawa Foods Trading

9. About SIAL Middle East 2012

The percentage of exhibitors that re-booked for the 2012 event even before SIAL Middle East 2011 had closed its doors is a significant milestone for the event. It highlights the pre-eminent position of Abu Dhabi as a commercial hub and is reflective of a booming food industry in a region offering unlimited opportunities for food and hospitality equipment manufacturers, suppliers, distributors and service providers.

New events running alongside SIAL Middle East 2012 will be...

Seafood Middle East

A unique opportunity to present buyers in the region with the most innovative products from around the world. Buyers and sellers of fresh, canned, and frozen seafood will join storage, processing and handling equipment companies at the region's new marketplace for the seafood industry.

Ingredients MENA

A rapidly growing and increasingly multicultural population is driving rapid growth in demand for international foods and ingredients throughout the MENA region. Serving the food ingredient, additive and flavouring industries, Ingredients MENA will be a brand new exhibition dedicated to food ingredients.

The Food Processing & Packaging Expo

A new platform for companies selling the machinery, equipment and services required to manufacture, process and package foods for retail. A high-level conference held in association with UNIDO will facilitate business relocation and expansion and guarantee attendance from food manufacturers wanting to set up operations in the Gulf region.

Contact us

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Join our group on LinkedIn: http://www.linkedin.com/groups/SIAL-Middle-East-3935940?gid=3935940&trk=hb_side_g

About SIAL Group



WORLD N°1 FOOD EXHIBITION NETWORK

- MONTREAL / CANADA
9-11 May 2012
www.sialcanada.com
- SÃO PAULO / BRAZIL
25-28 June 2012
www.sialbrazil.com
- ABU DHABI / UAE
26-28 November 2012
www.sialme.com
- SHANGHAI / CHINA
9-11 May 2012
www.sialchina.com
- PARIS / FRANCE
21-25 October 2012
www.sialparis.com
- TORONTO / CANADA
25-27 April 2013
www.sialcanada.com

● biennial ● annual



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