



## LOOK DEEPER INTO THE SUCCESS OF SIAL MIDDLE EAST 2018

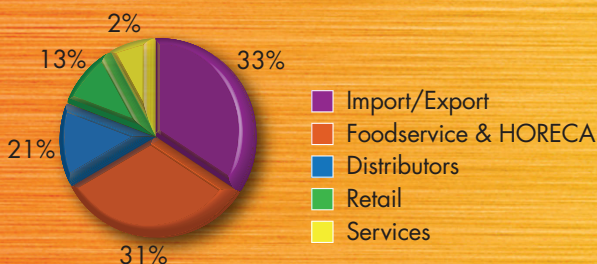
### OUR 2018 VISITORS

- **20,529** unique visitors\* from **90+** countries
- **470** fully hosted VIP buyers from **50** countries
- **96%\*\*** of visitors were satisfied with their visit
- **92%\*\*** of visitors agree that it is important to attend SIAL Middle East every year

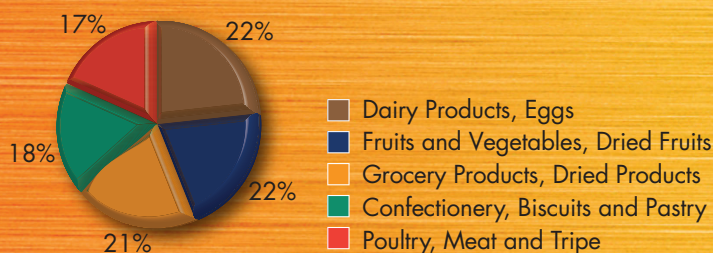
\* 28,324 including repeat visitors

\*\* SIAL Middle East 2018 Visitor Survey

### ACTIVITIES OF OUR VISITORS



### TOP 5 VISITOR PRODUCT INTERESTS



### TOP 5 VISITOR COUNTRIES (2018 RESULTS)

- |                 |            |
|-----------------|------------|
| 1. UAE          | 4. INDIA   |
| 2. SAUDI ARABIA | 5. BAHRAIN |
| 3. KUWAIT       |            |

### OUR 2018 EXHIBITORS

- ▶ **1,089** exhibitors & brands from **45+** countries
- ▶ **30+** specialised and national country pavilions
- ▶ **94%\*** exhibitors were satisfied with their participation
- ▶ **94%\*** of exhibitors recognise the importance of being part of SIAL Middle East

\*SIAL Middle East 2018 Exhibitor Survey

### TOP 5 EXHIBITING COUNTRIES

- |            |           |
|------------|-----------|
| 1. UAE     | 4. ITALY  |
| 2. CHINA   | 5. BRAZIL |
| 3. MOROCCO |           |

### TOP REASONS TO EXHIBIT\*

- ▶ **Develop** business in the Middle East
- ▶ **Promote** company's brand awareness
- ▶ **Develop** sales network

\*SIAL Middle East 2018 Exhibitor Survey



### WHAT DOES THE REGION HAVE TO OFFER?

- GDP per capita is expected to reach **US\$ 69,000 by 2020** which is equivalent to the US and more than the UK and Japan
- The UAE & Saudi Arabia are expected to attract **52 million** tourists by 2020 (+93% in 6 years)
- GCC food consumption is expected to expand at a CAGR of 4.2% from an estimated **48.1 million MT** in 2016 to **59.2 million MT** in 2021
- Airline sector in the region continues to grow exponentially. The industry in the UAE is expected to contribute **US\$ 53 billion** by 2020

"We came back this year due to the excellent results from last year. This year after our participation at SIAL Middle East, we are expecting to sign contracts worth \$20 million over the next 12 months"

**Pedro Viana**

Policy Advisor at the Ministry of Agriculture, Brazilian Pavilion



# BE INSPIRED BY SIAL MIDDLE EAST

## FEATURES & EVENTS



### Abu Dhabi Food Security Roundtables

Food Security Center - Abu Dhabi (FSCAD) brings together top government officials, CEOs and industry experts to discuss ways of ensuring the availability of affordable, sustainable and nutritious food for the region. 2 panel discussions were part of the roundtables in 2018 with the impact of the political situation in the region and government and private sector partnership model taking centre stage.



### Hosted Buyer Programme

Hosting up to **500** buyers from **40+** countries to promote business networking at the show. SIAL Middle East brings together buyers with a minimum purchasing power of **US\$ 500,000** and fully covers flights, accommodation and airport transfers. In 2018, **470** hosted buyers were part of the programme, resulting in **10,583** meetings and introductions with exhibiting companies.



### Hosted Buyer Introduction Suite

A private dedicated space for exhibitors to meet with batches of selected Hosted Buyers. **7** sessions based on a product category were held in the Hosted Buyer Introduction Suite over the 3 days. More than **3,400** introductions were conducted as part of the programme in 2018.



### La Cuisine

Organised by the Emirates Culinary Guild, La Cuisine is the region's largest culinary competition and a favourite meeting point for food service professionals. The event this year hosted more than **1,000** chef competitors from all over the region to compete across **19** different categories with winners from Jumeirah Group, Al Jawaher Recreation Center, Madinat Jumeirah C&I, Sofitel Abu Dhabi Corniche, Palace Downtown and Atmosphere Burj Khalifa



### Middle East Food Forum - RETURNING FOR 2019

Middle East Food Forum was launched at the 2017 edition of SIAL Middle East with more than **300** of the country's top restaurateurs, franchisees, franchisors and investors in presence to discuss the biggest challenges faced by the F&B hospitality industry. **50+** top industry speakers and thought leaders offered unique outlook in to the local restaurant industry and overall F&B business. An even bigger event is returning to SIAL Middle East in 2019.



### La Cuisine VIP Evening

**150** senior chefs from the region and select exhibitors network in an informal setting at the spectacular The Club Abu Dhabi.



### Roaming Chefs

Senior executive chefs representing regional and international hotels & restaurants took guided tours around the show during the day. More than **800** introductions were made as part of the programme in 2018.



### UAE National Coffee Championships

Certified by the World Coffee Events (WCE) and sanctioned by the Specialty Coffee Association (SCA), **2** coffee competitions including National Brewers Cup Championship and National Latte Art Championship were part of the UAE National Coffee Championships in 2018.



### SIAL Conferences

A series of innovative panels tailored to SIAL Middle East's core industry sectors. Over the course of the event, there will be a number of themes to ensure a high-level thought provoking industry gathering. Discussions will focus on key industry trends and challenges in F&B and travel catering.



### SIAL Innovation

A unique celebration of **16** most innovative food and beverage products out of **150+** submissions. All finalists were displayed within the dedicated Innovation Area at SIAL Middle East. **3** innovative products from United Arab Emirates, Korea and Philippines were judged Gold, Silver and Bronze winners respectively.



### The Mercurys

The Mercurys is the most prestigious award in travel catering, worldwide. Judged by a panel of independent experts, the 37<sup>th</sup> edition recognised the very best in travel catering with five main award categories spanning airline meals, service, general on-board food and beverages and equipment. **180** senior executives from airlines and airline catering companies attended the 2018 edition of the awards.

## GET MAXIMUM COVERAGE AT SIAL MIDDLE EAST



**4.5 million**  
emails delivered



37 trade magazines as media partners  
reaching **169,000** subscribers



**100+** spots in top English,  
Arabic and Hindi radio stations



**1,000+** hours of telephone  
calling to invite potential visitors



8 weeks PR campaign with total exposure  
of **US\$ 3.2 million** in 2018



**10,000+** followers on  
social media channels with  
**50,000+** #SIALME  
posts/tweets in 2018



**7,000+** top buyers  
contacted by phone



**100,000** contacts reached  
through dedicated SMS campaigns

SIAL Middle East is held 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 (ADFCA). The event is extensively supported by Abu Food Control Authority as the Strategic Partner.

Strategic Partner



"My company was looking for organic products and I was very impressed with the variety that SIAL Middle East had to offer. I hope to come back next year."

**Jose Tony**  
Director, Organic Valley, India

SAVE THE DATE FOR 2019 EDITION

9 - 11 DECEMBER | ABU DHABI NATIONAL EXHIBITION CENTRE

### INTERNATIONAL PARTICIPATION

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