

Gulfood 26–30
JAN 2026

COUNTRY PARTNER



The
**WORLD'S BIGGEST F&B
SOURCING AND
INNOVATION SHOW**

POST SHOW REPORT

A RECORD
BREAKING 100%
EXPANSION



TWO MEGA VENUES, ONE UNSTOPPABLE COMMERCIAL POWERHOUSE

Gulfood 2026 made history as the world's first & largest food and beverage event of the year, delivering a monumental **100% expansion in size and impact**. Operating seamlessly across two mega venues – Dubai World Trade Centre and the **newly expanded \$2.7 billion Dubai Exhibition Centre at Expo City** – the show sold out **over 280,000 square metres of exhibition space**. This landmark edition served as a unified platform for the world's food economies, cementing Dubai's status as the undisputed global headquarters for food trade, intelligence and multilateral connectivity.

A VISIONARY ENDORSEMENT OF GLOBAL LEADERSHIP

HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM MARKS GULFOOD'S LARGEST DUAL-VENUE EDITION

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, visited the 31st edition, affirming the event's role as a catalyst for sustainable global trade.

 DUBAI WORLD TRADE CENTRE



DUBAI EXHIBITION CENTRE, EXPO CITY 

“

The UAE continues to strengthen its position as a global hub for trade and industry, and as an international platform convening markets, producers and innovators. The future of the food sector depends on the ability to innovate, adopt advanced technologies and enhance market efficiency. Dubai will continue to serve as a global meeting point for integrated efforts and the development of solutions across strategic sectors.



DELIVERING HISTORIC **SCALE** & MEASURABLE IMPACT

268,643

EVENT
ATTENDEES

8,500

EXHIBITORS

195

ATTENDING
COUNTRIES

1.5M+

PRODUCTS
SOURCED

280K SQM

ACROSS TWO FULLY
SOLD-OUT MEGA VENUES

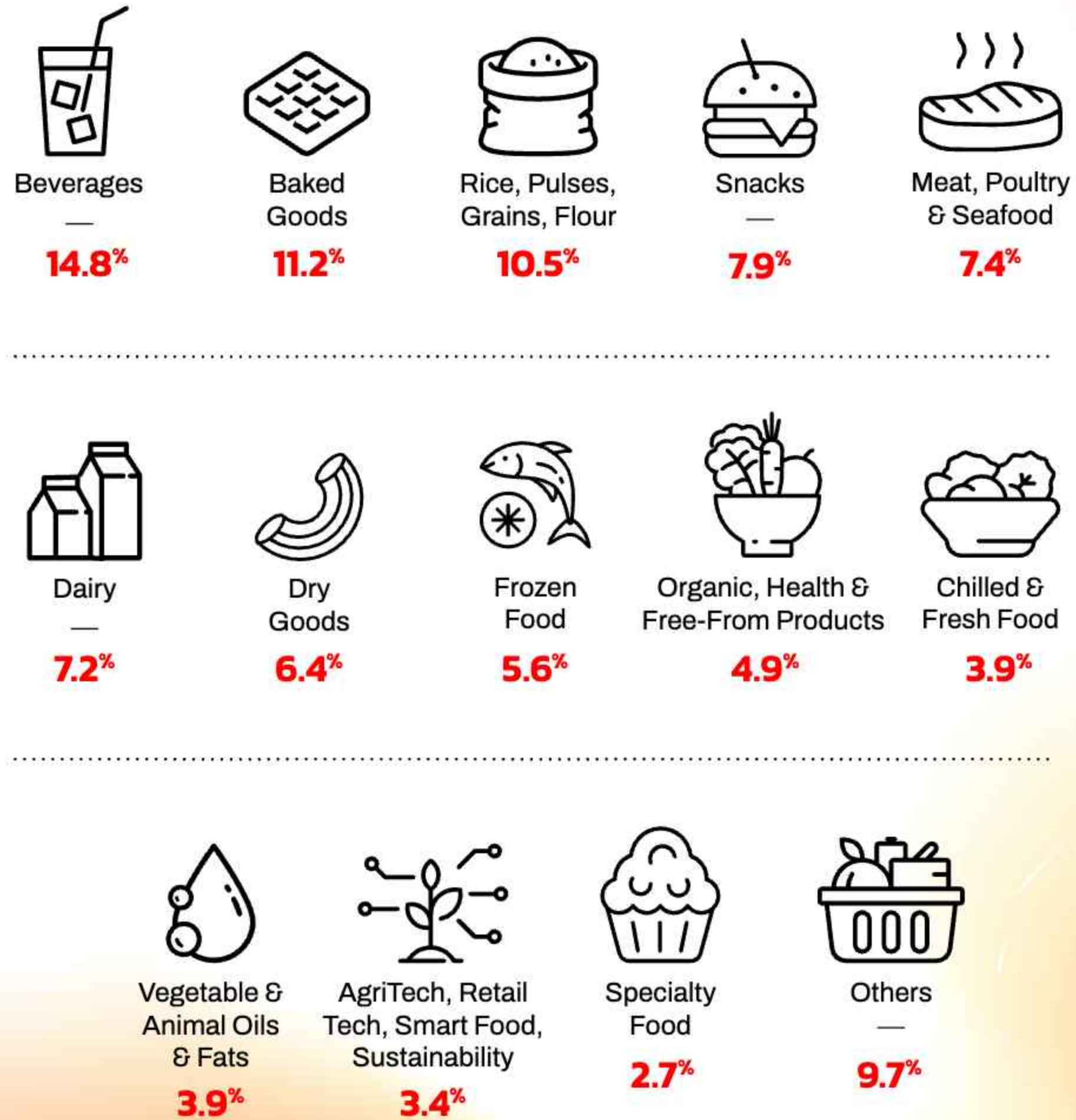
100%

**EXPANSION
IN SIZE**

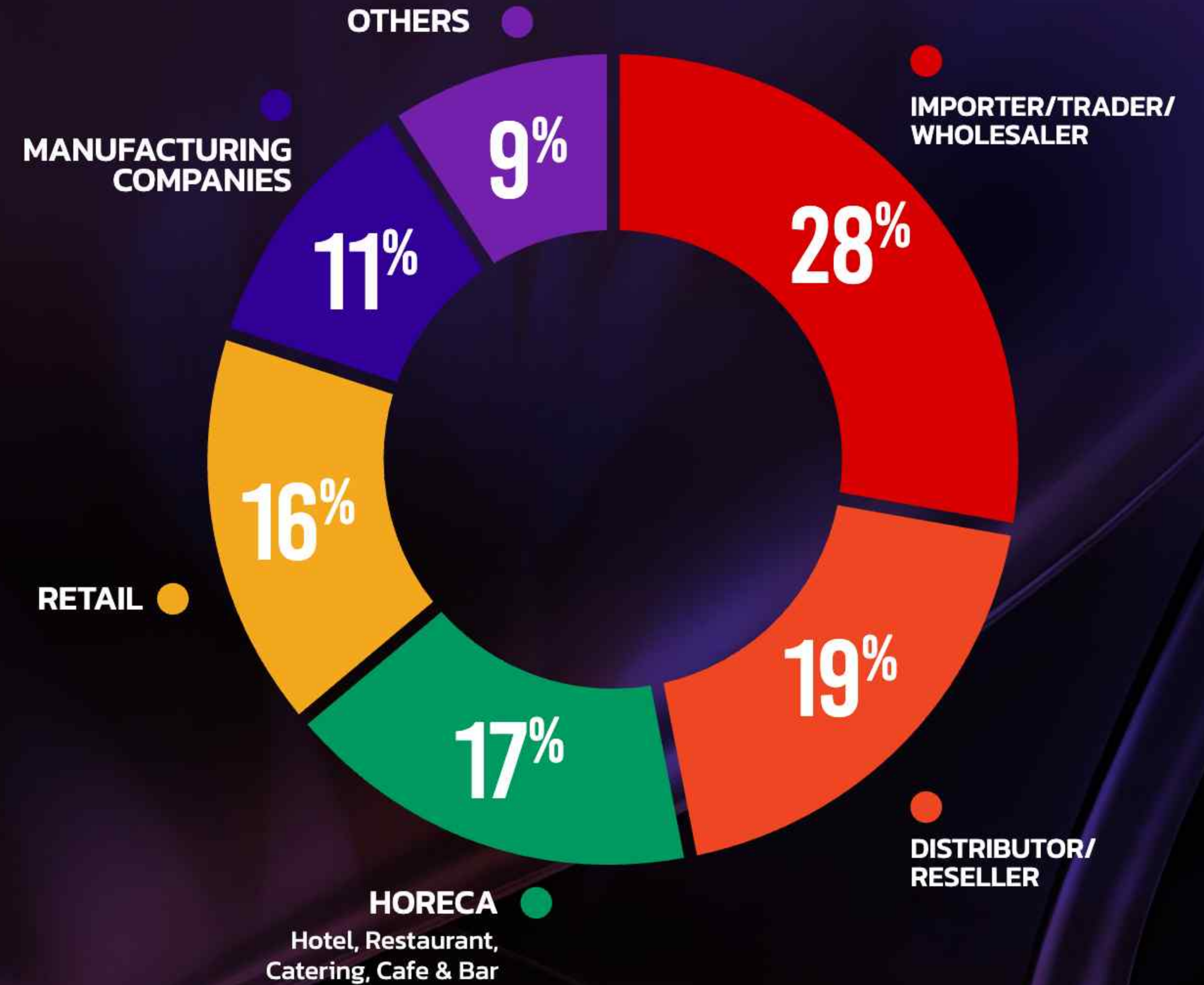
AND **IMPACT** COMPARED
TO PREVIOUS EDITIONS

PURCHASE INTEREST

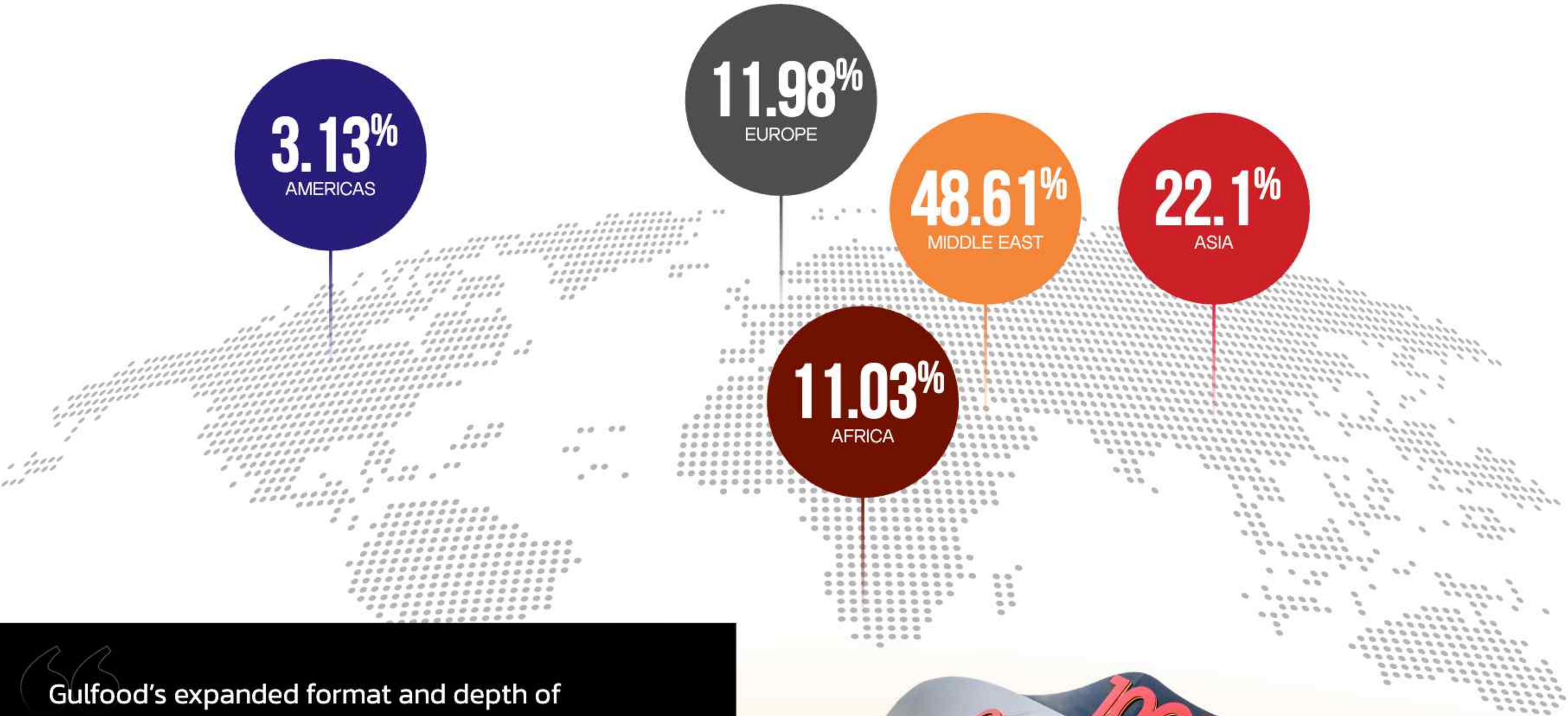
BUYERS CAME TO SOURCE



BUYERS INDUSTRY



A TRULY **GLOBAL AUDIENCE** SPANNING SIX CONTINENTS



Gulfood’s expanded format and depth of suppliers make it the strongest retail sourcing platform we use – enabling faster, more targeted engagement with power brands, grocery suppliers and fresh producers.

ABDUL NAZEER
HEAD OF COMMERCIAL, AL ASWAQ AL WATANIA LLC



FACTORS INFLUENCING SOURCING DECISIONS

PRODUCT QUALITY	60%
SUPPLIER RELIABILITY	58%
COST-EFFECTIVENESS	39%
COUNTRY OF ORIGIN	19%
LOGISTICS AND PROXIMITY	14%
ABILITY TO SCALE SUPPLY	10%
SUSTAINABILITY PRACTICES	10%
REGULATORY COMPLIANCE	8%

EXHIBITOR IMPACT THE ULTIMATE COMMERCIAL POWERHOUSE

WHAT MADE GULFOOD EXCEPTIONAL FOR EXHIBITORS?

A Truly Global Buyer Audience

The event attracted a unique concentration of international buyers, distributors and decision-makers, driving meaningful trade conversations.

Accelerated Business Outcomes

Exhibitors experienced an efficient environment for lead generation, deal-making and reconnecting with partners — all within a few high-impact days.

The Gateway to High-Growth Markets

Gulfood served as a powerful access point to markets across the Middle East, Africa and Asia, with Dubai at the centre of global food trade.

70%

REPEAT EXHIBITOR
PARTICIPATION

88%

IMPORTANCE OF THE EVENT FOR
EXHIBITORS, vastly outperforming
the industry benchmark of 3.90.

Gulfood remains the most effective global platform for converting trade dialogue into real business. This year, our participation supported concrete outcomes.

SAYED ASHRAF HASHIMI,
CHAIRMAN, ASIA FOOD FORUM





100% WHY 2026 DELIVERED MORE



KraftHeinz

By convening global leaders at scale, the show creates an exceptional environment for knowledge exchange, food security dialogue, and international market engagement.

MARY GUKASYAN

MANAGING DIRECTOR – MIDDLE EAST & AFRICA, THE KRAFT HEINZ COMPANY

IFFCO **إفكو**

For over three decades, Gulfood has been a pivotal platform for collaboration, innovation and shaping the future of the global food and beverage sector.

ABDUL WAHAB AL HALABI

EXECUTIVE CHAIRMAN, IFFCO GROUP



DP WORLD

Gulfood is a powerful platform that brings every link of the global trade value chain under one roof, accelerating connections and simplifying international trade.

PRIYANK KUMAR

GLOBAL DIRECTOR – AGRICULTURE & PERISHABLES MARKET ACCESS, DP WORLD



MAERSK

Gulfood enables meaningful engagement across IMEA and Europe, strengthening resilient supply chains from farm to fork through integrated logistics solutions.

MOHAMMED HAMDAN

AREA HEAD OF SALES (UAE), MAERSK KANOO EMIRATES LLC

EXHIBITORS

GLOBAL INDUSTRY LEADERS ON WHY 2026 DELIVERED 100%



TYSON FOODS INC.

This remains one of the most critical exhibitions for our Middle East operations, consistently delivering stronger customer engagement and commercial outcomes.

JAY PANCHAL

SENIOR SALES MANAGER – MEA,
TYSON FOODS INC.

MINERVA FOODS

Gulfood strengthens global food security by directly connecting producers and buyers, supporting traceable, efficient and sustainable international trade.

MARTIN DIGIACOMO

CCO – INTERNATIONAL MARKETS, MINERVA
FOODS DMCC



LULU GROUP INTERNATIONAL

As a pivotal platform, this event fosters the collaboration, innovation, and sustainability required to drive the global food industry forward.

YUSUFF ALI M.A

CHAIRMAN, LULU GROUP
INTERNATIONAL

FRESH DEL MONTE

Gulfood consistently delivers the right audience and meaningful business opportunities, making it the ideal platform to launch innovation at a global level.

RACHA EL AAWAR

DIRECTOR – REGIONAL MARKETING MENA,
FRESH DEL MONTE





FROM
DEBUT
FOOTPRINTS
TO

BIGGER-
THAN-EVER

PAVILIONS



As the world's largest food and hospitality gathering, Gulfood offers a front-row view into how the F&B industry is evolving. Nowhere is that shift more visible than in the Gulf and wider Middle East, driven by national transformation agendas and a rapidly growing, youth-led population that is redefining how food, hospitality, and value are experienced.

MICHIEL BAKKER

**PRESIDENT OF THE CULINARY
INSTITUTE OF AMERICA, USA**



This is Uganda's first time participating at Gulfood as an exhibitor, and we are delighted to showcase our products and build strong ties with international markets on this global platform. Our products are largely organic, grown with minimal use of pesticides, fully traceable, and cultivated at the equator, which gives them distinctive quality. Gulfood has enabled our exhibitors to connect directly with the world, and we believe this exposure will deliver a significant boost to Uganda's products and market access.

DR. MONICA MUSENERO MASANZA

**MINISTER FOR SCIENCE, TECHNOLOGY AND
INNOVATION, GOVERNMENT OF UGANDA**



EXCLUSIVE MOUs, STRATEGIC AGREEMENTS & GLOBAL LAUNCHES SECURED AT THE SHOW



SOLICO GROUP COMMITS AED 130 MILLION MANUFACTURING INVESTMENT AT GULFOOD

Solico Group announced a AED 130 million investment to launch its SoFood Dubai manufacturing facility at Gulfood 2026, strengthening local production, supporting food security and reinforcing the UAE's position as a regional food manufacturing hub.



DUBAI MUNICIPALITY LAUNCHES WORLD-CLASS FOOD SAFETY TESTING FACILITY AT GULFOOD

Dubai Municipality unveiled its specialised insect residue testing laboratory at Gulfood, setting a new global benchmark for food safety, regulatory transparency and scientific assurance in international food trade.



FRÍO AND AL MAYA GROUP SIGN MAJOR GCC RETAIL DISTRIBUTION AGREEMENT

FRÍO formalised a regional distribution agreement with Al Maya Group at Gulfood, unlocking accelerated access to Gulf retail markets and strengthening the brand's on-shelf presence across the GCC.



SPINNEYS AND EMIRATES BUSTANICA SIGN STRATEGIC RETAIL MOU AT GULFOOD

Spinneys/Waitrose and Emirates Bustanica signed a strategic MoU at Gulfood to develop a private-label retail range under the Eat Better concept, focused on locally sourced, healthier and more sustainable food solutions.



DMCC AND UAE FOOD CLUSTER SIGN STRATEGIC INDUSTRY MOU AT GULFOOD

DMCC and the UAE Food Cluster signed a landmark agreement at Gulfood, strengthening collaboration across the food and agri-ecosystem and advancing the UAE's ambition to operate as a smart global food hub.



THE INDUSTRY'S LAUNCHPAD FOR INNOVATION



EMIRATES FLIGHT CATERING AND BUSTANICA LAUNCH MAJOR RETAIL FOOD EXPANSION

Emirates Flight Catering and Bustanica used Gulfood to unveil a new retail food range, expanding the world's largest vertical farm into premium fresh produce, proteins and ready-to-eat meals for retail and hospitality markets.



AL GHURAIR FOODS LAUNCHES PURL INGREDIENTS BRAND WITH \$20M INVESTMENT

Al Ghurair Foods announced the launch of its PURL ingredients brand at Gulfood, alongside a \$20 million UAE investment, marking a strategic shift toward value-added solutions and global supply chain resilience.



JANAT PARIS SHOWCASES WORLD'S MOST EXPENSIVE TEA AT GULFOOD

JANAT Paris presented its GUINNESS WORLD RECORDS™-holding luxury tea at Gulfood, demonstrating the platform's ability to connect premium products with global buyers at scale.



HEATHER MILLS LAUNCHES NO BLOAT PLANT-BASED INNOVATION AT GULFOOD

Plant-based pioneer Heather Mills selected Gulfood to launch No Bloat, signalling digestive wellness as a fast-growing frontier in global food and health innovation.



MAHAWA LAUNCHES NEXT-GENERATION HYDRATION TECHNOLOGY AT GULFOOD

Mahawa unveiled its H2 hydration innovation at Gulfood, leveraging the platform's global reach to introduce breakthrough technology aligned with sustainability and wellness trends.



THE **NEW** BLUEPRINT FOR GLOBAL EXHIBITIONS

Two-Venue Show Exceeded Every
Benchmark for Visitor Advocacy



The dual-venue format of **Gulfood 2026** is particularly impressive, presenting significant opportunities for **learning and connecting** with individuals from the **global F&B ecosystem**.

H.E. TREVOR JONES

MINISTER OF AGRICULTURE,
FOOD, AND AGRIBUSINESS
FOR ONTARIO

The expansion across Dubai World Trade Centre and Dubai Exhibition Centre has significantly enhanced supplier discovery and meeting efficiency. The Big Deal Hub in particular has been instrumental in turning conversations into real commercial opportunities.

AWAD AHMED

EXECUTIVE CHAIRMAN, VENDORR

86%

VISITORS HIGHLY
RECOMMEND
GULFOOD

60%

INTERNATIONAL
VISITORS

59%

VISITORS
SUCCESSFULLY
NAVIGATED BOTH
VENUES



GULFOOD BIG DEAL HUB

A premium, concierge-led service that matched exhibitors with the right buyers actively sourcing products in their category - enabling highly targeted meetings, meaningful conversations, and real business opportunities.



GLOBAL PROCUREMENT POWERHOUSES IN ATTENDANCE



MANY
MORE...

3,500+

CURATED MEETINGS

Between premium buyers
and exhibitors

81%

LOUNGE MEETING
CONVERSION

80%

BUYERS

confirmed future
participation

72%

rated meetings
exceptional, highlighting
strong commercial
alignment with buyers



As our primary annual opportunity to **meet suppliers face-to-face**, this remains an essential platform for exploring innovation and global trends. **The Big Deal Hub** is a thoughtful addition, providing a strategic space to **advance critical business conversations**.

LYNE JETTE

SENIOR VICE PRESIDENT, NATIONAL
PROCUREMENT, METRO INC. CANADA

metro



Entering the poultry market in 2025 has opened new opportunities for our business. At Gulfood, we are sourcing eggs from farms across Saudi Arabia, Jordan, Turkey, India, and Pakistan while identifying new clients in the repackaging and retail sectors. We are also exploring partnerships within hospitality and tourism as we expand into the HORECA segment. The platform plays a vital role in helping us connect with industry professionals and build valuable relationships. It has been an extremely positive experience, supported by a well-organised and professional event.

BHAWNA SHARMA

PROCUREMENT MANAGER AT SEACOR INTERNATIONAL LLC



Gulfood provides an important gateway for us to engage with a Middle East market projected to grow at a CAGR of 6.57% through 2030. With traditional European markets facing tightening regulations, we are prioritising the Middle East as a key hub for high-quality raw beans and value-added cocoa derivatives. Attending the event allows us to connect directly and explore new trade opportunities. It also provides an ideal platform to strengthen relationships across the global cocoa supply chain.

MAHAMADOU MAMOUDA ALMED

PRESIDENT, MEME COCOA BUYERS ASSOCIATION (MECOBA)



Gulfood 2026 has been an incredibly impressive experience for me as a buyer, with the platform offering one of the most diverse and global supplier showcases I have seen at any trade show, particularly in the rice sector. The scale and quality of exhibitors makes it truly worthwhile. Especially notable is the Big Deal Hub's one-on-one service, which provides a focused, confidential environment for meaningful discussions and securing high-value deals.

BRIAN HOURANI

MANAGING DIRECTOR AT
FOOD HACKER LIMITED



3 STAGES

THE WORLD'S MOST INFLUENTIAL
F&B CONVERSATIONS

GULFOOD
WORLD
ECONOMY
SUMMIT

● ● ● ● ●
FUTURE
FOOD
500

GULFOOD
nxt
Stage

310

MINISTERS, CEOs,
GLOBAL THOUGHT
LEADERS

155

INVESTORS

100

COUNTRIES
REPRESENTED

95

HIGH GROWTH
STARTUPS



GULFOOD WORLD ECONOMY SUMMIT

“

Nowhere is the shift in the F&B industry more visible than in the Gulf and wider Middle East. We are seeing real changes in habits and expectations driven by a youthful population.

**MICHEL
BAKKER**
PRESIDENT



FUTURE FOOD 500

“

2025 surprised us all—beyond the usual consolidation and supply challenges, even industry veterans were caught off guard. Speaking at the 2026 Gulfood Conference in Dubai, I shared the trends that shook grocery retail and CPG this year. It was a must-attend event for spotting opportunities and navigating the year ahead.

PHIL LEMPERT

FOUNDER, CEO & EDITOR,
SUPERMARKETGURU & FOOD INDUSTRY
ANALYST, UNITED STATES



“

Dubai's food and beverage sector is experiencing strong growth, driven by economic resilience and population expansion. Gulfood plays a critical role in connecting global companies with regional and international opportunities.

KHALID ALJARWAN ALSHAMS

EXECUTIVE VICE PRESIDENT –
COMMERCIAL & CORPORATE SERVICES



GULFOOD nxt Stage

“

The **World Agri-FoodTech Startup Challenge**, organized by **DMCC** in partnership with **Gulfood** and the India Middle East Agri-Alliance, made its debut at Gulfood 2026, underlining the scale and maturity of **global food-tech innovation**.

AHMED BIN SULAYEM

EXECUTIVE CHAIRMAN
& CEO



WORLD AGRI-FOODTECH STARTUP CHALLENGE

ORGANISED BY

Gulfood

DMCC

SUPPORTED BY



Winning the World Agri-FoodTech Startup Challenge at Gulfood means a lot to us, as it validates the real-world problem we're addressing. Labeling errors remain one of the leading causes of food recalls globally, and with the scale and complexity of today's CPG industry, AI-driven compliance is becoming essential. Gulfood's global platform creates powerful opportunities to connect with brands facing these challenges.

KIRAN KUMAR

CEO, AI LABEL COMPLIANCE



AI LABEL COMPLIANCE

World Agri-Food Start Up Challenge 1ST PLACE WINNER

NEXT-GEN INNOVATORS AWARDED USD 135,000 IN WORLD AGRI-FOODTECH STARTUP CHALLENGE

GULFOOD Discovery Tours

PRECISION-MATCHED
DISCOVERY FOR
SERIOUS BUYERS

310

ATTENDEES
DISCOVERED NEW
PRODUCTS &
SUPPLIERS

120

INNOVATIONS
DISCOVERED DURING
THE TOURS

22

HOURS OF DISCOVERIES
ACROSS MULTIPLE
SECTORS



dubai world cuisine

THE GLOBAL
HEADQUARTERS
OF CULINARY
EXCELLENCE

70+

Michelin
Starred
& Master Chefs

30+

Nationalities
& Cultures
Represented

80+

Live
Masterclasses
& Workshops
Hosted



Gulfood INNOVATION AWARDS 2026

A GLOBAL SHOWCASE OF
BREAKTHROUGH
FOOD INNOVATION



AND MANY
MORE...

DIGITAL MARKETING OVERVIEW

50K+

MOBILE APP DOWNLOADS

4.5M

WEBSITE SESSIONS

Up by 40% from last year

1.4M

TOTAL APP
SESSIONS

280M

AD IMPRESSIONS SERVED

Up by 60% from last year

79M

MEDIA REACH
GENERATED

45.7M

SOCIAL MEDIA IMPRESSIONS

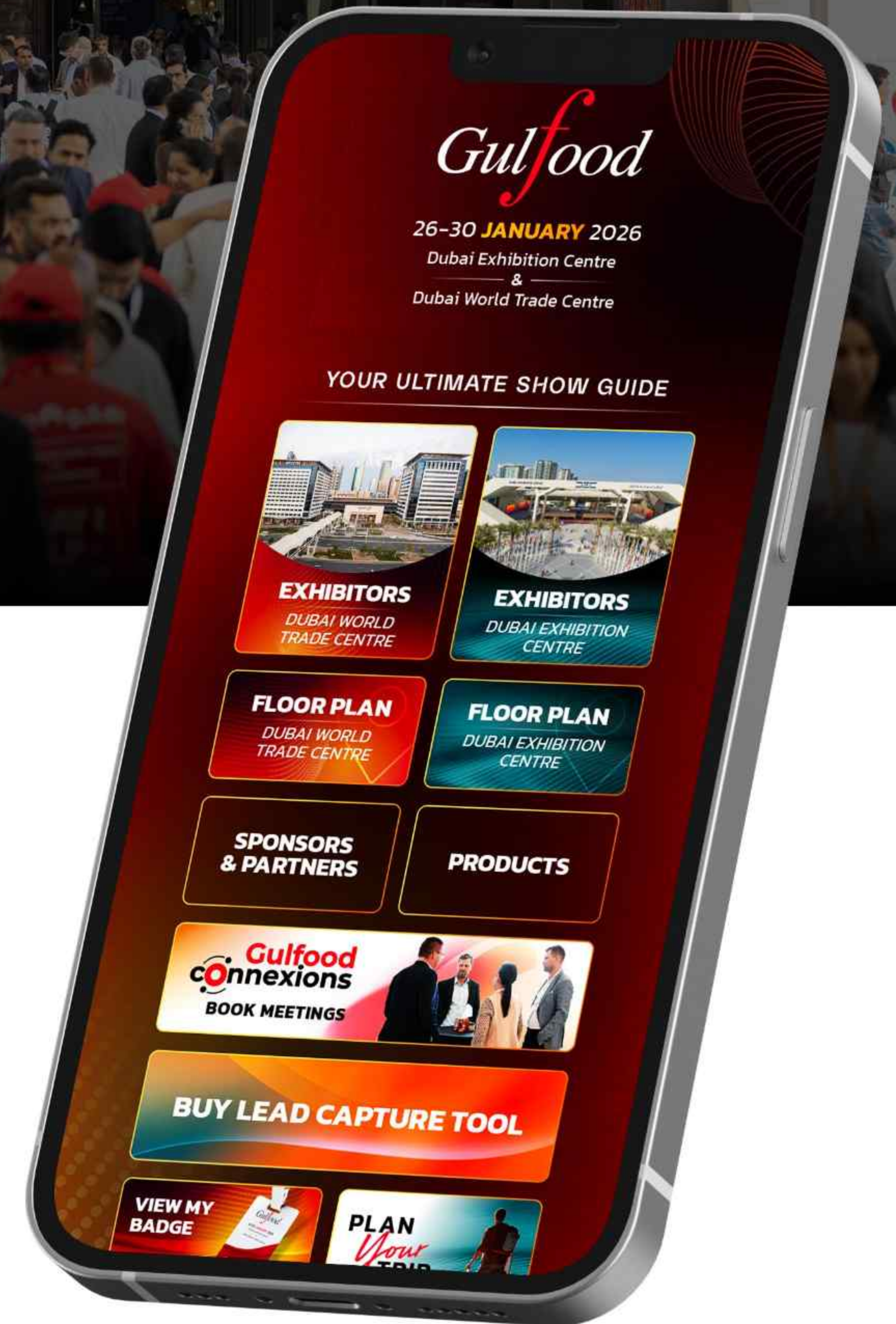
+880%

Impression Growth

+33.4%

Audience Growth

(Across key social channels including LinkedIn & Instagram)



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DUBAI 25°C

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ANALYSIS

Business / Detail

Gulfood 2026 opens across two Dubai venues for the first time

Gulfood expands across two venues, drawing global buyers, brands and food-tech

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Nivetha Dayanand, Assistant Business Editor

US National TIMES

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US Delivers a Market-Shaping Presence at Gulfood 2026 as Meat and Poultry Lead Regional Demand

At the world's most influential F&B sourcing platform, the US reflects surging Middle-Eastern demand across protein, dairy, beverages and food innovation

DUBAI, UNITED ARAB EMIRATES, January 29, 2026 /EINPresswire.com/ – Hosted at the world's largest and most influential food and beverage sourcing platform, Gulfood 2026, the US presence at the show stands as a powerful expression of accelerating trade momentum between the United States and the Middle East. With exhibitors spanning the full food and beverage value chain, the pavilion reflects surging regional demand for American products and the UAE's growing role as a gateway for re-exports across the wider Middle East, Africa and South Asia.

30

حكاية مدينة.. طهارة العالم

يرسمون لوحة فنون الطعام من دبي

• مأكولات العالم على مائدة دبي

دبي: «الخليج» تشهد إمارة دبي إقامة «دبي للمأكولات العالمية»، منصة الطهي الرئيسية المقرر استضافتها في مركز دبي التجاري العالمي، خلال الفترة من 26 إلى 30 يناير/كانون الثاني 2026. في معرض «جلفود» العالمي للطعام، القدرة على دمج التقنيات العالمية مع الذائقة المحلية لابتكار تجارب طهي لا تُضاهى.

ألمع الطهارة يعكس المستوى الرفيع للطهارة المشاهدة. هذه الفعالية عالمي

البكان

زار معرض «جلفود 2026» مع انطلاق النسخة الأكبر في تاريخه

محمد بن راشد: الإمارات ستبقى محور التجارة بين الشرق والغرب

280 ألف متر مربع مساحة المعرض بعد مضاعفة حجمه 100%

8500 جثة عارضة من 195 دولة تستعرض 1.5 مليون منتج

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Dubai Becomes Global Food Trade Headquarters as Gulfood 2026 Delivers 100% More Scale, Suppliers, Business, and Innovation

DULFOOD | DECEMBER 23, 2025

FOOD & BEVERAGE Europe!

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Dubai entre dans l'histoire: Gulfood investit deux méga sites et inaugure le Centre d'Exposition de Dubai à Expo City

Le plus grand événement annuel mondial de sourcing alimentaire et boissons revient avec deux sites complets et un record de 280 000 m² d'espace d'exposition

DUBAI, UNITED ARAB EMIRATES, January 19, 2026 /EINPresswire.com/ – Dubai – 19 janvier 2026: Dubai marque l'histoire mondiale des salons professionnels avec Gulfood, le plus grand événement annuel dédié à l'alimentation et aux boissons au monde, qui se tiendra du 26 au 30 janvier 2026. Pour la première fois dans l'histoire des expositions internationales, un salon opère simultanément sur deux méga sites : l'émiratique Dubai World Trade Centre (DWTC) et le nouveau Centre d'Exposition de Dubai (DEC) récemment agrandi à Expo City Dubai.

En une seule année record, Gulfood enregistrera une expansion sans précédent de 100 %, affichant compter sur plus de 280 000 mètres carrés d'espace d'exposition répartis sur les deux sites, en devenant le premier événement mondial à inaugurer officiellement le Centre d'Exposition de Dubai moderne, fruit d'un investissement de 2,7 milliard de dollars. À l'apogée

The National

Regi

News UAE

Sheikh Mohammed bin Rashid visits day one of Gulfood

Global food exhibition features 8,500 exhibitors from 195 countries

مبارك إبراهيم

أول ماستر شيف في الوطن العربي

هذا الصباح

\$99.72 M

IN REAL ADVERTISING VALUE EQUIVALENCY

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VISITOR BADGE SPONSOR



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CANADA



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NORWAY



PAKISTAN



PORTUGAL



QATAR



RUSSIA



SWEDEN



SPAIN



THAILAND



UAE



UAE



UAE



URUGUAY



USA



USA



UAE



USA

and many more...

See you at
Gulfood

15 – 19 MARCH 2027

DUBAI WORLD
TRADE CENTRE

&

DUBAI EXHIBITION
CENTRE, EXPO CITY

GULFOOD.COM

