

Under the Patronage of **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

SIAL

INSPIRE FOOD BUSINESS

Abu Dhabi



Abu Dhabi

5th – 7th DEC 2016

ABU DHABI NATIONAL EXHIBITION CENTRE

POST SHOW REPORT

An event by



Strategic Partner



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In collaboration with



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Bronze Sponsors



Retail Partner



Culinary Partners





952
exhibitors
from 47 countries

16,562
trade visitors
from 95 countries

National Pavilions

Afghanistan	Jordan	South Africa
Argentina	Korea	Sri Lanka
Bulgaria	Libya	Taiwan
China	Morocco	Thailand
Cyprus	Northern Ireland	Turkey
Greece	Philippines	United Arab Emirates
India	Poland	United States of America
Italy	Saudi Arabia	
Japan		

Official Delegations & VIP Attendees

- His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Culture and Knowledge Development, UAE
- More than 50 Ambassadors and Consul Generals
- Major-General Staff Pilot Ishaq Al Balushi, Head of the Supply Department of the General Command of the Armed Forces
- Meat Exporters and Importers delegation representing countries Argentina, Australia, Egypt, Germany, Iran, Lebanon, Netherlands, Oman, Saudi Arabia, Switzerland, Ukraine, United Arab Emirates, United Kingdom

Hosted Buyer Programme

501
hosted buyers
from 36 countries

9,046
introductions &
meetings between Exhibitors
and Hosted Buyers

YET ANOTHER SUCCESSFUL YEAR FOR SIAL MIDDLE EAST!

Exhibitor Experience*

89% of exhibitors were satisfied with their participation

80% achieved their objective of "developing their business"

82% were successful in promoting their company's awareness and brand image

Visitor Opinions*

90% of visitors were either decision makers or influencers

93% of visitors will attend the event in 2017

85% of visitors were able to achieve their objective of finding a new supplier at the event

Hosted Buyer Programme*

100% of hosted buyers would like to return in 2017

99% of hosted buyers acquired good quality leads from sessions in the Hosted Buyer Introduction Suite.

97% of hosted buyers rated the quality of meetings with exhibitors from good to excellent.

FEATURES & EVENTS



ADFC Excellence Awards:

Abu Dhabi Food Control Authority recognised and awarded 74 restaurants and establishments from Abu Dhabi for their food safety efforts.



Abu Dhabi Food Security Roundtables:

Food Security Center - Abu Dhabi (FSCAD) brought together top government officials, CEOs and industry experts to discuss ways of ensuring the availability of affordable, sustainable and nutritious food. Over the 2 days, four key topics were discussed including 'Food Security in the UAE', 'Comparative experiences of UAE food security companies', 'Food Security in the GCC' and 'Food Security in the Middle East - A global comparison'.



La Cuisine:

Organised by the Emirates Culinary Guild, La Cuisine is now the region's largest culinary competition and a favourite meeting point for foodservice professionals. The event this year hosted more than 1,000 chef competitors from all over the region to compete across 19 different categories and to win one of the 4 coveted titles:



Hosted Buyer Introduction Suite:

A private dedicated space for exhibitors to meet with batches of selected Hosted Buyers. 9 sessions based on a product category resulted in 5,231 introductions between exhibitors and hosted buyers.



HAAD Workshop & Awards:

Health Authority of Abu Dhabi (HAAD) hosted its Weqaya Workshop & Awards in the Ceremony Theatre on Day 1 and 3 respectively. These events were attended by over 200 attendees including restaurants, dieticians and health professionals.

Award	Hotel	Competitor
Best Arabian Cuisinier	Radisson Blu Creek Deira	Rabeh Adel Amer
Best Pastry Chef	Al Jawaher Reception & Convention Centre	Roice Anthony
Best Kitchen Artist	Gloria Hotel Dubai	Samantha Kumara K.M.U.G
Best Cuisinier	Radisson Blu Creek Deira	Hillary Quentos Anthony Joseph



“This is Moroccan pavilion's 4th consecutive participation and we have 25 exhibitors this year. **We had many B2B meetings** and we have seen a very big interest for our local products. We also met many contacts and people who want to import our products to the Middle East.”

Jihane Barik

Agence Pour Le Development Agricole, Morocco | Exhibitor



La Cuisine Airline Category:

The Airline category was once again part of La Cuisine. More than 15 chefs participated within this category to prepare a lunch/dinner menu for business class passengers on an airline.

Award	Hotel	Competitor
Silver	Emirates Flight Catering	Naushad Mohammed
Bronze	Emirates Flight Catering	Islam Shaikh
Merit	Emirates Flight Catering	Dilan Ruvinda Ekanayake



Regional Coffee Championships:

The Regional Coffee Championships (UAE) once again highlighted the skills and knowledge of the country's best coffee makers. More than 20 competitors brewed up a storm at the competition this year.

Award	Competitor
Winner – Regional Barista Championship	Lyndon Recera
Winner – Regional Latte Art Championship	Hamid Basiri



Roaming Chefs:

Senior executive chefs representing regional and international hotels & restaurants participated in multiple daily guided tours around the exhibition. Over the 3 days, chefs had 765 introductions/meetings with exhibitors.



SIAL Conferences:

Over 3 days, SIAL Conferences highlighted the opportunities, trends and challenges in airline catering and general F&B sphere. Airline catering panel sessions were held on day 1 of the event whereas top hotel GMs, F&B directors and managers discussed strategies on the last day. Some of the top panellists included: Jeremy Clark, Airline Catering & Onboard Services Consulting, JC Consulting, Salim Hazife, Managing Director, Perth Inflight Catering, Ricardo Matos, Director of Food and Beverage Operations, Atmosphere Burj Khalifa Restaurant and Orsolya Meszaros, Director of Food and Beverage, Waldorf Astoria Ras Al Khaimah.



“

We are new to the market in Dubai. We are locally roasted, brewed, bottled and **very proud to be a local business in Dubai** and even more so to be at an amazing exhibition like SIAL and be able to meet and greet everyone coming to the show.”

Colin Phillips

Colsbrew, United Arab Emirates | Exhibitor





SIAL Innovation:

A unique celebration of 44 most innovative food and beverage products out of 250+ submissions. All selected products were displayed at the dedicated Innovation Area. Winners included:

Award	Exhibitor	Product	Country
Gold	Mash Direct	Crispy Vegetable Bakes	Northern Ireland
Silver	Al Ain Dairy	Breakfast Milk	United Arab Emirates
Bronze	Complete Global International-Apoly Trade Ltd.	Cod Floss Food Supplement	Iceland



SIAL Innovation World Champions:

As part of this initiative, 9 SIAL Innovation winners from SIAL Paris, SIAL China, SIAL ASEAN Manila, and SIAL InterFOOD Jakarta showcased their innovative products to buyers and visitors.



TCA Abu Dhabi Awards:

Tourism & Culture Authority Abu Dhabi awarded hotels that were part of Abu Dhabi Food Festival. The awarded hotels were Emirates Palace, Jumeirah at Etihad Towers, Rosewood Abu Dhabi, Anantara, The Westin Abu Dhabi Golf Resort and Spa and Ritz Carlton Abu Dhabi.



The Alen Thong Golden Coffee Pot Young Chefs Challenge:

This new competition was organised as a tribute to John Alen Thong, a founding father of the Emirates Culinary Guild, who passed away in 2015. 9 international young chef teams from China, Germany, Hong Kong, Lesotho, Namibia, Singapore, South Africa, Sweden and the UAE competed to win this coveted honour. The Young Chefs team from Singapore emerged as overall winner.



“Every time I come back to SIAL Middle East, I add new vendors on my list. The 3 minute hosted buyer meetings allow us to meet as many vendors as possible in a short time. All in all, **it is a great opportunity and I will be happy** to attend SIAL 2017.”

Osama Wadi

Four Seasons Hotel Amman, Jordan | Hosted Buyer



World Tour:

A unique concept in the world. World Tour offered a window in to the world of food commerce. 27 partner magazines and newspapers from all over the world mapped the agri-food market in their respective countries.



The Mercurys:

The Mercurys is the most prestigious award in travel catering, worldwide. Judged by a panel of independent experts, the 35th edition of the awards recognised the very best in on-board catering with five main award categories spanning airline meals, service, general on-board food and beverages and equipment. The award ceremony was held on 5th December at Shangri-La Abu Dhabi.

THE MERCURYS 2016 WINNERS:

Category	Company	Entry
Airline Meal – Economy	DSI Foods	Chicken Tikka Masala with Pea Pulao & Daal Tadka
Airline Meal – Premium	Etihad Airways	Textured Dessert
Service Concept – Economy	Qantas Airways	Qantas International Dining Experience
Service Concept – Premium	Qatar Airways	Super Food Salad
Food Product – Snack	Monty's Bakehouse	Chinese BBQ Style Chicken Savoury Pastry
Food Product – Savoury	Source Food – Green Gourmet	Sweet Potato Fries
Food Product – Sweet	AB Klaipedos	Dione Premium Ice Cream Bar
Beverage	Caffe di Artisan	Ultimate Food-Tech Coffee Disruption
Equipment – Production	Malton	Ministro Vacuum Flask
Equipment – Passenger	Faerch Plast	Airline Modular Concept



“Visitors coming to our stand usually perfectly knew what they were interested in. Business meetings at the stand were short and efficient. The **match making session played an important** role in market recognition and making first business contacts.”

Małgorzata Leszczyńska

National Poultry Council - Chamber of Commerce,
Poland | Exhibitor

“This is the 7th consecutive year we are exhibiting here, we have EMKE Distribution that represents a lot of major brands. We see this platform as one of the major platform and event for **selling our products and we are getting a lot of enquiries** for our products from EMKE distribution at SIAL.”

Shamim Sainulabdeen

Lulu Group International, United Arab Emirates / Exhibitor



PROMOTIONS AND MEDIA COVERAGE

Direct marketing:



4 million
emails delivered



1,000+ hours of telephone
calling to potential visitors



SMS campaign to
30,000 contacts



20-page supplement
in **65,000** copies of The National



Outdoor advertising
in key Abu Dhabi location well ahead of the event



8 weeks PR campaign with press exposure of
US\$ 3 million in 2016



Exhibitor co-marketing initiatives
to help exhibitors invite their
contacts through different
mediums with ease.



900,000 emails
delivered by event partners
and supporting media



Advertising and ticket inserts in
**34 trade
magazines** across
Europe, the Middle East & Asia.

164 days concentrated social media

campaign on Facebook, Twitter and LinkedIn.



Facebook
222% increase in impressions over 2015



Twitter
164,000 impressions during the campaign



LinkedIn
458% increase in followers | Reach hit as high as
75,000 per day



**Newspaper
advertising** in key
English and Arabic newspapers
including Al Ittihad, The National
and Khaleej Times.

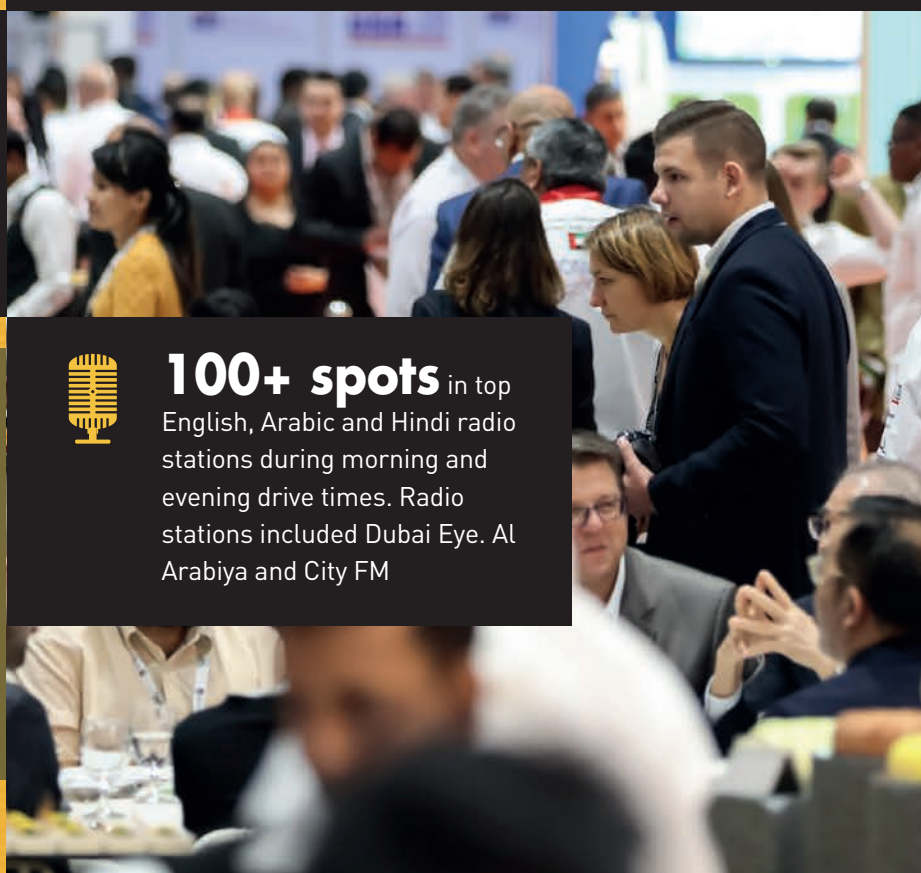
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*It was our pleasure to attend the SIAL
exhibition. We notice that **every year it's
getting better and bigger** than the year
before. Thanks for your arrangement and
support, and look forward to seeing you next
year.*”

Rami Alshorafa
Al Saad Trading Company, Saudi Arabia
Hosted Buyer



100+ spots in top
English, Arabic and Hindi radio
stations during morning and
evening drive times. Radio
stations included Dubai Eye, Al
Arabiya and City FM



CONTACT US TO BECOME PART OF SIAL MIDDLE EAST 2017

Abu Dhabi



11th – 13th DEC 2017

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SIAL

INSPIRE FOOD BUSINESS

WORLD N°1 FOOD INNOVATION NETWORK

● SIAL PARIS

World n°1 Food Innovation Exhibition
7,020 exhibitors from **109** countries
156,000 visitors from **194** countries
www.sialparis.com

● SIAL CANADA / TORONTO

The North American Food Exhibition
930 exhibitors from **45** countries
15,000 visitors from **65** countries
www.sialcanada.com

● GOURMET SELECTION / PARIS

315 exhibitors
4,000 visitors
www.salon-gourmet-selection.com

● SIAL INTERFOOD / JAKARTA

The Indonesian Food exhibition
800 exhibitors from **33** countries
36,000 visitors from **49** countries
www.sialinterfood.com

● SIAL CHINA / SHANGHAI

Asia's Largest Food Exhibition
2,950 exhibitors from **67** countries
77,000 visitors from **104** countries
www.sialchina.com

● SIAL CANADA / MONTREAL

The North American Food Exhibition
930 exhibitors from **50** countries
17,400 visitors from **67** countries
www.sialcanada.com

● SIAL MIDDLE EAST / ABU DHABI

The Middle Eastern Food Exhibition
950 exhibitors & brands from **50** countries
17,000 visitors from **95** countries
www.sialme.com

● SIAL ASEAN / MANILA

The Asean Food exhibition
300 exhibitors from **16** countries
5,000 visitors from **24** countries
www.sialasean.com

COMEXPOSIUM

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