

WE BRING THE CHEFS TO YOU!



1000+ introductions between chefs and exhibitors over 3 days



Qualifying round for Africa and Middle East Global Chef & Pastry Chef finals in Malaysia in 2018



Emirati themed, Arabian Feast Buffet at the La Cuisine VIP Restaurant



Recognising and awarding **40+** airline catering chefs for upholding airline meal standards



Foodservice & HORECA make up the second largest profile of **5,631 unique visitors**



10,000 introductions and meetings between exhibitors and hosted buyers based on product categories



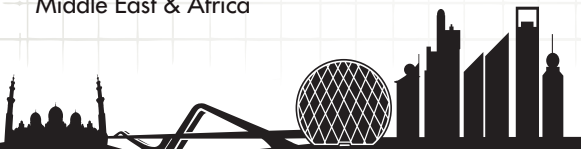
1000+ chefs creating culinary excellence at the largest competition in Middle East & Africa



3 Days of absolute networking and knowledge sharing



1,000+ food, beverage and hospitality brands on display





THE PLACE TO BE FOR FOODSERVICE & HORECA

- The GCC food service market was valued at **USD 18.8 billion** in 2014 and has predicted a growth rate at CAGR of 6.8% to reach **USD 24.5 billion** in 2018 - Al Masah Capital.
- The UAE has over 750 hotels & 7000 independent restaurants. Each hotel has an Executive Chef with an annual budget ranging from **US\$ 275,00 – US\$ 3 million** and each restaurant has a Head Chef with an annual budget of **US\$ 27,500 – US\$ 1 million** - Gulf Gourmet.
- About **19,000** F&B outlets expected in the UAE by 2019 - Euromonitor International .



SIAL ME is fast becoming a regional player in the catering & hospitality event calendar. One of the main factors speaking purely from the point of view of a Chef, is that the space, facilities and frontage given to La Cuisine far exceeds those of the other regional catering exhibitions. Of course with Chefs involved this means they are attended by the F&B manager, General Managers & purchasers not just from the hotels but from every part of the Hospitality trade, who are the target audience for trade suppliers & exhibitors participating.



Alan Pedge - Vice President of the Emirates Culinary Guild

To find out more on the benefits of exhibiting, email: info@sialme.com

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If you have any procurement requirements and want to attend the event as a Hosted Buyer, visit: www.sialme.com/hb