



## SIAL Middle East

*Abu Dhabi, United Arab Emirates  
December 5<sup>th</sup> – 7<sup>th</sup>, 2016*

The Gulf countries depend much on the import of various food, food service and food processing products. The GCC countries have a high per capita income level, a taste for novel products and interest in quality food and import upwards of \$10 billion in food and agricultural products.

The SIAL Middle East show is continuously growing. In 2014, there were 27 national pavilions, 926 exhibitors, and over 15,000 visitors from 90 countries. 433 pre-qualified VIP hosted buyers and 680 participating chefs in La Cuisine attended the show. At least US \$350 million worth of contracts were signed by exhibitors at the event. Eligible MySUSTA companies can log into your account to [register online](#).

### Booth Fees:

9 square meter corner booth space \$950.00

9 square meter in-line booth space \$850.00

**Registration Deadline:** August 31<sup>st</sup>, 2016

**No refunds for cancellation after August 8<sup>th</sup>, 2016.**

Fee Includes: furnished booth space within the U.S. pavilion.

**Product Description** (suitable products but not limited to): Meat Products • Eggs • Snack Foods • Beverages • Certified Halal Foods • Condiments and Sauces • Nuts • Processed Fruits and Vegetables

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

### 50% CostShare

Apply now for 50% CostShare to request 50% of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! If you are already a contracted 50%CostShare participant this year but did not include these expenses in your application, you can submit an amendment to request more funding. Learn more about [50% CostShare](#).

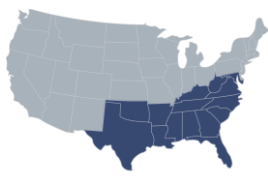
### Activity Managers:

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