



SIAL Middle East

Abu Dhabi, United Arab Emirates

December 12-14, 2017

Countries that make up the Gulf Cooperation Council-4 (Kuwait, Qatar, UAE and Oman) have some of the highest GDPs per capita in the world, ranging from 28,800 USD in Oman to over 100,000 USD in Qatar. At the same time, these countries rely on imports to meet their food needs; these countries import about 90% of their food products. The UAE is the largest market for US food products. Dubai and Abu Dhabi (the capital city) host millions of tourists each year and both of these are home to various multinational corporations. These cities are also home to an interesting and growing population of expats from Western Europe and the US who influence food imports.

From December 12th to 14th Abu Dhabi will host the 7th edition of SIAL Middle East. This tradeshow is one of the fastest growing food, beverage, and hospitality events in the region with close to 1,000 exhibitors from 30+ countries and over 15,000 visitors. This tradeshow is a truly unique business opportunity to engage with buyers and increase sales in a very appealing market.

Fees: 9 square meter corner booth space \$950.00
9 square meter in-line booth space \$850.00

Fee Includes:

- Fee includes furnished booth space within the U.S. pavilion.
- Travel and accommodations responsibility of company

Registration Deadline: September 15th, 2017

No refunds will be issued for cancellations after September 15th, 2017

Product Description: Suitable products include, but are not limited to: Fresh fruits, Beef & Poultry, Dried fruits & nuts, Juices, Honey, Snack foods, Sauces & condiments, Dairy products, Breakfast cereals, Confectionary products, and Pet foods

Industry Focus: Food service products, Ingredients, Natural/Healthy, Produce, Pet food and products, and Retail products

50% CostShare

Apply now for 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about 50% CostShare.

Maryland Department of Agriculture

Theresa Brophy, Director of International Marketing
(410) 841-5880
theresa.brophy@maryland.gov

Activity Managers:

Texas Department of Agriculture

Carlos Guerrero, Coordinator for International Marketing
(512) 463-6507
carlos.guerrero@texasagriculture.gov



Southern U.S. Trade Association

701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139

504-568-5986
www.susta.org
susta@susta.org