



Dubai, United Arab Emirates
February 13-17, 2022

Gulfood 2022

The United Arab Emirates (UAE) is a developed nation with high per capita income and substantial opportunities for U.S. agricultural exports. Foreign nationals comprise almost 90 percent of the UAE's very diverse population. It is the second largest economy in the Middle East after Saudi Arabia, with a GDP of \$421 billion and a growth rate of 1.7 percent in 2019. Approximately 80 percent of the UAE's agricultural products are imported. In 2019, the United States exported \$1.29 billion in agricultural and related products to the UAE, making it the second largest export market for U.S. Agricultural products among the countries of the Gulf Cooperation Council (GCC) and 22nd largest in the world. The market is highly competitive but there is great potential for U.S. export growth, including in dairy products, prepared food, fresh fruit, poultry, tree nuts, and Halal beef products.

In 2020, SUSTA had 17 exhibitors at Gulfood, which welcomed more than 100,000 visitors from 200+ countries. The UAE is heavily dependent on imported foods due to the unfavorable climate for agricultural production in the country. The UAE also serves as a regional trade hub and is a gateway to the Middle East, Africa and India. Being one of the richest countries in the world, the UAE draws a significant number of tourists and businesspeople, which adds to the demand for food products. Making this an attractive market to southern U.S exporters.

Participation Fee:

- **9m² corner booth space:** \$10,344; **Early Bird Special:** \$10,144 (register and pay by September 13, 2021)
- **9m² in-line booth space:** \$9,672; **Early Bird Special:** \$9,472 (register and pay by September 13, 2021)
- **6m² in-line booth space:** \$6,612; **Early Bird Special:** \$6,412 (register and pay by September 13, 2021)

Fee Includes:

- Reimbursement of up to \$500 in sample shipping costs, with proper documentation
- One-on-one meetings at the trade show

Registration Deadline: November 13, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals, and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredients, Natural/Healthy Products, Organics, Retail Products

Product Description: Beverages and Juices, Breakfast Cereal, Canned and Process Seafood, Certified Halal Foods, Condiments and Sauces, Processed Fruit and Vegetables, Beef and Poultry, Meat Products, Nuts, Snack Foods and Sweets

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