



SUSTA
Southern United States Trade Association

Dubai, United Arab Emirates
February 21-25, 2021

Gulfood 2021

The United Arab Emirates (UAE) is a very attractive market for SUSTA region companies. Since 2005 SUSTA has organized activities in this market. More recently in 2020, SUSTA had 19 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. One of the richest countries in the world, the excessive number of tourists and businesspeople coming into the country make this market attractive.

The United Arab Emirates and other neighboring countries (Gulf-Cooperation Council 4) import nearly 90 percent of their food and feed needs, including raw materials for further processing. The UAE has low tariffs for value-added US food products. Some of the products with the best sales potential are almonds, beef, poultry, snack foods, health foods, edible oils, cheeses, fruit and vegetable juices, condiments, sauces, breakfast cereals, confectionary products, frozen vegetables, pulses, planting seeds, sweeteners, beverages (non-alcoholic), pet foods, and rice.

Participation Fee:

- **9m² corner booth space:** \$10,155 **Early Bird Special:** \$9,955 (register and pay by September 21, 2020)
- **9m² in-line booth space:** \$9,483 **Early Bird Special:** \$9,283 (register and pay by September 21, 2020)
- **6m² in-line booth space:** \$6,483 **Early Bird Special:** \$6,283 (register and pay by September 21, 2020)

Fee Includes:

- Includes reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: December 31, 2020 (No refunds for cancellation after November 21, 2020)

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, Ingredient, Natural/Health, Organic, Retail Products

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

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