



Gulfood 2027

Dubai, United Arab Emirates
March 15-19, 2027

**Set up day is March 14*

The United Arab Emirates (UAE) is a developing nation with a high per capita income. Roughly 80% of agricultural products are imported, \$13.6 billion of which are consumer-oriented products. Top consumer-oriented products in the country include dairy, food preparations, fresh fruit, poultry meat & products, tree nuts, beef & beef products, bakery goods, soup and food preparations, meat products (nesoi) and distilled spirits.

Gulfood is the largest annual food show in the world. The Gulfood exhibition attracts visitors and exhibitors from all F&B industry sectors. At the trade show, you can meet manufacturers, nutritionists, well-renowned chefs, hotel and restaurant owners, caterers, government and food procurement officials, and specialized media. The food and beverage trade show provides over 90,000 trade visitors from various countries with the information they need to be relevant in this competitive and constantly changing sector.

Participation Fee:

- **9m² in-line booth space:** \$ 12,147; **Early Bird Special:** \$ 11,947 (register and pay by August 28, 2026)
- **9m² corner booth space:** \$ 12,897; **Early Bird Special:** \$12,697 (register and pay by August 28, 2026)
- **Pulses & Grains booth space:** \$12,264; **Early Bird Special:** \$ 12,064 (register and pay by August 28, 2026)

Fee Includes:

- Booth space and standard furniture package
- Identification of pre-qualified buyers and invitations for them to visit your booth.
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winnexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **October 15, 2026** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

Texas Dept. of Agriculture

Lidia Sosa, International
Trade Specialist
(512) 463-6098

lidia.sosa@texasagriculture.gov

[OV](#)

Maryland Dept. of Agriculture

Stone Slade, Director of
International Marketing
(410) 841-5779

Stone.Slade@maryland.gov

Florida Dept. of Agriculture & Consumer Services

Whitney Lett, Development
Representative Supervisor
(850) 617-7333

Whitney.Lett@FDACS.gov

Tennessee Dept. of Agriculture

Christina Slater,
Business Consultant
(629)259-1386

christina.slater@tn.gov

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.