



GULFOOD 2011
Dubai International Convention and Exhibition Centre
Dubai, UAE
February 27- March 2, 2011

Dear Exporter:

We are pleased to invite you to participate in the Gulfood Show at the Dubai International Convention and Exhibition Centre, Dubai, United Arab Emirates (UAE), from February 27- March 2, 2011.

Dubai is the world's third largest re-exporter with over 70% of its imports re-exported to more than 160 countries. With this impressive statistic, companies looking to expand their export markets should be considering the Middle East and a perfect start would be to exhibit at the Gulfood Show. Gulfood is the largest event for food and drink in the Middle East bringing products from all sectors — from raw ingredients to finished goods. Last year, over 55,000 trade professionals (retailers, wholesalers, foodservice, importers and distributors) from 152 countries visited the show to see the offerings of 3500 companies and 81 international pavilions. Buyers stated that 20% of orders were actually placed onsite! Don't miss out on the opportunity to showcase your products to this impressive number of professionals.

The cost to participate in the FBC section of the Canada pavilion will be CDN \$4,500.00 for a 6.75m2 space or CDN \$5,500.00 for an 8.25m2 space. The turnkey stand will include: a counter, glass display case, table with two stools, and a light box with your graphics. Space is available on a first-come first-serve basis. See attached floor plan, diagram and registration form.

In addition to the cost savings you will receive the following benefits:

- Market information
- Canadian exhibitor catalogue and invitations to key buyers
- Contact information of qualified international buyers
- Network with other Canadian companies and Embassy/Consulate staff
- Network with buyers at a Canada reception

*** Reimbursement Note: Upon completion of this program, you will be reimbursed as follows: 50% of an economy class airfare up to a maximum reimbursement of CDN \$1,500.00, a per diem of CDN \$200.00 per day up to a maximum of 7 days. A 7.5% administrative fee will be deducted from your reimbursement to help offset FBC administrative expenses.**

Please note, if you are planning to participate in this program, please let us know as soon as possible as past events have sold out quickly.

Additional Note: If you are interested in walking the show, rather than exhibiting, information will be coming at a later date.

If you have any questions please do not hesitate to contact:

Lisa Iwanyk
 Food Beverage Canada (FBC), Suite 201, 17904-105 Ave, Edmonton, AB T5S 2H5
 Tel: (780) 486-9679, 1-800-493-9767, Fax: (780) 484-0985
 Email: liwanyk@foodbeveragecanada.com, Website: www.foodbeveragecanada.com

Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.



Gaining the Knowledge to Expand your Business





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Registration Form

Please return to FBC by email: liwanyk@foodbeveragecanada.com or fax: (780) 484-0985

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Participant(s): *Name as it appears on your passport which must be valid for 6 months after your departure date from Dubai*

Name #1: _____ Title: _____ Email: _____

Name #2: _____ Title: _____ Email: _____

Products Bringing to Show:

Payment Details:(please check one)

Showcase products to potential buyers in the FBC section which will be located within the Canada Pavilion

- 6.75m2 CDN \$4,500.00 8.25m2 CDN \$5,500.00

Payment Details:

Credit Card:

- VISA MASTERCARD AMEX

Card Number: _____ Exp Date _____

Cardholder Name: _____

Card Address: _____

Signature: _____

Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited! Cancellation Policy: No cancellation after space has been reserved in company name to show organizers. In the event that a replacement can be found a minimum \$350 administrative fee will apply.

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