



September 10, 2009

GULFOOD 2010
Dubai International Exhibition Centre, Dubai, UAE
February 21-24, 2010

Dear Exporter:

We are pleased to invite you to participate in the Gulf Food, Hotel and Equipment Exhibition (Gulfood) at the Dubai International Exhibition Centre, Dubai, United Arab Emirates (UAE), from February 21 to 24, 2010.

The UAE and Saudi Arabia are the GCC's largest economies with a net worth of U.S. \$114 billion and \$375 billion respectively. In 2007 food imports to the GCC were at U.S. \$10 billion, the foodservice market in particular is estimated to be worth more than U.S. \$31 billion annually and the global trade of Halal products is estimated to be at U.S. \$80 billion. With these impressive statistics, companies should look to expanding their export initiatives to the Middle East and a perfect start to this is at the Gulfood Show. Gulfood is the largest event for food, drink, and foodservice and hospitality equipment in the Middle East bringing products from all sectors — from raw ingredients to finished foods. Last year, approximately 45,000 trade professionals from 148 countries walked the floors at Gulfood!

As a participant of this program you will benefit from showcasing your products to potential buyers in the FBC section located in the Canada Pavilion. You will also have the opportunity to learn more about the market, assess opportunities for your company, analyze challenges and opportunities, identify possible avenues for market entry and gather important feedback about your products.

The cost to participate in the FBC section is **\$4,000 CDN** for a 6m2 space (savings of CDN \$2,000.00 on booth space alone).

In addition to the space 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 the Canada reception

Upon completion of the program you will receive:

- 45% reimbursement of your economy airline ticket (maximum 2 per company and ticket price not to exceed \$1,800.00 CDN)
- \$180.00 CDN per day per diem reimbursement for up to 6 days (maximum 2 per company with valid hotel receipts). In the event that participants share a hotel room 2nd per diem will be based on meal expenses only.

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.

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

Andrea Sawchuk, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: asawchuk@foodbeveragecanada.com
Karen Parker, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: kparker@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 fax to FBC at (780) 484-0985 or
Email: asawchuk@foodbeveragecanada.com

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: _____

Directory Information:

Payment Details:(please check one)

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

6m² CDN \$4,000.00 | _____

Payment Details:

Company cheque made payable to:
 Food Beverage Canada (FBC), Suite 201, 17904 – 105 Ave, Edmonton, AB T5S 2H5

Credit Card:
 VISA MASTERCARD | AMEX

Card Number: _____ Exp Date _____

Name of cardholder: _____

Address on Card: _____

Signature: _____

Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited! Cancellation Policy: The registration cost can only be reimbursed if a replacement exhibitor is found. A minimum \$250 administrative fee will apply.

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