

Gulfood 2018

Dubai, United Arab Emirates

Aarij Bashir
Trade and Relations Officer
Alberta Agriculture and Forestry



Mission Participants

Wahid Kandil (Prairie Halal Foods)
Raj Selvraj (WA Grain and Pulse Solutions)
Juan Rico (WA Grain and Pulse Solutions)
Tamara Khoma (Providence Grain)
Dave Parsons (Providence Grain)
Amjad Farooq (La Vita Commodities)
Hafeez Chishti (La Vita Commodities)
Tracy Bush (Canadian Oats Milling)
Mike Wolfe (Wolfe's Natural Bee Products)
Joe Sangha (Chutneys Indian Grill)
Jocelyn Shuman (South Peace Grain)
Sabeeh Farooqui (YEGHalal)
Aarij Bashir (Alberta Agriculture and Forestry)
Sudhiranjan Banerjee (Alberta India Office)

Partners

Consulate General of Canada in Dubai
Canada Beef
Ontario Ministry of Agriculture, Food and Rural Affairs

Canada Beef Culinary Series

Canada Beef partnered with Alberta to organize a series of culinary events immediately before the start of the Gulfood trade show. The culinary series promoted the unique taste and features of Canadian beef to local consumers and key hospitality industry contacts. In partnership with Nikki Beach Resort & Spa, Canada Beef organized three separate events, each with different target audiences, to promote Canadian beef. The events included a Canadian Chill and Grill Barbecue, a Saint Tropez Family-Style Brunch and a Nikki Privé intimate wine interactive dinner. The series also included a Taste and Terroir event featuring the best of Canadian beef and wine to the key hospitality industry stakeholders.

The culinary events were extremely successful in creating brand awareness for Canada's premium quality beef products in the highly competitive market of Dubai and allowed an opportunity for Canadian exporters to engage with chefs and other consumers of the product.

Gulfood – February 18-22, 2018

Gulfood is the largest and most important food show in the region and attracts about 100,000 visitors from all over the world. The show is extremely popular with Canadian



Canada Beef Culinary Series, Chill and Grill event at Nikki Beach Resort and Spa

companies and this year featured a strong Alberta presence at the show. Alberta's delegation comprised of a range of companies offering commodities, like pulses, cereals and grains, to value-added products including honey, halal beef and lamb. Given the diverse nature of the show, Alberta's delegation also included a restaurant franchise interested in finding Middle East partners as well as an Edmonton based Halal-promotional company.

Despite major global demand shifts resulting from pulse trade barriers introduced by India, delegates from Alberta's industry reported estimated sales of around \$8 million as a result of their participation in the mission. The first Alberta-based oats company to exhibit at Gulfood, Canadian Oats Milling, were impressed by the connections they were able to make with qualified buyers from around the world.

In addition to Alberta's traditional commodity exports to the Middle East, Alberta Agriculture and Forestry has put the spotlight on our wide range of value-added products including halal beef, honey and other packaged food products. While the market for retail-ready products is extremely competitive, Alberta has made gains in niche market segments. There is significant demand for packaged food products in the Gulf Cooperation Council (GCC) overall and Alberta's processed food industry stand to gain from the growing opportunities in the region.

Alberta also partnered with the Ontario Ministry of Agriculture and Food, the Canadian Consulate in Dubai and Canada Beef to organize a 'Taste of Canada' networking reception on the first evening of Gulfood. The reception was an excellent promotional opportunity for Canadian value-added products to key stakeholders from Dubai and other Middle East markets and created an intimate setting for networking with qualified buyers in an intimate setting.



Canadian St Tropez Brunch at Nikki Beach Resort and Spa

Overall, Gulfood presented an excellent opportunity to engage with a large variety of contacts spanning the globe, including Canadian Trade Commissioners from Lebanon, Saudi Arabia, Iraq, Qatar, Jordan and India among others. Gulfood continues to be one of the major events for Alberta Agriculture and provides an excellent platform for companies to enter the Middle East market.