



THE SPECIALITY
FOOD FESTIVAL

www.speciality.ae

AN EXCLUSIVE EVENT FOR
GOURMET PROFESSIONALS

POST SHOW REPORT

9 - 11 NOVEMBER 2014



Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

SHOW INFORMATION



EDITION

5TH

DATES

9-11 NOVEMBER

SHOW SIZE

OVER 4000^{M2}

EXHIBITORS

183 COMPANIES
29 COUNTRIES

ATTENDEES

13,022
ATTENDEES FROM 28 COUNTRIES



NEW PARTICIPATING COUNTRIES

BELGIUM, KOREA, POLAND,
SOUTH AFRICA, TUNISIA, USA

FREQUENCY

ANNUAL

SHOW TYPE

TRADE EXHIBITION

WEBSITE

WWW.SPECIALITY.AE

NEXT EDITION

27 - 29 OCT 2015

SHOW HIGHLIGHTS



SHOW OPENED BY **HER EXCELLENCY SHEIKHA LUBNA BINT KHALID AL QASIMI**
MINISTER OF INTERNATIONAL COOPERATION AND DEVELOPMENT

VISITORS
13,022

EXHIBITOR
SATISFACTION RATING
95%

EXHIBITORS
RETURNING IN 2015
92%

EXHIBITOR PROFILE

183
EXHIBITORS

11 COUNTRY PAVILIONS
(Argentina, China, Cyprus, France, Greece,
India, Iran, Italy, South Africa, Taiwan, Tunisia)

EXHIBITOR PROFILE

ARTISAN PRODUCTS

Bread • Charcuterie • Cheese & Dairy • Chilled and Frozen Products • Dairy Products • Ethnic Food • Fair Trade • Fresh Produce • Gift Packs & Hampers • Gourmet • Halal Meats • Snacks • Food & Beverages • Halal Certification Services • Health Foods • Ingredients • Jams & Preserves • Locally Sourced • Natural Products • Oils • Organic • Pickles & Chutneys • Raw • Living Foods

REGIONAL FOOD & DRINK

Sauces & Marinades • Seasonal Items • Seasonings • Special Diet • Speciality Packaging • Sustainable Products • Tea & Coffee • Vegan and Vegetarian • Vinegars & Dressings • Wholefoods

TOP EXHIBITORS

- 4 Corner General Trading LLC
- Agropromotion Sprl (Ltd)
- Al Taher Powerful General Trading LLC
- Ali Akbar Asadi General Trading LLC
- Easternmen & Co
- English Biscuit Manufacturers Pvt. Ltd.
- GD DMCC
- Imperial Food Ind. Ltd
- Midvision General Trading L.L.C.
- P.K. Overseas Pvt Ltd
- Pace Food Stuff Trading LLC
- Pasta Regina LLC
- PERFEKT Anna Rudzka
- Pran Exports Ltd
- Ranrea General Trading LLC
- Royal Crown Food Manufacturing LLC
- Samex Agency
- The Saudi Ice Cream Factory
- Trimurti Foodtech Pvt Ltd
- Tumbi Trading

FEATURES



THE SPECIALITY COFFEE CHALLENGE

Through the support of the Speciality Coffee Association of Europe, SFF was the launch platform for the newly accredited coffee barista challenge and was open to top local baristas. It incorporated a series of presentations from industry leaders along with respective certification and training opportunities.



CHEF'S CORNER

A series of cooking demonstrations of signature dishes by regional celebrity chefs across the 3 days of the show.



ITALIAN CUISINE WORLD SUMMIT

The 6th edition of this renowned annual meeting of world class, Italian Michelin-Starred chefs, hosted their focal point of their meeting, their cooking demonstrations, through the Italian Cuisine World Summit Cooking Theatre, onsite at the Speciality Food Festival.



EXHIBITOR FEEDBACK



92% OF EXHIBITORS
ARE PLANNING
ON EXHIBITING
NEXT YEAR

89% OF EXHIBITORS
RATED THE SHOW
AS GOOD TO
EXCELLENT

“This year’s exhibition was amazing. We will participate again next year and we will take a bigger stand. **The visitors showed a great interest in us and we believe that this event has provided us with great opportunities** for future investments.”

Afzan Sultan, UAE- Director of Sales, Al Nabil Co.

“This was our third year of participation at SFF and we have taken a bigger stand. **It was a successful event for us as we are able to meet new and potential distributors from new markets** such as Sudan, Afghanistan and Canada.”

Nathalie Hall, Marketing Manager, 4Corners UAE

VISITOR PROFILE



OVERALL SHOW RATING

95%

VISITORS RATED THE SHOW AS GOOD TO EXCELLENT

91%

VISITORS LOOKING TO PURCHASE WITHIN THE NEXT 6 MONTHS

96%

VISITORS HAVE PURCHASING AUTHORITY



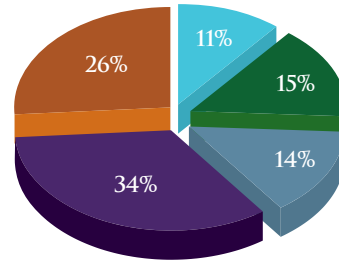
VISITORS

13,022

69% UAE

31% INTERNATIONAL

MEET THE BUYERS THAT MATTER



11% C-LEVEL
15% EXECUTIVE/ASSISTANT
14% GENERAL MANAGER
34% OWNER/BOARD
26% DIRECTOR/MANAGING

"I am here to explore investment opportunities. I will definitely come back again next year as I was able to meet with potential companies that we can partner and do business with them in the near future."

Abdul Salam Ahmad Alarity, VP, Planning & Development, Almoallem Holding Company, Kingdom of Saudi Arabia

MARKETING & PR CAMPAIGN



A total of 241 clippings in print, online and broadcast media were generated during the campaign, with an PR value equivalent to US\$ 2,063,325

The total circulation of the coverage received was 3,053,253.



TEAM CONTACT DETAILS

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THANK YOU TO OUR SPONSORS AND PARTNERS



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BOOK YOUR SPACE NOW 27 – 29 OCT 2015

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