



International
Food & Beverage Exhibition

FOODEX

3-5 May 2018
Doha Exhibition and Convention Center
www.foodex-qatar.com

Introduction

Self-Sufficiency; currently Qatar's prime concern and state strategy. As stated by His Highness Sheikh Tamim Bin Hamad Al Thani, Emir of the State of Qatar, **"We are called upon to open our economy to investments and initiatives, so that we produce our own food and medicine, diversify our source of income and achieve our economic independence"**.

Pertaining to the statement of the Emir of the State of Qatar, **FOODEX** Qatar welcomes exhibitors spanning across the full spectrum of the food industry to join and demonstrate the latest solutions and services to support the country's progressive diversification strategy. All efforts also address the need to improve production line efficiencies, operations and aim to achieve the Qatar National Vision 2030.

The Vision

FOODEX aims to open new vistas for international food and beverage entrepreneurs to foray in to the emerging markets of Qatar. It will also be an excellent platform for food and beverage manufacturers as well as processing companies to market and promote their products, technology and services.

Objective

- Creating awareness regarding the latest products, technology and services
- Learning new trends and developments within the Food, Beverage and Ingredients industry
- Promoting joint venture opportunities between Qatari business enterprises and foreign investors
- Creating franchise opportunities
- Creating an opportunity to source food products, and Technology from around the globe
- Connecting technology suppliers and seekers to facilitate the transfer of know-how
- Stimulating a culture of entrepreneurship in Qatar
- Creating job opportunities

Why Qatar

Key initiatives from the Government to Improve Food Supply in Qatar.



Food

Hassad Food in partnership with Widam Food will provide 340,000 head of Australian sheep (chilled carcasses) for 3 months from June. The company targets around 60 hectares, which produces yearly around 5000 tons of fresh produce and will increase gradually over the next phases.

Food Manufacturing

Increased importance on expanding food manufacturing resulted in Ministry of Economy and Commerce launching "Own your factory in 72 hours" initiative. Consequently, easy licenses provided, land being allotted in new industrial area, quick processing of work allowing for quick start of operations, precisely within a year.



Poultry



The Arab poultry company is expanding its poultry production by 100% to about 20 million chickens a year. Private sector is planning to produce 40 million chickens annually. An increase in production of eggs from 60 million to 100 million eggs per year, bringing the total number, after the completion of expansion within the next six months to about 120 million eggs per year.

Meat

In the meat sector, 20% increase annually in the number of animals. The total number of these animals in the country is 1.35 million, 70% of them is sheep.



Seafood

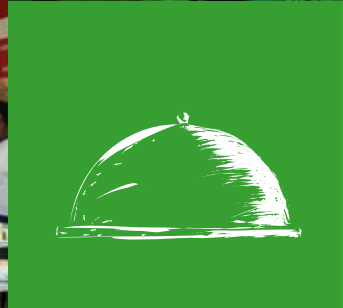


The Seafood sector now reached 89%. It is pursuing a short term plan to increase this percentage to 100% in a year. The State has 3 fish farming projects and their combined production is about 6000 tons per year. There is a shrimp project with a production capacity of 1000 tons per year.

PRODUCT SECTORS

Food & Beverage

- Food & Beverage Manufacturers
- Halal Food
- Organic Food
- Fresh convenience products
- Fine Food
- Gourmet
- Chilled Food
- Frozen Food
- Dairy Products
- Bread, Bakery & Confectionery
- Fish & Seafood
- Fruit & Vegetables
- Grocery
- Oils, Fats, Waxes & Sauces
- Nutraceutical Products
- Food Ingredients
- Dietary Supplements
- Fibers
- Firming Agents
- Flavors & Aromas
- Flavor Enhancers
- Fruit Products & Extracts
- Gelling Agents & Gums
- Herbs, Spices & Seasonings
- Lipids
- Marine Based Ingredients
- Preservatives
- Proteins
- Saps
- Stabilizers
- Thickeners & Binders
- Starches
- Sugars & Sweeteners
- Vitamins & Minerals
- Yeast Nutrients
- And much more...





Food Products Processing Technology

- Snack processing technology
- Edible fat and oil technology
- Starch production plants
- Noodle / Pasta technology
- Meat / Fish / Poultry processing technology
- Vegetable and fruit technology
- Delicatessen and convenience food technology
- Beverage technology
- Aroma essence and spice technology

Packaging Technology and Materials

- Packaging machines
- Labelling machines
- Inspecting machines
- Food packaging materials
- Plastic packaging (Blister and skin packaging, plastic moulds, foam, etc.)
- Caps and Closures (Valves, tapes, stoppers, zippers, etc.)
- Anti-Microbial Packaging
- Eco-Packaging
- Sorting machines
- Aseptic Packaging

Safety and Quality Management

- Analysis, laboratory and checking equipment
- Hygiene technology
- Pest management
- Food safety
- Training Services
- Testing Institutes
- Standardization Centres

Environmental Technology and Biotechnology

- Operating materials
- Waste removal and recycling, environmental protection
- Health and safety at work and fire protection
- Water purification technology
- Biotechnology
- Bio Security

Refrigeration and HVAC Technology

- Commercial refrigerators and freezers
- Cold rooms
- Ventilation, air-conditioning and heating technology

Logistics and Storage Facilities

- Internal conveying and transportation equipment
- External transportation equipment
- Storage facilities, silo plants and tanks

YOUR MARKET OUR AUDIENCE

- CEO's and top executives from the Food and Beverage Industry
- Purchase managers from Hypermarkets and Supermarkets
- Grocery Stores, Convenience Stores, Retailers and Department Stores
- Food and Drink Importers, Distributors and Wholesalers
- Airlines, Cruise Lines and Rail
- Food service and Hospitality Professionals, Consultants, and Institutions
- Government, Trade Associations, Free Zones and Duty Free
- Universities and Schools
- Hospitals
- Military
- HORECA Operators
- Franchise Operators
- Event and Catering Companies
- Sr. Executives from Production, Quality Control and Facilities Department

Beyond The Show Floor

B2B Overview

Our selected premium buyers and decision makers from the food and beverage industry with a clear buying intention and purchasing needs have been briefed by the organizers and brought together with selected exhibitors to create real business opportunities.

Conference

We have set up a comprehensive conference program to share food and beverage industry prospect.

Workshop

A unique platform for the exhibitor to introduce their company and showcase/demonstrate their products and services to the visitors as well as special invitees.

Comprehensive Marketing



Print

Printed advertising campaigns that extend across leading trade publications, magazines and newspapers



Direct Mail

Exhibition brochure and invitations will be mailed to the food and beverage companies across the globe



Social Media

Through the active use of social media, **FOODEX** will build a strong following and presence on various platforms



E-News Letter

Targeted email campaigns to the most comprehensive database across the globe



Bulk SMS

Targeting Bulk SMS campaigns to a range of networks in the country

Visitor Profile

- CEO's and Top Executives
- Government Bodies
- Production Heads and Managers
- Purchase Heads: Hypermarkets, Supermarkets, Grocery Stores
Convenience Stores, Retailers and Department Stores
- Food and Drink Importers, Distributors and Wholesalers
- Airlines, Cruise Lines and Rail
- Hotels, Foodservice and Hospitality, Institutions and Consultants
- Government, Military, Schools, Universities and Hospital
- Sr. Executives from Production, Quality Control and Maintenance Department

Participation Costs

Booth Type	Minimum Space booking (sqms)	Price per (sqms)
Raw Space	36	US\$ 310
Standard Shell Scheme	12	US\$ 350

**Spaces Are
Allocated On
A First Come,
First Served Basis!**

Benefit From a 15% Discount
Before March 1, 2018

Local Exhibitors & Sponsors

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