

UNDER THE PATRONAGE OF

UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



الإمارات العربية المتحدة  
وزارة الاقتصاد



# POST EVENT REPORT 2023



20-21 SEPTEMBER | Le Méridien Dubai Hotel, Dubai, UAE

Inspiring  
SUSTAINABLE  
wellbeing



The 2023 edition of the Future Food Forum saw one of the largest gatherings of food industry leaders in the Middle East, continuing its tradition of fostering collaboration on vital issues related to food security, sustainability, innovation, and consumer well-being. This year's event, hosted in Dubai, not only marked a significant milestone in shaping the UAE Food Industry Landscape but also served as a testament to the growing community of food ecosystem players dedicated to working together for the sector's growth. Building upon the continuity of the previous four editions, the 2023 event brought together industry leaders, government officials, and business experts to collectively address pressing challenges and opportunities in the food industry.

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**SUSTAINABLE**  
*wellbeing*



# AGENDA

## FORUM - DAY ONE WED | 20 SEPTEMBER

- 09:00 REGISTRATION AND NETWORKING COFFEE
- 
- 10:00 MC OPENS
- 
- 10:05 WELCOME ADDRESS
- 
- 10:10 WELCOME NOTE
- 
- 10:15 OPENING ADDRESS
- 
- 10:20 KEYNOTE ADDRESS
- 
- 10:30 KEYNOTE PRESENTATION
- 
- 10:40 KEYNOTE PRESENTATION  
Unveiling the Future: Trends Shaping the Food and Beverage Industry
- 
- 10:55 KEYNOTE SPEECH
- 
- 11:00 PANEL DISCUSSION  
Boosting Food Security and Driving Environmental Sustainability
- 
- 11:40 NETWORKING COFFEE BREAK
- 
- INDIA SESSION**
- 12:00 OPENING ADDRESS
- 
- 12:10 KEYNOTE ADDRESS, PRESENTATION AND FILM ON WORLD FOOD INDIA 2023
- 
- 12:20 PANEL DISCUSSION  
Driving and Leveraging Sustainable Food Value Chains between India and UAE
- 
- 12:40 Q&A AND OPEN DISCUSSION
- 
- 12:50 CLOSING ADDRESS
- 
- 12:55 PANEL DISCUSSION  
Investing in the Future of Food and Beverage
- 
- 13:35 NETWORKING LUNCH
- 
- 14:35 PANEL DISCUSSION  
Exploring KSA's diverse growth opportunities: Unveiling the Potential of the F&B Industry
- 
- 15:15 REGULATORY PANEL DISCUSSION  
Enhancing Food Environment in the MENA Region: Public-Private Initiatives for Sustainable Change
- 
- 15:55 PROMOTING LOCAL PRODUCE: FILLING THE GAP FOR FOOD SECURITY
- 
- 16:10 INDUSTRY REPORT SHOWCASE
- 
- 16:20 PANEL DISCUSSION  
The Future of Food: Adapting to Changing Consumer Behavior : Rise of conscious consumerism –are plant-based or flexitarian diets the new fad

## FORUM - DAY TWO THU | 21 SEPTEMBER

- 09:00 REGISTRATION AND NETWORKING COFFEE
- 
- 10:00 MC OPENS
- 
- 10:10 OPENING NOTE
- 
- 10:20 FIRESIDE CHAT  
Boosting economic development and industrial growth through ICV measures – Think global, Go local
- 
- 10:50 FIRESIDE CHAT  
Applying Innovation for a Sustainable Future: Embracing Circular Economy Principles
- 
- 11:20 NETWORKING COFFEE BREAK
- 
- 11:50 INDUSTRY AS THE MAIN GROWTH VEHICLE OF ECONOMIES
- 
- 12:05 PANEL DISCUSSION  
How technology is transforming the Food Processing and Manufacturing Industry?
- 
- 12:45 INDUSTRY REPORT SHOWCASE
- 
- 12:55 PANEL DISCUSSION  
Evolution of the F&B retail experience: Innovating for Success
- 
- 13:55 NETWORKING LUNCH
- 
- 15:00 MINISTER OF ECONOMY'S ARRIVAL  
H.E. Abdullah Bin Touq Al Marri, Minister, Ministry of Economy
- 
- 15:00 PANEL DISCUSSION  
Empowering Nationals: Localization for a Thriving F&B Industry
- 
- 15:40 ISHRAQ SESSION
- 
- 15:55 FREEJ - VIDEO  
Mohammed Saeed Harib, Chairman of Lammtara Art Production
- 
- 16:05 KEYNOTE ADDRESS
- 
- 16:15 UAE FOOD PLATFORM AND EVENT VIDEO RECAP
- 
- 16:20 SPECIAL ADDRESS  
H.E. Abdullah Bin Touq Al Marri Minister, Ministry of Economy
- 
- 16:30 CLOSING ADDRESS

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# FUTURE FOOD FORUM 2023 SPEAKERS



**H.E. ABDULLAH  
BIN TOUQAL MARRI**  
Minister of Economy  
United Arab Emirates



**MOHAMMAD ALI AL KAMALI**  
COO – Manufacturing & Exports  
Development, Dubai Industries & Exports



**SALEH LOOTAH**  
Chairman, UAE Food & Beverage  
Business Group



**AHMED ALSHAIBANI**  
Head – Design Strategy & Innovation  
Wasl | Head, Food Tech Valley



**EBTESAM ALKAABI**  
Head of Sales, JAFZA



**YOUSSEF MOHAMED**  
Alibaba.com MEA, Managing  
Partner – JSC Middle East & Africa



**H.E. YERLAN A. BAIDAULET**  
Ex-Director General, Islamic  
Organization for Food Security (IOFS)



**H.E. RAJA AL MAZROUEI**  
CEO, Etihad Credit Insurance



**KHULOUD AL NOWAIS**  
Chief Sustainability Officer Emirates  
Foundation | Secretary General, ne'ma  
National Steering Committee



**MOHAMMED SAEED HARIB**  
Chairman of Lammtara  
Art Production (FREEJ)



**MALACHY MITCHELL**  
Co-founder and Managing Director  
Farrelly & Mitchell



**AHMED BAYOUMI**  
CEO, Berain Water



**RIZWAN AHMED**  
Executive Director  
IFFCO Group



**PIRUZ KHAMBATTA**  
Chairman – CII National Task Force  
on Affirmative Action and Group  
Chairman, Rasna Pvt Ltd



**MINHAJ ALAM**  
Additional Secretary, Ministry of Food  
Processing Industries (MoFPI)  
Government of India



**DR. SHAMAL MOHAMMED**  
AgriTech Director, Silal



**SANKHA BISWAS**  
Chief Executive Officer, Nutridor  
Dairy Manufacturing LLC



**SURESH VAIDHYANATHAN**  
Chief Executive Officer – Special  
Projects, Ghassan Aboud Group



**SALAMA ALHAJ ALAWADHI**  
Director, National Value Added  
Department, Ministry of Industry  
and Advanced Technology



**ANDRÉS PONCE OLÍAS**  
Managing Director – Tilda International  
DMCC (Ebro Foods S.A.)



**DR. ASHARAF MAHATE**  
Chief Economist, Dubai Department  
of Economy and Tourism



**FERAS AL SOUFI**  
General Manager  
Emirates Crop One



**RAHUL DHAWAN**  
ITC Limited, Agri Business  
Division



**ATHANG JAIN**  
Jain Farm Fresh Foods Limited



# FUTURE FOOD FORUM 2023 SPEAKERS



**SEYMONA MOODLEY**

Editor-in-Chief, Catering News  
- Middle East



**PAUL THACHIL**

Managing Director - Oils &  
Fats, IFFCO



**ABDELRAZAK**

Head of Programs, Sheraa



**ABDALLA AL ABOODI**

Senior Vice President, Project and  
Corporate Finance, Wholesale and  
Institutional Banking (WIB) - Emirates  
Development Bank



**MAJED JULFAR**

Director, Trade Credit Insurance  
and Export Financing  
Etihad Credit Insurance



**ANGELO DJAFFARDJEE**

General Manager - Digital  
Transformation, Mohamed Yousuf  
Naghi Group.



**MILAD ROUHANA**

General Manager (Middle East,  
Africa and Pakistan)  
Perfetti Van Melle



**YULIIA HRYHORASH**

Head - Brand and  
Communication, BRF Mena



**ANDREY DVOYCHENKOV**

General Manager, Arabian  
Peninsula and Pakistan, NielsenIQ



**MOHAMMED AL SUHAIL**

Executive Vice President  
Food Service, Almarai



**MARCOS DELORENZO**

Chief Operations Officer  
Tanniah Food Company



**DR. SUZANNE BAAGHIL**

Head of Regulatory Affairs, PepsiCo  
and Chair of FBMG Regulatory  
Committee



**KHALID SHARIF**

Ex-CEO, Dubai Municipality's  
Environment, Health & Safety Control  
Department, UAE



**JAWAHER AL DHUHOORI**

Standards Researcher  
Ministry of Industry & Advanced  
Technology, UAE



**RADWA MEDHAT**

Head of Regulatory and Wellbeing  
Kellogg's MENAT, FBMG Representative



**SAAD AL OTAIBI**

Consultant, Regulatory and  
Government Affairs, Transactions,  
Business Development - Freelance.sa



**MATT KOVAC**

Chief Executive Officer  
Food Industry Asia (FIA)



**DR LOUBNA LAMMAGHI**

Director of Epidemiology & Disease  
Control Ministry of Health & Social  
Protection



**MANISHA JUNEJA**

Research Lead (Middle East & Africa)  
Toluna Corporate



**SONYA KAYANI**

Regional Communications Director  
Greater Middle East & Central Asia  
Tetra Pak



**CHRISTINA (ABDO)  
DOUBLICHEVITCHE**

Research and Development Lead  
(MENA), LIPTON Teas and Infusions



**SOORAJ MATHEW**

Head of Commercial  
Al-Futtaim Logistics



**VALERIA KRYNETSKAYA**

Head of Plant-based Venture  
IFFCO



**RONALD N.F. HOLMAN**

Event Director  
Free From Food Dubai

# FUTURE FOOD FORUM 2023 SPEAKERS



**KHALED KHATIB**  
Technical Head  
Tate & Lyle



**DJAMAL DJOUHRI**  
CEO - AGRF (Al Ghurair Resources  
international LLC, Al Ghurair Oil and  
Proteins and Al Ghurair Foods)



**AMAL HASSAN AL AHMADI**  
Head of Research & Development  
Section Ministry of Climate Change  
and Environment



**YEHIA RIZK**  
CEO and Chairman  
Am Group, Egypt



**NABIL ALAMEDDINE**  
CEO, G. B. Logistics



**MOHAMMED AZEEZ UR  
RAHEMAN**  
Team Lead, Yokogawa



**NIALL HOEY**  
Cluster Director, SIG



**MOHAMED ABOUD**  
VP, Membership & Marketing  
Innovation, Entrepreneurship & Business  
Center, University of Dubai & IEEE TEMS



**ZULFIQAR HAMADANI**  
CEO, Tanmiah Group



**SAHIL MAJEED**  
Manager & Lead Auditor  
Health & Nutrition, SGS



**IMTIAZ HASHEM**  
Country Manager  
Kantar Worldpanel



**ALEXANDER VAN'T RIET**  
Partner, Lenoble Consultancy



**TOM HARVEY**  
General Manager  
Commercial, Spinneys



**HASEEB UR RAHMAN**  
Director Marketing, MENA  
Friesland Campina



**ANANYA NARAYAN**  
Managing Director  
Hunter Foods



**VICTORIA BOLDISON**  
Founder, Bolst Global



**NIELS GROEN**  
Chief Commercial Officer  
Union Coop



**RICHARD JACKSON**  
COO, TASC Outsourcing



**FAHAD ALDREES**  
Chief Human Resources Officer  
Almarai



**SUAAD AL SHAMMARI**  
Head of Nationalisation GCC  
Nestle





# Key Successes and Achievements



## Strategic Direction for UAE Food and Agriculture

The event featured the unveiling of a strategic direction by UAE's Minister of Economy, H.E. H.E. Abdullah Bin Touq Al Marri, aimed at transforming the food and agriculture sector. This ambitious plan seeks to increase the sector's contribution to GDP by \$10 billion and create 20,000 jobs over the next five years.



## Integration of UAE Food Data

The UAE Food & Beverage Business Group launched the UAE Food Platform, which seamlessly integrates UAE food data into a single platform. This initiative promises to enhance strategic decision-making and promote food security in the region.



## Global Expansion with International Buyers

This edition marked a significant global presence, attracting international buyers and country representatives from IFPA, highlighting a strong focus on export promotion and strengthening international partnerships.



## Focus on Food Safety and Well-being

The event highlighted the critical role of the food and beverage manufacturing sector in the UAE's economy. Speakers emphasized its contribution to economic growth, job creation, and food safety while meeting the evolving demands for food products.



## Collaborative Approach

The event showcased the collaborative efforts between government bodies, industry players, and key sponsors to bolster the UAE's food sector, ensuring resilience and global prominence. The active involvement of stakeholders and leading organizations demonstrated a unified commitment to achieving common goals.



## Emphasis on Sustainability

Sessions during the forum explored sustainability and circular economy, with discussions on minimizing food waste and promoting food recovery initiatives. This reflects a broader commitment to sustainable practices in the food industry.

# The Future Food Forum 2023 holds great significance and relevance in the UAE Food Industry Landscape for several reasons

## Food Sector's Economic Role

Highlighted the food sector's pivotal role in UAE's economic growth, positioning the nation as a global food logistics hub.

## Food Security Focus

Emphasized addressing food security challenges amidst geopolitical uncertainties.

## Technological Innovation

Showcased the UAE's commitment to technological innovation, particularly in agri-tech.

## Innovation and Emiratisation

Focused on innovation and fostering a new generation of farmers, aligning with Emiratisation efforts.

## Global Food Landscape

Acknowledged the UAE's increasing influence in the global food landscape through local production and innovation.

## Collaborative Endeavors

Highlighted collaborative efforts involving government bodies, industry organizations, and international business councils.

In conclusion, the Future Food Forum 2023 has played a pivotal role in shaping the UAE Food Industry Landscape by addressing key challenges, emphasizing sustainability, and fostering innovation. The event's success lies in its ability to bring together stakeholders, create a platform for collaboration, and set a strategic direction for the future of the food industry in the UAE.



## Event in Numbers

**2200+**

REGISTRANTS

**1100+**

PHYSICAL ATTENDEES

**1800+**

VIRTUAL ATTENDEES

**70+**

SPEAKERS

**300+**

VIPS

**500+**

EXHIBITION VISITORS



**KEY HIGHLIGHTS**



“ Access to funding is why people grow, industries evolve, and our strategy will look into securing funding and support. This brings us to our fifth pillar of fostering innovation with world-class R&D innovation. We will provide world-class research and development packages to inspire change.”

## H.E. Abdullah Bin Touq Al Marri unveils key pillars for transforming UAE food and agriculture sector into global power and create 20,000 jobs within the next five years

UAE's Minister of Economy, H.E. Abdullah Bin Touq Al Marri, outlined a seven-point agenda to achieve these targets during the fifth Future Food Forum in Dubai.

The key pillars include;

Localizing Innovation

Promoting a UAE-first Culture in the Food Supply Chain

Enhancing Regulatory Standards

Supporting Farmers for Agri-food Innovation

Ensuring Access to funding

Fostering World-class Research and Development, enabling firms to diversify and access new markets

Building the Next Generation of Farmers.

H.E. Abdullah Bin Touq Al Marri also commended the UAE's food and beverage sector for its initiatives in skill development and digital infrastructure capabilities, as well as the launch of the UAE Food Platform to facilitate collaboration in food security and drive sector growth.

**KEY HIGHLIGHTS**



“ What UAE Food Platform will do is create an ecosystem that will link investors, manufacturers, trade partners, financial institutions, basically all the stakeholders in an industry to leverage data and new technologies to allow everyone to make the right decisions to elevate the sector, and achieve sustainability goals ”

## UAE unveils new F&B platform to drive investments, opportunities in \$37.8 bln industry

UAE has unveiled a new digital platform aimed at boosting the food and beverage industry by fostering growth, investments, and trade opportunities while achieving food security goals. The platform, known as the UAE Food Platform, was launched during the Future Food Forum in Dubai.

Chairman of UAE Food & Beverage Business Group, Mr. Saleh Lootah, emphasized the need for data, infrastructure, and a collaborative ecosystem in the F&B sector. The platform's goal is to connect investors, manufacturers, trade partners, financial institutions, and other stakeholders, leveraging data and technology to support decision-making and sustainability.

The platform plans to onboard over 300 UAE-based firms by the end of the year. It also aims to facilitate global trade discussions and cooperation with 57 Islamic countries, tapping into the \$100 billion GCC F&B industry and the \$7 trillion global market.



“ As a home-bred company that has benefited from a public-private partnership, we see a business case for the establishment of a food ecosystem to house key players. It not only aligns with the UAE’s National Food Strategy, but it also provides a gateway for new products to be manufactured in the country, creates an avenue for future investments, and allows for the deployment of new technologies to achieve food safety and security. ”



**Suresh Vaidyanathan**  
CEO, Abu Dhabi Food Hub

“ Access to funding is why people grow, industries evolve, and our strategy will look into securing funding and support. This brings us to our fifth pillar of fostering innovation with world-class R&D innovation. We will provide world-class research and development packages to inspire change. ”

**Saleh Lootah**  
Chairman, UAE FBMG





**HIGHLIGHTS**

“ UAE was on the top of the global food security index 2022 when compared to other Mena counterparts, but the challenges for food in these uncertain times are real and present. Thankfully, our food industry’s resilience and adaptability make it adept in addressing this challenge while constantly emphasizing sustainable practices, which will nurture our earth for centuries.

**H.E. ABDULLAH BIN TOUQ AL MARRI**  
Minister of Economy, United Arab Emirates



**OPENING ADDRESS**

“ With the Dubai Economic Agenda – the D33’s ambitious goal to double the size of Dubai’s economy in the next ten years and consolidate its position among the top three world cities – it also aims to double foreign trade to Dh25.6 trillion. The future is about growing and exporting, and I urge the sector to seize these opportunities. Together, let’s make the F&B sector in the UAE and the region thrive.

**MOHAMMAD ALI AL KAMALI**  
COO – Manufacturing & Exports Development  
Dubai Industries & Exports



**WELCOME ADDRESS**

“ It is a pivotal moment for the F&B sector in the region, one where the sector is taking a new strategic direction to ensure UAE’s position as the regional food hub of excellence. This transformation is underpinned by visionary government directives, a testament to our commitment to promoting UAE-made food products, not just for local consumption but also for global market access.

**SALEH LOOTAH**  
Chairman, UAE Food & Beverage Business Group



**KEYNOTE SPEECH**

“ Today we are honored to have represented here with participation representative of more than 26 countries. The dominant aspects of ensuring food security lies in harnessing the benefits of inter-state cooperation and the establishment of mechanisms to boost the development of agri food sector. IOFS programs and projects have been meticulously crafted for maximizing utilization of resources, and tapping into the existing potential within the Member States.

**H.E. YERLAN A. BAIDAULET**  
Ex-Director General, Islamic Organization for Food Security (IOFS)



**HIGHLIGHTS**

“ As we progress, let us bear in mind that our investment in food production and manufacturing extends beyond economic gains. It is about fortifying our nation's resilience and enhancing our global standing and securing a prosperous future for our citizens.

**H.E. RAJA AL MAZROUEI**

Chief Executive Officer, Etihad Credit Insurance



“ Freej is synonymous with values, morals, and excellence—a brand trusted and loved by entire families. We are delighted to collaborate with brands in the UAE, collectively creating something uniquely Emirati.

**MOHAMMED SAEED HARIB**

Chairman, Lammtara Art Production, Freej



“ Innovation and the innovation pipeline require innovators, both in terms of physical and financial resources. However, the industry and market dynamics are equally crucial. Developing technology without a clear avenue for utilization or application in sectors like farming could hinder the impact of innovation.

**DR. SHAMAL ABDULKHALIQ MOHAMMED**

Director - Agritech, Silal



“ During the last year E-commerce in UAE and Saudi Arabia grew in double digits, not only in value terms but also in consumption terms. We see this is a continuation of the last 3 years. Every single year E-commerce has shown double digit growth.

How can we win in E-commerce? Differentiate. Come with exclusivity and with something that the consumer is looking for. Small things matter, they can build the experience.

**ANDREY DVOYCHENKOV**

Managing Director - Arabian Peninsula and Pakistan, Nielsen IQ





## PANEL DISCUSSION

# Boosting Food Security and Driving Environmental Sustainability



**SURESH VAIDHYANATHAN**  
Chief Executive Officer - Special  
Projects, Ghassan Aboud Group

“Public-Private Partnerships thrive on shared stakes, enhancing commercial viability. When aligned with the country's food security strategy, they become powerful vehicles for goal attainment.”



**AHMED ALSHAIBANI**  
Head - Design Strategy & Innovation  
Wasl Head, Food Tech Valley

“Product establishment hinges on selecting high-value crops wisely. Employing appropriate technologies is equally crucial. Collaborating with farmers to prioritize these technologies aligns with our strategy. The Ministry facilitates purchases from local producers, ensuring availability to end customers through supermarket chain agreements.”



**DR. ASHARAF MAHATE**  
Chief Economist  
Dubai Department  
of Economy and Tourism

“Embracing technology and innovation is viewed as a game-changer for enhancing inland sustainability.”



**ANDRÉS PONCE OLÍAS**  
Managing Director - Tilda  
International, DMCC  
(Ebro Foods S.A.)

The online world will grow and grow again; the question for YOUR business is how to differentiate vs your competitors.”



**MALACHY MITCHELL**  
Co-founder and Managing  
Director, Farrelly & Mitchell

Aggregation is important because it brings in supply power for primary production and then you can drive a downstream processing ecosystem which is essentially food system.”



**FERAS AL SOUFI**  
General Manager  
Emirates Crop One

People increasingly seek quality, healthier, and more nutritious products. Emphasizing local produce over imports is key. An existing market awaits the penetration of locally sourced goods.”

# INDIA SESSION



## OPENING ADDRESS

“Partnerships between countries like India and UAE, we are changing the future of our citizens for the better. We can see that clear vision in our Prime Minister’s announcement of India Middle East Europe corridor recently. This corridor coupled with the free trade agreements which India is doing with GCC, the Middle East and Europe, is creating one common free market and the the gateway from India to this whole corridor is going to be Dubai.

### PIRUZ KHAMBATTA

Chairman - CII National Task Force on Affirmative Action and Group Chairman, Rasna Pvt Ltd



## KEYNOTE ADDRESS

“India and UAE share a deep rooted historical and cultural connection and today our partnership extends far beyond bilateral ties. It is built on mutual respect, trust and a shared vision for the sustainable future. For UAE India is the 2nd largest trading partner for the year 2021 with an amount of 45 Billion USD non-oil Trade.

### MINHAJ ALAM

Additional Secretary, Ministry of Food Processing Industries (MoFPI), Government of India

## PANEL DISCUSSION

### Driving and Leveraging Sustainable Food Value Chains between India and UAE



#### PIRUZ KHAMBATTA

Chairman - CII National Task Force on Affirmative Action and Group Chairman, Rasna Pvt Ltd

“The CEPA Agreement marks the start of broader partnerships. UAE and India can collaborate on food security and sustainable food processing. Introducing a credible rating system for sustainable food products can assure customers of comprehensive sustainability, fostering trust from top to bottom



#### ATHANG JAIN

Jain Farm Fresh Foods Limited

India is the largest manufacturer of fresh banana in the world. But it is also the largest consumer of fresh bananas and so there's very little that used to get exported. But today, the export market of fresh bananas from India to UAE is almost \$200 million and there has been a double digit increase in growth over the last few years. You need to get to the farmers on the field level to understand what went behind these numbers.”



#### RAHUL DHAWAN

Business Manager - Processed F&V, ITC Limited, Agri Business Division

“We have engaged with a farming community to work on certain value added products, which not only gives them an opportunity to partake into newer streams of products, but also improve the overall quality which is then exported to the global market.

## PANEL DISCUSSION

# Investing in the Future of Food and Beverage



**SANKHA BISWAS**

Chief Executive Officer, Nutridor Dairy Manufacturing LLC

“Sustainability practices should extend beyond manufacturing units, encompassing the entire value chain, starting with suppliers. Suppliers must share sustainability goals. To truly make an impact, we must change our perspective and embrace sustainability as a source of profit, not just a cost.



**ABDELRAZAK**

Head of Programs, Sheraa

“COVID accelerated the focus on food tech, driven by concerns about food security. Investors seek innovative and scalable products, with a growing emphasis on sustainability. Educating and mentoring entrepreneurs is essential to help them become investor-ready, especially given the challenges early-stage founders face in securing funding. Creative thinking and innovative approaches are crucial to validate products and attract investments without the need for substantial capital, requiring collaboration among ecosystem partners.



**MAJED JULFAR**

Director, Trade Credit Insurance and Export Financing  
Etihad Credit Insurance

“To ensure a thriving future for the FNB landscape, it's essential to harness the existing ecosystem. With strong support from financial partners, regulators, governing bodies, and facilitating institutions, we must seize the opportunities at hand. Forums like these play a vital role in raising market awareness and educating stakeholders about available solutions and partnerships. By working together, fostering collaboration, and aligning our agendas, we can collectively pursue a common mandate for the industry's benefit.



**PAUL THACHIL**

Managing Director  
Oils & Fats, IFFCO

UAE is rapidly evolving, and fostering closer collaboration among industries, banks, and stakeholders is vital. Sustainable finance offers opportunities for companies like ours investing in sustainability. Success relies on four pillars: individual industry initiatives, government support, banking roles, and rising consumer demand for sustainability. With clear directives, increased interaction and collaboration will drive successful sustainability efforts.



**ABDALLA AL ABOODI**

Senior Vice President, Project and Corporate Finance, Wholesale and Institutional Banking (WIB) - Emirates Development Bank

To ensure an attractive future for the F&B landscape in terms of investment, collaboration and governance are key. Establishing good governance practices, especially related to financial institutions and the ESG (Environmental, Social, and Governance) framework, is crucial. Transparency, open dialogue, and shared objectives between banks, entrepreneurs, and manufacturers can drive the industry towards a brighter future.



## PANEL DISCUSSION

# Exploring KSA's diverse growth opportunities: Unveiling the Potential of the F&B Industry



### ANGELO DJAFFARDJEE

General Manager - Digital Transformation, Mohamed Yousuf Naghi Group

“In the hospitality sector, Full-Service Restaurants (FSR) dominate, with a notable shift towards upgrading fine dining experiences. Saudi Arabia, rich in gastronomic culture, sees local brands leading the way, particularly in the fine dining segment. Standalone companies, especially local brands in sectors like coffee, are experiencing rapid growth, outpacing international counterparts.



### ANDREY DVOYCHENKOV

General Manager, Arabian Peninsula and Pakistan, NielsenIQ

“Consumer consumption patterns persist in challenging trends, with saving tactics driven by brand and category preferences. Fortunately, Saudi shoppers exhibit a less recessionary mindset. Convenience, particularly easy access and geographical proximity to diverse items, takes precedence in their considerations.



### YULIA HRYHORASH

Head - Brand and Communication, BRF Mena

Embracing smart packaging and aligning products with cutting-edge cooking gadgets is crucial. As the online experience gains traction, the industry should focus on delivering a delightful and consumer-centric journey.”



### MOHAMMED AL SUHAIL

Executive Vice President Food Service, Almarai

The expanding tourism and food service sector, driven by a rise in convenience and an active workforce, especially the younger demographic, presents significant opportunities in the B2B landscape.”



### MARCOS DELORENZO

Chief Operations Officer Tanmiah Food Company

Post-COVID, a notable lesson is the heightened focus on health products. To thrive, innovation and sustainability must now permeate the entire supply chain.”

## REGULATORY PANEL DISCUSSION

# Enhancing Food Environment in the MENA Region: Public-Private Initiatives for Sustainable Change



### KHALID SHARIF

Ex-CEO, Dubai Municipality's Environment, Health & Safety Control Department, UAE

“One of our key initiatives in Dubai Municipality over the past five years has been focused on school food. Challenge was to provide children with healthy and appealing meals. We aimed to strike a balance between nutrition and taste, ensuring that students would enjoy their meals while still receiving essential nutrients.”



### RADWA MEDHAT

Head, Regulatory & Wellbeing – Kellogg's MENAT and F&B Manufacturing Representative

“We are currently facing significant challenges within the global food system. With a rapidly growing urban population, there is a growing need for convenient and nutritious food. However, this increasing demand has led to more food production and waste, further complicating the food industry's efforts to produce sustainable and better-for-you options. Formulation challenges add an extra layer of complexity, as we need to maintain nutrient levels to ensure food quality and stability while reformulating products.”



### MATT KOVAC

Chief Executive Officer, Food Industry Asia (FIA)

“When implementing taxes on products like sugary beverages, it's essential to communicate the primary objective clearly. If it's for revenue generation, honesty is crucial. However, if the goal is health improvement, a graduated tax approach for sugary products is more appropriate. Additionally, sodium reduction schemes are addressing the increased sodium consumption from takeaway food in Southeast Asia, focusing on reducing sodium at the source and collaborating with major sodium suppliers and food service operators.”



### JAWAHER AL DHUHOORI

Standards Researcher  
Ministry of Industry & Advanced Technology, UAE

Regulations in the UAE, including those promoting salt reduction, ensuring food hygiene and nutrition in schools, food fortification, and reformulation, are instrumental in achieving the nutrition strategy's objectives. In addition, robust food labeling is crucial, providing consumers with comprehensive information to make informed choices about the food they consume.”



### SAAD AL OTAIBI

Consultant, Regulatory and Government Affairs, Transactions, Business Development - Freelance.sa

In this game of reformulation, it's a challenging yet necessary journey. Regulators are showing understanding and readiness to collaborate. For the private sector, there's an opportunity for improvement and engagement with regulators, as well as other stakeholders, including consumer protection associations. It's crucial to maintain a commitment to sharing progress reports and adhering to government mandates, demonstrating goodwill in the reformulation process.”



# The Future of Food: Adapting to Changing Consumer Behavior



**RONALD N.F. HOLMAN**  
Event Director, Free From Food

“Taste remains the primary driver for the success of vegan and plant-based products. Ensuring that these products are not only healthy but also delicious is a significant challenge. In the Middle East, there’s an opportunity to address the impact of ultra-processed foods on public health through better regulation. These foods are often high in salt, fat, and low in nutritional value. Shift towards vegan and plant-based options promises a future of improved product quality and taste.”



**VALERIA KRYNETSKAYA**  
Head, Plant-Based Venture  
IFFCO

Plant-based diets are set to play a significant role in the future of consumption, fostering healthier lifestyles and addressing food security and sustainability challenges. The transition to plant-based diets contributes to the journey towards a net-zero economy, supported by evidence of the environmental benefits over animal-based systems. This shift drives progress in health, sustainability, food security, innovation, and agriculture.”



**CHRISTINA ABDO DOUBLICHEVITCHE**  
Head, Research & Innovation  
and Nutrition, Lipton

“Sparked by the pandemic, the demand for tea-based, herbal, and benefit beverages is on the rise. Beverages now constitute a significant portion of daily caloric intake and added sugars. This trend towards plant-based, natural, and herbal choices transcends dietary preferences, encompassing everyone from carnivores to vegans. It’s time for the industry to embrace this wave of change.”



**SOORAJ MATTHEW**  
Head of Commercial  
AI Futtaim Logistics

Post-COVID, we are prepared for supply chain disruptions. The shift in demand is towards onshore or nearshore logistics, emphasizing the need for robust local partnerships. Consumers value freshness and are willing to pay more for it, driving the demand for faster product movement. This trend is expected to become more prominent in the near future.”



**KHALED KHATIB**  
Technical Head, Tate & Lyle

“Our commitment to producing healthier, tastier, and more sustainable food products aligns with four key global trends. These include the rise of plant-based products, a shift towards transparency in labeling, a focus on gut health, and the importance of reducing sugar and calories while maintaining taste. These trends shape our approach to meeting consumer demands and advancing the food industry.”



**SONYA KAYANI**  
Regional Communications  
Director, Greater Middle East  
& Central Asia, Tetra Pak

E-commerce is no longer a passing trend; it’s a permanent part of our lives. A significant number of people started shopping online during the pandemic, and now, 80% of consumers want to continue due to its time-saving and convenient nature. This change has cut across age and gender barriers, making it an integral part of how we operate daily.”



# How technology is transforming the Food Processing and Manufacturing Industry?



**MOHAMMED AZEEZ UR RAHEMAN**  
Team Lead, Yokogawa

“ There are several factors to consider for optimal results when leveraging generative AI. The technology, be it in agriculture, from soil detection to farming and harvesting, or in the consumer market, plays a crucial role. This approach, often termed 'farm to folk,' underscores the broad spectrum of applications where generative AI can make significant contributions. ”



**NIALL HOEY**  
Cluster Director, SIG

“ From a machine performance standpoint, AI is revolutionizing waste reduction through innovations like condition monitoring and predictive maintenance, powered by machine learning. This transformative approach not only significantly enhances line performance but also leads to a remarkable reduction in overall production waste, underscoring the profound impact of machine learning in this domain. ”



**ZULFIQAR HAMADANI**  
CEO, Tanmiah Group

“ Investors need to exercise caution on two fronts. Firstly, building on the lessons from digital transformation experiences, it's crucial to avoid merely digitizing existing processes. Instead, we should focus on the end goal of the business and let AI guide the design of processes to reach that goal. Otherwise, efforts may become cumbersome, expensive, and hinder existing processes. Secondly, investors should prioritize technology that is easily upgradeable to ensure long-term viability. ”



**MOHAMED ABOUT**  
VP, Membership & Marketing Innovation, Entrepreneurship and Business Center, University of Dubai & IEEE TEMS

AI and robotics stand as transformative technologies poised to reshape the entire food and beverage industry and its ecosystem. However, I firmly believe that technology is an enabler, and its true value emerges when applied in a specific industry context.

For the food and beverage sector, the strategic application and implementation of technology hold the potential to significantly accelerate growth and enhance overall industry outcomes. ”



**SAHIL MAJEED**  
Manager & Lead Auditor Health & Nutrition, SGS

Big data and AI are undeniably game-changers in the food industry, crucially influencing market dynamics, customer preferences, and transforming speech into valuable information. We need to discuss and focus on their transformative role in reshaping regulatory compliance, food safety, recalls, and quality management in manufacturing. ”

# Evolution of the F&B retail experience: Innovating for Success



**HASEEB UR RAHMAN**  
Director Marketing, MENA  
Friesland Campina

“In the longer term transparency, openness will lead to better decision making by consumers. But in the short term, when people's pockets are squeezed, when their incomes are squeezed with commodities prices which are going up. So people are choosing on price. And when they compare, they are only looking at prices as the major lever.”



**ANANYA NARAYAN**  
Managing Director  
Hunter Foods

“What we're finding is today, people are upgrading from having more mass scale snacking to something which is more gourmet or mass premium. So something which is healthier something which is cleaner and has clean labels, better ingredients. So people are willing to pay more people are wanting that.”



**NIELS GROEN**  
Chief Commercial Officer  
Union Coop

“We definitely see an increased focus from our consumers on convenience. The healthy range, the organic range, the origin of the products become more and more important. The customer is getting more demanding, they are more open to change and looking around in the market to what is available.”



**TOM HARVEY**  
General Manager  
Commercial, Spinneys

We are seeing the UAE change rapidly. The variety of consumers from different countries calling this home is accelerating at a phenomenal rate. We are seeing a significant shift in demand today, with a real divergence of people focused on either the best in value or the best in quality. Being in the middle is a dangerous place to be.

Despite this divergence, there continues to be a focus on brands in a very generic way of activating consumers, with a real lack of understanding of consumers' needs, which are entirely different.”



**VICTORIA BOLDISON**  
Founder, Bolst Global

it's all about that fit for the channel, the retailer, the pricing, your USPs as a brand and as a manufacturer, that might also be adapted from one market to another or one retailer to another. it's just being as personalized and cost customized as possible, but also still being able to appeal to enough people within those specific segments as well.”



# Empowering Nationals: Localization for a Thriving F&B Industry



**RICHARD JACKSON**  
COO, TASC Outsourcing

“The conversations have to move away from just focusing on the quota. you have to think about a more holistic view of what is your organisation’s talent management, how you’re going to attract people, And also what’s the diversity of your organization.



**FAHAD ALDREES**  
Chief Human Resources Officer  
Almarai

Today's generation are not looking for only increasing pay. In fact, and increasingly so, they're looking at the right culture, the right career progression, automation and digitization in their work which makes it attractive to them.”



**SUAAD AL SHAMMARI**  
Head of Nationalisation GCC  
Nestle

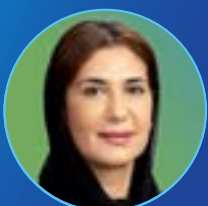
“it's important for us and F&B Industry to educate the local talents and to let them know that food and beverage is not only factories, We have other business sectors and departments like supply chain, Admin, HR etc. There are lots of job opportunities there but they need to be aware about.



**SALAMA ALHAJ ALAWADHI**  
Director, National Value Added  
Department, Ministry of Industry  
and Advanced Technology

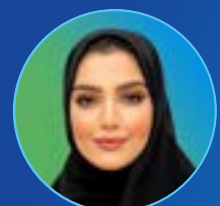
We really need to work together to change the mindset and the thinking towards working in the private sector and specifically in the industrial sector. The reason is that we see a lot of Emiratis feel that if they will go to work in manufacturing, they will be ended up working with machines which is not true.”

# Applying Innovation for a Sustainable Future: Embracing Circular Economy Principles



**KHULOUD AL NOWAIS**  
Chief Sustainability Officer Emirates  
Foundation | Secretary General, ne'ma  
National Steering Committee

“Effective solutions for addressing food loss and waste necessitate collaboration with the right partners. Our focus is on tangible solutions, engaging key players such as food banks and waste management providers to ensure the successful implementation of a circular economy.



**AMAL HASSAN AL AHMADI**  
Head of Research & Development  
Section Ministry of Climate Change  
and Environment

Balancing food systems requires enhancing food security through local production. Supporting farmers involves incentivizing technology adoption and promoting R&D. Implementing technology also hinges on raising awareness for its diverse applications, including waste reduction and recycling.”





During the CEO Roundtable on Day One of the Future Food Forum 2023, a range of crucial topics and initiatives were addressed. Public-private partnerships took center stage as a means to tackle industry challenges collaboratively. Notably, a shortage of skilled workers in the food sector was acknowledged, leading to the introduction of the ISHRAQ program by the UAE Food & Beverage Manufacturing Group (FBMG) to nurture talent.

## Key Takeaways from CEO Roundtable at Future Food Forum 2023

### Emphasis on Collaborative Partnerships

Public-private partnerships were highlighted as a central approach to address industry challenges through collaboration.

### Tackling Skilled Workforce Shortage

Acknowledgment of a shortage of skilled workers in the food sector led to the introduction of the ISHRAQ program by UAE FBMG to nurture talent.

### Innovation for Growth

Innovation was recognized as a key driver for industry growth and sustainability.

### Stakeholder Involvement in Policymaking

Involving stakeholders in governmental policymaking was emphasized as a critical factor for effective strategies.

### Food Security Vision

The UAE's vision for achieving high food security rankings was discussed, with a focus on supporting food communities, technology, vertical farming, and sustainability.

### Economic Growth Ambitions

The UAE aims to become a hub for export-import and a leader in food processing, with ambitious goals to double the economy's size in the next decade.

### Resilience Amid the Pandemic

The food sector's resilience during the pandemic was commended.

### Enabling Exports and Pricing Strategies

Discussions revolved around enabling exports by local companies, addressing food pricing, and attracting foreign investments.

### Support for Supply Chain

Skills development and technological support for the supply chain were key themes.

### Promotion of SMEs

Small and medium-sized enterprises (SMEs) in the food industry were highlighted, along with proposals for IT-enabled logistics and international trade exhibitions to drive industry growth.



The second day of the CEO Roundtable at the Future Food Forum 2023 continued to emphasize the critical balance between serving the food sector's needs and protecting the ecosystem. Key discussions centered around the role of the UAE Food Platform in enhancing visibility and improving local food production. Challenges related to local production, including water scarcity, were acknowledged, leading to the proposal of task forces, supported by manufacturers, to address these challenges collaboratively.

### Key Takeaways from CEO Roundtable - Day 2

#### Balancing Sector and Ecosystem

The importance of serving the food sector while protecting the ecosystem remained a central theme.

#### Enhancing Local Food Production

The UAE Food Platform's role in improving visibility and local food production was emphasized.

#### Addressing Local Production Challenges

Task forces, supported by manufacturers, were proposed to identify and address challenges related to local production, such as water scarcity.

#### Commitment to Sustainability

Discussions revolved around the government's commitment to preparing the ecosystem for

upcoming challenges and supporting manufacturing companies in achieving net-zero carbon and zero waste initiatives through infrastructure support.

#### REACH Initiative

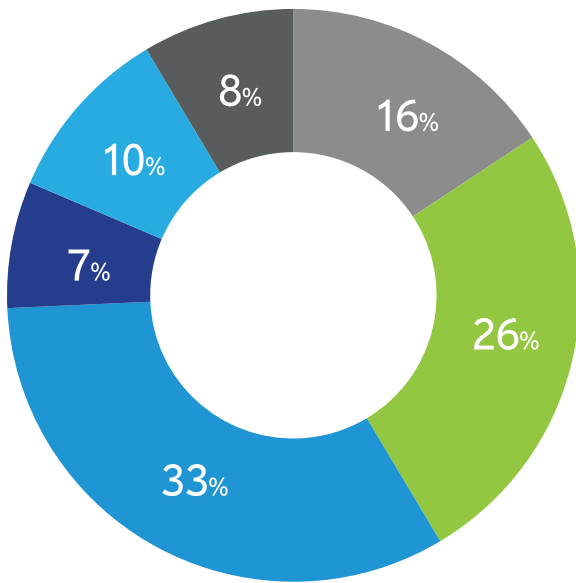
The introduction of the REACH initiative aimed at leveraging international presence, improving market access for imports and exports, and enhancing local production.

#### Collaboration and National Strategy

Collaboration and a national strategy within the Ministry of Agriculture and Trade (MOAT) were emphasized as crucial elements to drive the industry forward and address challenges effectively.



**DELEGATE BREAKUP**



- VIPs (CEOs, Founders, Presidents, High Ranking Government Officials)
- Senior Executives (Department Directors and C Level Executives)
- Mid Level Executives (Executives, Inspectors, Supervisors, Specialists, Consultants)
- Students, Universities
- International Buyers
- Others (Press,Media)



**COUNTRIES REPRESENTED**

- |  |              |  |                    |  |                          |
|--|--------------|--|--------------------|--|--------------------------|
|  | AFGHANISTAN  |  | JORDAN             |  | SAUDI ARABIA             |
|  | BANGLADESH   |  | KAZAKHSTAN         |  | SOUTH AFRICA             |
|  | BELGIUM      |  | KYRGYZSTAN         |  | SPAIN                    |
|  | BURKINA FASO |  | MALTA              |  | SWEDEN                   |
|  | CHILE        |  | NETHERLANDS        |  | TAJIKISTAN               |
|  | CYPRUS       |  | NIGERIA            |  | THAILAND                 |
|  | EGYPT        |  | OMAN               |  | TURKEY                   |
|  | FRANCE       |  | PHILIPPINES        |  | UGANDA                   |
|  | GREECE       |  | POLAND             |  | UNITED ARAB EMIRATES     |
|  | HUNGARY      |  | PORTUGAL           |  | UNITED KINGDOM           |
|  | INDIA        |  | RUSSIAN FEDERATION |  | UNITED STATES OF AMERICA |
|  | ITALY        |  |                    |  |                          |



Future Food Forum 2023

VIDEO HIGHLIGHTS



Key PR Highlights

4

PRESS RELEASES

16

MEDIA ATTENDEES

13

INTERVIEWS

50

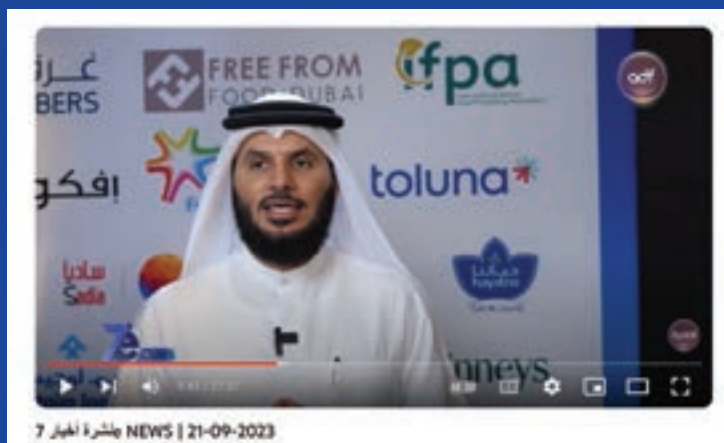
TIER 1 COVERAGE

115

TOTAL COVERAGE











## ATTENDEE REPORT

Future Food Forum 2023 was a gathering of diverse and influential participants, including representatives from government bodies, universities, educational institutions, startup hubs, as well as notable VIPS, international buyers, and delegates.

### Government Representatives

DUBAI CHAMBER

MINISTRY OF ECONOMY (MOE)

MINISTRY OF INDUSTRY AND ADVANCED TECHNOLOGY (MOIAT)

MINISTRY OF CLIMATE CHANGE AND ENVIRONMENT (MOCCAE)

MINISTRY OF HEALTH (MOH)

DUBAI MUNICIPALITY

SHARJAH MUNICIPALITY

DUBAI DEPARTMENT OF ECONOMY AND TOURISM

DUBAI GOVERNMENT HUMAN RESOURCES (DGHR)

ABU DHABI DEPARTMENT OF ECONOMIC DEVELOPMENT (ADH DED)

KHALIFA FUND

MINISTRY OF CULTURE AND YOUTH

### Universities, Educational Institutions, Startup Hubs

UAE UNIVERSITY

KHALIFA UNIVERSITY

HIGHER COLLEGE OF TECHNOLOGIES

CANADIAN UNIVERSITY OF DUBAI

ICCA (INTERNATIONAL CENTRE FOR CULINARY ARTS)

FEDERAL YOUTH AUTHORITY

UNIVERSITY OF WOLLONGONG

ZAYED UNIVERSITY

UNIVERSITY OF SHARJAH

AL AIN UNIVERSITY

MANIPAL UNIVERSITY (FOOD & NUTRITION SCIENCE)

KHALIFA INNOVATION CENTER

SANDOOQ AL WATAN

AMERICAN UNIVERSITY OF DUBAI

FEDERAL YOUTH AUTHORITY (ABU DHABI)

MANIPAL UNIVERSITY

### Attendee Categories

#### VIPS

The event was graced by the presence of 110 distinguished VIPS, contributing their expertise and insights to the forum.

#### INTERNATIONAL BUYERS

70 international buyers participated, enhancing the event's global reach and fostering potential collaborations.

#### DELEGATES

The event saw an impressive turnout of 700 delegates, comprising professionals, industry experts, and individuals passionate about the F&B sector.

The diverse mix of attendees from government entities, academic institutions, and the industry showcases the widespread interest and support for the Future Food Forum 2023. It served as a unique platform for knowledge sharing, networking, and collaboration, furthering the forum's objectives related to food security, sustainability, innovation, and consumer well-being. The participation of VIPS, international buyers, and delegates ensured a rich and dynamic exchange of ideas and insights during the event.

**ATTENDEE REPORT**

ABU DHABI AGRICULTURAL AND FOOD SAFE  
AUTHORITY

ABU DHABI COOP - FOOD

ABU DHABI FOOD HUB - KEZAD

ABW FOODS AUSTRALIA

ADAFSA

ADIFE

ADVANCED BAKING CONCEPT LLC

ADVANTAGE AUSTRIA UAE

AFGHANISTAN CHAMBER OF COMMERCE  
AND INDUSTRY (ACCI)

AFRICAN OILS & VINEGARS PTY LTD

AGRF (AL GHURAIR RESOURCES  
INTERNATIONAL LLC, AL GHURAIR OIL AND  
PROTEINS AND AL GHURAIR FOODS)

AGTHIA GROUP

AJG CAPITAL HOLDING

AL - MAYA GROUP

AL AIN FARMS

AL AMEED COFFEE COMPANY

AL DAHR

AL DOURI GROUP

AL FUMO FOODS

AL GHURAIR FOODS & RESOURCES

AL ISLAM

AL NARJUS FOODSTUFF TRADING

AL RAS EMIRATES

AL RAWABI DAIRY CO.L.L.C.

AL SEER GROUP

AL SHAYA

AL WAHAB RICE MILS PVT TD

ALIBABA.COM

ALIF MENA

ALLABBAR ENTERPRISES

ALLANA GROUP

ALMARAI

ALMARAI COMPANY

AM GROUP

AMC OVERSEAS FZE

AMIMER GROUP

ANBEYA PRIVATE HIGH SCHOOL

ANNADYA JMD

APEDA

APEXBRASIL

ARABELLO COFFEE

ARLA FOODS

ARTIN

ARUNAAD FOODS INTERNATIONAL LLP

ASSOCIATION OF BERRY GROWERS OF THE  
KYRGYZ REPUBLIC

ATRADIUS

AUSTRALIAN TRADE & INVESTMENT  
COMMISSION

AUTHENTURK

AVEVA GULF

AVIAREPS

AWS DISTRIBUTION LLC

BAB ALSHAMAS FOODSTUFF TRADING LLC

BAKEMART FZE LLC

BAKKERIJ SCHOOL TER GROENE POORTE

BALMONT

BARAKAT GROUP

BASE PLATE EXHIBITION ORGANIZATION

BELGIUM ECONOMIC AND COMMERCIAL  
CENTER

BENUE VALLEY FARMS LTD

BIDFOOD FOOD SERVICE MIDDLE EAST

BIN HORAIZ GROUP

BIN SHABIB GROUP

BLENDHUB

BOKAMOSO FOODS

BOKAMOSO FOODS T / A BEE LOVED HONEY

BOLLORE LOGISTICS

BOLST GLOBAL

BOLST GLOBAL LIMITED

BORDERLESS ACCESS

CAB DISTRIBUTION





**ATTENDEE REPORT**

CAPITAL EVENTS  
CARGILL MIDDLE EAST DMCC  
CARREFOUR  
CENTRAL ASIA TRADING COMPANY  
CHEF ANDREA K - PANAMA BLUE  
CHIKALAB LLC  
CHILLI FUSION  
CHR. HANSEN MIDDLE EAST & AFRICA FZ - LLC  
CITYRUSH  
CLEARSPRING  
COLUSSI SPA  
COMEX  
COMEX A.Ş.  
CONSULATE GENERAL OF KAZAKHSTAN  
CONSULATE GENERAL OF CANADA  
CONSULATE GENERAL OF THE PEOPLE'S  
REPUBLIC OF BANGLADESH IN UAE  
CORPORATE TRADE HOUSE  
CORPORATE WELLNESS  
CROSS ARABIA  
CROWN HOUZE CO LLC  
CYPERMEX  
CYPRUS TRADE CENTER IN UAE DUBAI  
DAFM  
DANA GLOBAL  
DANLESCO GULF LLC  
DANONE NUTRITIA MIDDLE EAST  
DAR AL HALAL NIGERIA LIMITED  
DELI FRANCE  
DELIVERECT  
DEPARTMENT OF ECONOMY AND TOURISM  
DMG EVENTS  
DO YOUR BIT  
DOYOURBIT.XYZ  
DP WORLD  
DRAGON ROUGE  
DUBAI DET  
DUBAI ECONOMIC DEVELOPMENT  
DUBAI ECONOMY & TOURISM - EXPORTS  
DUBAI INDUSTRIES  
DUBAI INDUSTRIES & EXPORTS  
DUBAI MUNICIPALITY  
DUBAI MUNICIPALITY'S ENVIRONMENT, HEALTH  
& SAFETY CONTROL DEPARTMENT, UAE  
DUBAI REFRESHMENT PJSC  
DUFOOD  
DWTC  
ECOMIND  
ECONOMIC DEVELOPMENT DET  
EDB  
EFROZE CHEMICAL INDUSTRIES (PVT.) LTD  
EGYPTIAN MINISTRY OF AGRICULTURE,  
VETERINARY QUARANTINE  
EHSANULLAH SUFIZADA TRADING  
EKTIMAL SAUDI TRADING CO. LTD.  
ELGROCER DMCC  
EMBASSY OF HUNGARY  
EMBASSY OF LITHUANIA  
EMBASSY OF THE PEOPLE'S REPUBLIC OF  
BANGLADESH  
EMBASSY OF THE REPUBLIC OF KYRGYZSTAN  
EMBASSY OF THE REPUBLIC OF TAJIKISTAN  
EMBASSY OF THE REPUBLIC OF UGANDA  
EMC AMAZON INC  
EMIRATES AGENCY FOR KOSHER  
CERTIFICATION  
EMIRATES BIO FARM  
EMIRATES COOPERATIVE SOCIETY  
EMIRATES CROP ONE  
EMIRATES DEVELOPMENT BANK  
EMIRATES FLIGHT CATERING CO. LLC  
EMIRATES FOOD INDUSTRIES PJSC  
EMIRATES FOUNDATION  
EMIRATES MACARONI FACTORY  
EMIRATES SNACK FOODS  
EMSONS  
ENBAT HOLDINGS



**ATTENDEE REPORT**

ERISCO FOODS LIMITED  
ESSENTIALLY JUICE  
EUROMONITOR INTERNATIONAL  
EURONAT INTERNATIONAL LTD  
EXTENDA - ANDALUCIA TRADE, TRADE,  
INVESTMENTS AND ECONOMIC  
DEVELOPMENT AGENCY OF ANDALUSIA,  
SPAIN  
FARELLY & MITCHELL  
FARM UNBOXED  
FARSMAN HOLDINGS LIMITED  
FEHMZ MOCKTAILS  
FINANZAS  
FOOD BUSINESS GULF & ME  
FOOD INDUSTRY ASIA  
FOOD TECH VALLEY  
FOOD, INNOVATION & NUTRITION  
FREE FROM  
FREELANCE  
FREISLAND CAMPINA  
FRESH BATCH FOOD MANUFACTURING  
FRESH EXPRESS  
FRESH FRUITS COMPANY  
FRIJADO  
G.B. LOGISTICS  
GAAST LLC  
GAUTAM GENERAL TRADING LLC  
GBA GROUP  
GENERAL TRADING CONCEPT  
GERMAN ICE CREAM FACTORY  
GET GLOBAL LLC  
GIVAUDAN INTERNATIONAL SA  
GLOBAL FOOD INDUSTRIES  
GLOBAL MANAGEMENT  
GOMLA MARKET  
GRANDIOSE SUPERMARKET  
GULF CRYO  
GULF FOOD INDUSTRIES(CALIFORNIA  
GARDEN)VFZE  
GULFTIC CERTIFICATION L.L.C  
HALIC UNIVERSITY  
HAMZA FOOD STUFF TRADING  
HANOJU DEUTSCHLAND GMBH  
HAPPY EARTH PEOPLE  
HASHEM RESTAURANTS  
HAYATNA  
HDF  
HEALTHY FAMILY FOOD TRADING LLC  
HILLRIDGE TECHNOLOGY  
HK ENTERPRISES  
HOLDING AMAR GROUP LLC  
HOMEGROWN CPG  
HOUSE OF POPS  
HUNTER FOODS  
HUNTER FOODS LLC  
IA EXPERIENCE  
IFFCO GROUP  
IMCD GROUP  
IMQ GULF FZCO  
INAAR HOSPITALITY & TOURISM  
CONSULTANCY  
INDIA ME AGRI ALLIANCE  
INDIAN CONSULATE  
INTERNATIONAL GROUP  
INVEST INDIA  
ISLAMIC ORGANIZATION FOR FOOD  
SECURITY (IOFS)  
ISLAND RESOURCES INTERNATIONAL  
ENTERPRISE  
ISRAELI CONSULATE IN DUBAI  
ITC LIMITED / AGRI BUSINESS DIVISION  
ITP MEDIA  
IZZAT INTERNATIONAL TRADING COMPANY  
FZCO  
J T R ACCOUNTING & BOOKKEEPING  
JABER MEASAM FOODSTUFF LLC  
JALEEL DISTRIBUTION  
JARVIS EURASIA



ATTENDEE REPORT

JESSY TRENDS  
JETRO DUBAI  
JUMEIRAH HOTELS AND RESORTS  
KALISTATION INTERNATIONAL  
KANTAR WORLDPANEL, ME.  
KAOUN INTERNATIONAL  
KERSAB  
KHALIFA UNIVERSITY  
KHANDJI TRADING COMPANY  
KIBSONS INTERNATIONAL LLC  
KIMOHHA ENTREPRENEURS FZCO  
KLF KYIB LAND FOR FOODSTUFF TRADING  
KONDIZ FACTORY  
KOXICAN  
KREATIVE RESTAURANTS  
LADOU  
LAMTARA ART PRODUCTION  
LARA TRADE  
LATIFA HOSPITAL  
LENOBLE CONSULTANCY  
LEVER BRIDGE COMPANY  
LIL SHEEP CONCEPT  
LILIA HEALTHCARE  
LINWOODS HEALTH FOODS  
LIPTON TEAS AND INFUSIONS  
LOVE FREE FROM  
LULU GROUP INTERNATIONAL  
M H ENTERPRISES  
M T CONSULTANCY  
MAINLAND EXPRESS DWC  
MAJAMA  
MAJESTIK FARMS LTD  
MAJID AL FUTTAIM  
MAKSISIM LTD  
MALAM ALU AGRO ALLIED CO. LTD  
MALAYALAM COMMUNICATIONS LTD.  
MANIPAL UNIVERSITY  
MAREL  
MARRIOTT  
MARS  
MASAFI  
MASTERBAKER UAE  
MEALS4LESS  
MEANT TO BEE HONEY  
MERLIN ECO GREEN TECHNOLOGIES  
MEZZAN HOLDING  
MIAMI FOODS  
MIANTE MANUFACTURING  
MINISTRY OF AGRICULTURE CZECH REPUBLIC  
MINISTRY OF CLIMATE CHANGE  
MINISTRY OF ENVIRONMENT, WATER AND AGRICULTURE  
MINISTRY OF FOOD PROCESSING INDUSTRY INDIA  
MINOR - NH COLLECTION PALM  
MIRAMAR TRADING AND DISTRIBUTION  
MISTER BAKER  
MOBISY TECHNOLOGIES  
MODERN PLASTIC COMPANY L L C (BRANCH)  
MOHAMED YOUSUF NAGHI GROUP  
MOHAP  
MUNICÍPIO DE VILA FLOR  
MUTABAL FOODS  
MY SLIDE  
MY WAY  
MYEATPAL  
NACCIMA  
NAKUDU FARMS LTD  
NAQUA - NATIONAL AQUACULTURE GROUP SAUDI ARABIA  
NATIONAL FOOD IND.LLC  
NATURE'S OWN FACTORY  
NAWHAL'S  
NESTLE  
NESTO GROUP





**ATTENDEE REPORT**

NESTO HYPERMARKET  
NEW SOUTH WALES GOVERNMENT,  
AUSTRALIA  
NEW ZEALAND TRADE & ENTERPRISE  
NEX CONSULTANTS  
NFPC  
NILIMA  
NIMA GUEST HOUSE  
NIX INTERNATIONAL  
NKD LIVING  
NOON.COM  
NOORITY  
NTDE GROUP  
NUTRIDOR  
NUTRIDOR DAIRY MANUFACTURING LLC  
NUTRIZONE  
NYDFI KFT.  
ORACLE  
ORGANIC & REAL  
ORGANIC FOR ALL  
ORIENT - ATRADIUS  
ORIENT INSURANCE PJSC  
PATAG GROUP  
PEARS EXHIBITION  
PEARS EXHIBITION STAND FITTING &  
EXECUTION  
PERFETTI  
PERFETTI VAN MELLE SPA  
PINAR ARABIA  
PIYA INTERNATIONAL FZE  
PLAAY COCOA AND CHOCOLATE  
MANUFACTURING CO. LLC.  
POLYHEALTH SA  
POMEGRANATE WELLNESS  
PR EXPORTS  
PRAN  
PREMIUM CHOICE FOODSTUFF TRADING LLC  
PRO PRO  
PROBAR DUBAI  
PROCHILE  
PROJECT PERFORMANCE  
PROMPERU  
PUMPKINKALE  
PURE FOOD PROCESSING INDUSTRIES LLC  
PURESTAR TRADING COMPANY  
QASMI GROUP  
RADISSON BLU DUBAI DEIRA CREEK  
RAMAYANA & CO  
RAPID CONSULTANCY  
RAQAM  
RASNA PVT LTD  
REDA CHEMICALS  
REGULATORY AFFAIRS PLANNING, INSIGHTS  
& DEVELOPMENT, MIDDLE EAST & AFRICA -  
RAPID CONSULTANCY  
RENEVABLES  
RETAILVISIE  
RIO LARGO OLIVE ESTATE  
RIVER STONE FISH FARM  
RMA ADVISOR  
ROBUSTRAD DMCC  
ROTANA HOTEL MANAGEMENT  
ROTO PACKING MATERIALS INDUSTRY CO LLC  
ROYAL CONSULATE OF DENMARK  
ROYAL DANISH CONSULATE GENERAL  
ROYAL NABEEL  
RUITENBERG  
S EVENT  
SAFCO  
SAFINA HILLS TRADING ENTERPRISE  
SAITEC CONCRETE SOLUTIONS  
SALIM WAZARAN YAHYA FOOD  
MANUFACTURING PLC  
SAN PLANET ORGANIC LLC  
SAPONIFICIO ACQUAVIVA SRL  
SAROTA



**ATTENDEE REPORT**

SAVORY FOODS GENERAL TRADING LLC  
SEA SHELLS EVENTS  
SEDA  
SENIOR FOOD REGULATORY CONSULTANT  
SGS  
SHAMFI  
SHARJAH CHAMBER OF COMMERCE &  
INDUSTRY  
SHARJAH MUNICIPALITY  
SHEIKH HAMDAN BIN ZAYED OFFICE  
SHERAA  
SHS GLOBAL  
SIG  
SILAL  
SILVER LINE GATE FOOD STUFF L.L.C  
SIMPLY FIT  
SKY NET  
SMART SEVEN  
SNOW HILL ADVISORS  
SOLE PROPRIETOR  
SPICE STAR FOOD STUFF TRADING LLC  
SPINNEYS DUBAI LLC  
SPRYTON  
SRTDQTY  
STAHLBERG GOURMET SELECT AB  
STATE MINISTER, MINISTER OF RURAL  
DEVELOPMENT  
STEVIALA  
STRATEGIC DEVELOPMENT FUND  
SUN - SAWA  
SUN IMPEX  
SUNRICE GROUP  
SUPPLE TEK GRAINS OF HONESTY  
SWITCH FOODSTUFF  
SYMRISE AG MIDDLE EAST  
SYNTHITE INDUSTRIES PVT LTD  
T CHOITHRAM & SONS LLC  
TALABAT FZ LLC  
TANMIAH FOOD COMPANY  
TASC LABOUR SERVICE

TETRA PAK ARABIA  
THE HEALTHY FOOD DEVELOPMENT LTD  
THE MIGHTY KITCHEN  
TILDA INTERNATIONAL DMCC  
TOLUNA  
TOP ROTIS (PTY) LTD  
TRADE AFGHAN  
TRADE HOUSE ENTERPRISE  
TRADEFLUX  
TRAID SWEETS  
TREE OF DATES  
TREE OF LIFE  
TRIPOLI GARDENS GROUP  
TRITON FOODS L.L.C  
TRUE NORTH AGENCY  
TRUEBELL  
UAE MINISTRY OF HEALTH  
UNIKAI FOODS  
UNILEVER  
UNITED ARAB EMIRATES UNIVERSITY  
UNIVERSITY OF DUBAI  
UNIVERSITY OF SHARJAH  
URS MIDDLE EAST  
UZAK GROUP LLC  
VCFS  
VEGAN JUNK FOOD BAR  
VEGAN ORGANIC  
VEHA CONTEMPORARY FZE  
VIA MIDEA DUBAI  
W A F A BIOLOGICAL LABORATORY  
WAKIRA  
WEWELL  
WIN GENERAL TRADING LLC  
WL FOOD MARKETING FZE  
WOMAN FIRST  
X5 RETAIL GROUP  
YOKOGAWA  
YOU WISH GEN TRADING LLC  
ZERO 11 FZE



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EXHIBITION ZONE



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**B2B MEETINGS**



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# SEE YOU ALL IN SEPTEMBER 2024

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Stay connected online as we plan  
and prepare for the next edition  
of the Future Food Forum

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