



JOIN THE PPMA PAVILION



Processing & Packaging Machinery Association



27 February - 2 March 2011
www.gulfood.com

GULFOOD 2011, the United Arab Emirates and Region premier food, drink, foodservice, hospitality, processing and packaging exhibition, will take place 27th February – 2nd March 2011, at the Dubai International Convention and Exhibition Centre.

GULFOOD 2010 was the biggest in the show's 15 year history. More than one million square feet of dedicated exhibition space was allocated to 3,500 companies from 81 countries around the world.

55,379 trade visitors from 153 countries attended the show, an increase of 18 percent, making Gulfood one of the larger food shows in the world. This level of growth is perhaps even more impressive given the turbulent world economic climate during 2009 and the 20% growth achieved at the 2009 show.



Dubai International Convention & Exhibition Centre



Sheikh Saeed Halls

PPMA PAVILION GULFOOD 2010 was a very successful show for the 14 exhibitors on the "UK Pavilion" organized by the PPMA, with funding support from the UKTI. The group was based on 200 sq meters in the new machinery hall, Sheikh Saeed Hall. At the time of writing we already have indications of required space for the 2011 event equivalent to 65% of the total area the UK pavilion took up this year.

All PPMA members reported good levels of quality sales enquiries with some selling large machines off their stand. In total we estimate the group took in excess of 850 enquires over the four open days, many exhibitors stayed on during the second week to follow these and existing business up in the region.

PLEASE NOTE: We have to sign a contract with the organizers and commit to space early. We can only commit to Pavilion space we have sold ie have received signed booking forms together with deposits.



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THE MARKET: The food processing and packaging sector remains healthy and will continue, driven by the fact that food consumption is not going to weaken due to changing social trends, a non-national population (mostly male) looking to ready to eat meals and convenience foods, in addition to the demands driven by tourism.

Dubai is the world's third largest re-exporter and strategic hub for markets, across the Middle East, Africa, India, Pakistan, Europe, Asia and the Americas. It is noticeable that enquiries to the industrial food processing and packaging companies has remained strong during the 2010 exhibition as production companies seek to manufacture the end product to add value rather than just package primary ingredients.

THE COST: PPMA PAVILION 2011

£446 per sq m "walk on stand package" plus management fee £500 (£750 non PPMA members) plus VAT.

The PPMA Pavilion will be located in the Processing and Packaging Hall. Walk on Stand package includes: white walls, fascia with company name, carpet, lockable cupboard or plinth, shelving, chairs and table, 1 x 5amp socket.

PPMA personnel will be available on site during build up, open days and breakdown.



I WOULD LIKE TO EXHIBIT ON THE PPMA UK PAVILION AT GULFOOD 2011 25% DEPOSIT IS REQUIRED TO SECURE YOUR BOOKING

Preferred stand spacem2

Name: Position:

Company:

Address:

.....Postcode..... Date:

Signed:

Tel: Email:.....

Products:

**Booking Form and Deposit Payments should be sent to
PPMA Ltd, New Progress House, 34 Stafford Road, Wallington, Surrey SM6 9AA.
Contact: Janette Fagg/David Harrison Tel: 020 8773 8111
In signing this application form your company agrees to be bound by the Terms &
Conditions set out at www.ppma.co.uk –
"PPMA Export Events" Page**

