

## SIAL Middle East Abu Dhabi 2017 Abu Dhabi Date Palm Exhibition 2017 Post Show Fact Sheet

<b>Event Name</b>	SIAL Middle East - Abu Dhabi 2017 (8 <sup>th</sup> Edition)   Abu Dhabi Date Palm Exhibition 2017 (3 <sup>rd</sup> Edition)	
<b>Show Date &amp; Timings</b>	12 – 14 December 2017, (Tuesday to Thursday) 10 am – 6 pm (12 <sup>th</sup> – 13 <sup>th</sup> December)   10 am – 5 pm (14 <sup>th</sup> December)	
<b>Website</b>	<a href="http://www.sialme.com">www.sialme.com</a>   <a href="http://www.abudhabidatepalm.com">www.abudhabidatepalm.com</a>	
<b>Venue</b>	Abu Dhabi National Exhibition Centre, UAE – <a href="http://www.adnec.ae">www.adnec.ae</a> Halls 5 – 9	
<b>Organiser</b>	SIAL Network (Comexposium) & SIAL Middle East FZ LLC	
<b>Patronage</b>	H.H. Sheikh Mansour Bin Zayed Al-Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs, Chairman of Abu Dhabi Food Control Authority	
<b>Strategic Partner</b>	Abu Dhabi Food Control Authority	
<b>In collaboration with</b>	Abu Dhabi Food Festival	
<b>Sponsors</b>	<p><b>SIAL Middle East 2017</b> Host Sponsor - Abu Dhabi Chamber Diamond Sponsor - Jenaan Investments Silver Sponsor - Mawasim Organic Silver Sponsor - Abu Dhabi Farmer's Services Centre Bronze Sponsor- Mai Dubai Bronze Sponsor - The Deep Seafood Company Bronze Sponsor- Made in Russia Retail Partner - Lulu Group Health Support Partner – Department of Health Halal Certification Sponsor – ESMA</p>	<p><b>Abu Dhabi Date Palm Exhibition 2017</b> Host Sponsor - Ministry of Presidential Affairs Headline Sponsor - Al Foah Gold Sponsor - Abu Dhabi Farmer's Services Centre</p>
<b>Culinary Partners</b>	The Emirates Culinary Guild World Association of Chefs Societies	
<b>Exhibitors</b>	<b>1,072 exhibitors from 40+ countries</b>	
<b>Visitors</b>	<b>19,211 unique visitors from 90+ countries</b> <b>26,003 attendees</b> (Including repeat visitors)	
<b>National Pavilions</b>	<b>In addition to domestic companies and government entities, there were 34 National Pavilions from 5 continents:</b> Afghanistan, Agricultural Trade Promotion Center - China, Belgium, Brazil, Bulgaria, China, Cyprus, Egypt, Ethiopia, European Union, Greece, India, Italy, Japan, Jordan, Korea, Kuwait, Latvia, Morocco, Netherlands, Oman, Palestine, Philippines, Poland, Portugal, Russia, South Africa, Spice Board India, Sudan, Thailand, Turkey, UK, USA, Wielkopolska Region - Poland	
<b>Hosted Buyer Programme</b>	<b>498 hosted buyers from 41 countries</b> <b>10,044 introductions &amp; meetings</b> between Exhibitors and Hosted Buyers	

**Features & Events**

**UAE National Coffee Championships - NEW FOR 2017:** Certified by the World Coffee Events (WCE) and sanctioned by the Specialty Coffee Association (SCA), 3 coffee competitions were part of the UAE National Coffee Championships.



Award	Competitor
UAE National Cezve/Ibrik Champion	Sumit Shrestha
UAE National Brewers Cup Champion	Ibrahim H. Al Mallouhi
UAE National Cup Tasters Champion	Edwar Andres Salina Tovar

**Digitalise - NEW FOR 2017:** A dedicated feature where marketing & communications professionals from hotels, restaurants and cafes consulted with a 2 leading social media agency (Digital Farm) and PR agency (Acorn Strategy) to improve their communication practices and increase footfall.



**Meet the Influencers - NEW FOR 2017:** Part of the Digitalise feature, this was an opportunity to meet top F&B influencers in the region with a combined reach of 700,000 followers. Visitors can expect to meet Sana on Food, When Judy Ate The Kela, Dine With Sally, UAE Socialite and A to Zaatar.

**Middle East Food Forum - NEW FOR 2017:** Middle East Food Forum was a hub of activity with top restaurateurs in the country in presence to discuss the biggest challenges faced by the F&B hospitality industry.



**Healthy & Organic Pavilion – NEW FOR 2017:** 10 exhibitors from around the world showcased healthy, organic, ‘free-from’ and well-being food & beverage products.



**Hosted Buyer Introduction Suite:** A private dedicated space for exhibitors to meet with batches of selected Hosted Buyers. 9 sessions based on product category were held in the Hosted Buyer Introduction Suite over the 3 days. More than 5,200 introductions were conducted as part of the programme.



**SIAL Innovation:** A unique celebration of 43 most innovative food and beverage products out of 150+ submissions. All finalists were displayed within the dedicated Innovation Area at SIAL Middle East. 3 winners of the competition were:



Award	Exhibitor	Product	Country
Gold	John Woods LTD	Sprouted Flaxseed	United Kingdom
Silver	Optimal Wood SAS	OGAM	France
Bronze	Al Rabia Al Daim Food & Beverages LLC.	Almond Milk ,Walnut Milk And Pistachio Milk	United Arab Emirates

**La Cuisine:** Organised by the Emirates Culinary Guild, La Cuisine is now region’s largest culinary competition and a favourite meeting point for food service professionals. The event this year hosted more than **1000 chef competitors** from all over the region to compete across 19 different categories:



Award	Hotel
Winner - Best Effort by a Corporation	Jumeirah Group
Winner - Best Effort by an Individual Establishment	Emirates Palace

**Features & Events  
(continued)**

Award	Hotel	Competitor
Best Arabian Cuisiner	Madinat Jumeirah C&I	Aahed Samih Kokash
Best Pastry Chef	Emirates Palace	Roshan Erandika
Best Kitchen Artist	Gloria Hotel Dubai	Samantha Kumara K.M.U.G
Best Cuisiner	Madinat Jumeirah C&I	Htay Lin

**Roaming Chefs:** Senior executive chefs representing regional and international hotels & restaurants took guided tours around the show number of times during the day. More than **800 introductions** were made as part of the programme

**La Cuisine VIP Evening:** 150 senior chefs from the region and select exhibitors' networked in an informal setting at the spectacular Shangri-La Abu Dhabi.

**The Mercurys:** The Mercurys is the most prestigious award in travel catering, worldwide. Judged by a panel of independent experts, the 36<sup>th</sup> edition recognised the very best in travel catering with five main award categories spanning airline meals, service, general on-board food and beverages and equipment. The award ceremony was held on 12<sup>th</sup> December at the Shangri-La Abu Dhabi.



Category	Company	Entry
Airline Meal – Premium	Seasons of West Australian Seafood	Perth Inflight Catering
Service Concept – Economy	Cloud Nine Meals	En Route International
Food Product – Snack	Mumbai Vegetable Street Food Pastries	STR-EATS Food Ltd.
Food Product – Savoury	Taco Slider	The Bake Factory
Food Product – Sweet	UTZ Certified Chocolates and Desserts Collection	Lily O'Brien's
Beverage	Gingen Ginger Tea	Rabia Al Daim Food and Beverages Trading
Equipment – Production	Buy-On-Board Revenue Protection	ITW Envopak
Equipment – Passenger	Alessi for Delta – by Buzz	Buzz Products

**Abu Dhabi Food Security Roundtables:** Food Security Center - Abu Dhabi (FSCAD) brought together the top government officials, CEOs and industry experts to discuss ways of ensuring the availability of affordable, sustainable and nutritious food. Over the 2 days, two key topics were discussed including 'Exploring the impact of the political situation in the region on national food security' and 'Government and private sector partnership model for enhancing food security in the region countries'.



**SIAL Conferences:** SIAL Conferences on Day 1 featured sessions for the travel catering sector including a keynote speech by Joe Leader, CEO, International Flight Services Association (IFSA) / Airline Passenger Experience Association (APEX) and Coffee in the Skies by Specialty Coffee Association. In the afternoon, Dining & Nightlife Abu Dhabi hosted 4 digital media and PR specialists to talk about customer experience and best practices for working with influencers.



Contact us to become part of 2018 edition of  
SIAL Middle East & Abu Dhabi Date Palm Exhibition

**10 – 12 December 2018**  
**Abu Dhabi National Exhibition Centre**

**International Participation**

Alessia Carolo  
E: [exhibit.sialme@sial-network.com](mailto:exhibit.sialme@sial-network.com)  
T: +33 1 76 77 13 33

Elodie Guillon  
E: [exhibit.sialme@sial-network.com](mailto:exhibit.sialme@sial-network.com)  
T: +33 1 76 77 13 33

**GCC & Middle East Participation**

Dan Mesfin  
E: [d.mesfin@sialme.com](mailto:d.mesfin@sialme.com)  
T: +971 4 346 6673 Ext: 111  
M: +971 55 111 2106

Mosaab Abdo  
E: [m.abdo@sialme.com](mailto:m.abdo@sialme.com)  
T: +971 4 346 6673 Ext: 106  
M: +971 50 817 9727

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