

Gulfood expo grows by 20%



Exhibitors: 2,965 businesses from 72 countries.
Visitors: 39,000 – 86% were international participants from countries inc. Brazil, the Americas, the former Eastern Bloc countries, Indian region and Asia Pacific.
Gulfood 2010: The PPMA has bid for a larger pavilion for 2010 in the same central location in Hall 2 - this is a major coup as the show has outgrown its building and will again be heavily over subscribed! To book your place on the PPMA pavilion contact john.cowdrey@ppma.co.uk www.gulfood.com

Now in its 14th year, Gulfood Dubai (23-26 Feb) has grown by 20% to 80,000 square metres and utilised all 12 halls at the Dubai International Conventional and Exhibition Centre this year. With UK exports to the Gulf states rising by almost 25% to AED 1.2 billion in the last year, the Emirates food industry is still growing and continues to be the preferred international destination despite economic conditions.

As reported in the Khaleej Times, 25 February, the value of the UAE food and beverage industry in 2008 was around \$8 billion (2007: \$6 billion). The GCC (Gulf Cooperation Council) is the biggest importer of food products in the region: it imports 90% of its food items. Re-export makes up a large proportion of the \$8 billion, 33-35%, with Iran as the main destination for re-export taking 50% of total exports.

The PPMA pavilion (just one of 70 national pavilions at the event) was centrally located in hall 2 and housed 9 PPMA members - all of which unanimously felt that the show exceeded their targets for visitor quality and quantity and included two members selling all of their equipment on display for cash! The pavilion

companies received around 700 enquiries and initial follow-ups look encouraging explains Dave Micklewright of Unitech Engineering Ltd: "As usual the number of people visiting our Gulfood stand was very good and we made a considerable number of new contacts in the region who appear to be interested in our product range. It was particularly noticeable that there were a lot of visitors from Iran and Saudi Arabia, countries that are not normally easy to access but which are fast expanding and have many interesting projects planned. Only time and order placements will really tell if the exhibition was successful, however the initial levels of interest and follow-ups that have been made are very encouraging to date."

"The exhibition was large, very busy, very buzzy and had positive visitors," enthuses Chairman of Adelphi Masterfil, Stephen Holroyd. "We took over 100 filling and capping enquiries of which one third were rated 'A' status. The main product areas were yoghurt drinks, vegetable oil, chutney, relish, mayo and ketchup. Visitors tended either to be in a start up situation requiring semi automatic machines or complete packaging lines to go into new factories. Adelphi Masterfil will be in Dubai again in April at Gulfpack where many of the local visitors will be returning - we hope to place orders!" Stephen added.



Want to do business abroad?

Sarah Ketchin, Managing Director of Fortress Technology Ltd (which was incorrectly reported as Inc in issue 10 - apologies Sarah!) has joined the PPMA Board as International Director and will work with John Cowdrey and his team to develop international services for members.

Sarah explains her intentions as the PPMA International Director: "It's almost 10 years to the day since Fortress Technology Europe Ltd was set up. Our parent company is based in Toronto and had a hands-off approach when we started, so what could be more simple?... Import the product (metal detector) from our parent company, add some value, and sell it on in the UK. That worked for a while but the business had to grow and the only way to ride out the peaks and troughs of sales into a single market was to start exporting. My first port of call was the PPMA, which we joined as a member in order to take full advantage of their wealth of information.

I found that there seemed to be nowhere better than the PPMA for providing great services to help promote products overseas and attract potential customers,

distributors & agents. However when it came back to doing the day job and dealing with the less attractive side of generating agreements, dealing with HMRC, importing duties and tariffs, and exporting documentation, all this can seem to be a complicated minefield of necessary details to satisfy the powers that be! I know that John Cowdrey and the team have a great deal of experience that can be tapped into but I wonder how many people know to ask the questions?

It's very early days and my first task as PPMA International Director is to find out from the members what they believe can be done within the PPMA's remit to improve their business. Given the current climate it's an appropriate and opportune time to see how we can protect our businesses through effective trading in international markets whether you are importing or exporting. So if you have some ideas of where and how you think we can help your business I want to hear from you. *No promises that we can do everything, but if we don't know what our customers want, we certainly can't help them.*"

Contact Point



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 PPMA International Director

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Plastics exhibition in Poland - Plastpol

The PPMA has entered into an arrangement with the British Plastics Federation (BPF) to assist them with the promotion of the British Pavilion at the largest International plastics exhibition in Central and Eastern Europe - Plastpol, Poland, 26-29 May 2009.

This event will interest processing and packaging members looking to access this growing market, and with UKTI funding support (available via the BPF) it will not be cost prohibitive to attend.

The BPF describes the plastics market in Poland as: "...very strong with a steady growth rate of 10-15% in recent years making the Polish plastics industry the largest in the Central European region in terms of both production and consumption levels. The plastic processing industry currently holds a clear over proportionate share in Poland's industrial production and it benefits from large Foreign Direct Investment (FDI) levels in all industries. FDI reached EUR 11.7 billion in 2006, an increase of 47% compared to 2005."

The BPF has successfully applied for UKTI Grants of £1000 for eligible SMEs wishing to attend the show. For full details go to: www.ppma.co.uk/em/pdf/Plastpol-2009-Guide.pdf or contact John Cowdrey.



Recycling Compliance in Germany

A change in German environmental legislation means that British companies need to review how they are dealing with recycling compliance in Germany. As of 1 January 2009, an amendment to the Packaging Ordinance will mean that participation in a dual system (compliance scheme) will be compulsory for all companies providing goods to the German consumer, regardless of whether they sell direct, via retailers, wholesalers or importers. Furthermore, British exporters will no longer be able to pass on the obligation, even by agreement, to others along the distribution chain or to independently organise the recovery of their packaging. Fines of up to 50,000 euros seems like a hefty price to pay for unlicensed packaging. Although this may not directly impact PPMA members this could affect their customers.

i Packaging Ordinance

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Funding for overseas shows



From the 1 April 2009 the total number of UKTI TAP funding grants that a qualifying UK exhibitor might receive to exhibit at shows overseas has been increased to 6. Plus, the clock has been reset and the count starts from now!

Some of the criteria for eligibility have been broadened, the most important one being: "The requirement to be a new exporter or to have been an exporter for less than 10 years will be waived where the applicant has not attended the previous edition of the exhibition."

In essence, providing that the company is an SME, of UK ownership and not a subsidiary of a larger or multinational organisation, it is worth applying for funding support to exhibit providing that the total support fund for the event has not been exhausted. All of the exhibitions listed below in the PPMA portfolio have been granted UKTI TAP funding support for qualifying exhibitors who are attending as part of the PPMA exhibitor groups.

PPMA pavilions & events booked

Event / Location	Date	Overview	Funding
PROPAK ASIA - Bangkok, Thailand	17-20 June 2009	The 17th International processing, filling and packaging technology exhibition	Funding available
PROPAK CHINA - Shanghai, China	15-17 July 2009	The 15th international processing, packaging and end-line printing event	Funding available
PROPAK INDIA - New Delhi, India	28-30 Sept 2009	Processing and packaging event focusing on food, beverage and pharmaceuticals	Funding available
PACK EXPO - Las Vegas, USA	5-7 Oct 2009	The packaging exhibition for southern USA & South America	Funding available
PROCESS EXPO - Las Vegas, USA	5-7 Oct 2009	Processing exhibition for southern USA & South America (runs alongside Pack Expo)	Special rates available - book via the PPMA
PROPACK INDONESIA - Jakarta, Indonesia	2-5 Dec 2009	International show for packaging & processing machinery and materials	Funding available
PROPAK VIETNAM - Ho Chi Minh City, Vietnam	17-20 March 2010	International processing, packaging and printing exhibition	Funding available
IFFA - Frankfurt am Main, Germany	8-13 May 2010	World leading fair for processing and packaging companies in the meat industry	Proposed funding
INTERPACK - Dusseldorf, Germany	12-18 May 2011	Seven day international processing and packaging event	TBC

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Space selling fast, book now!