



# 17<sup>th</sup> Gulfood and Hotel Equipment Exhibition

Dubai's annual premier food, drink, food service, hospitality,  
processing & packaging event

19<sup>th</sup> February – 22<sup>nd</sup> February 2012

Dubai International Exhibition Centre  
United Arab Emirates

Information Pack and Booking Form

**PPMA UK Pavilion**

**Processing & Packaging Equipment - Sheikh Saeed Hall**



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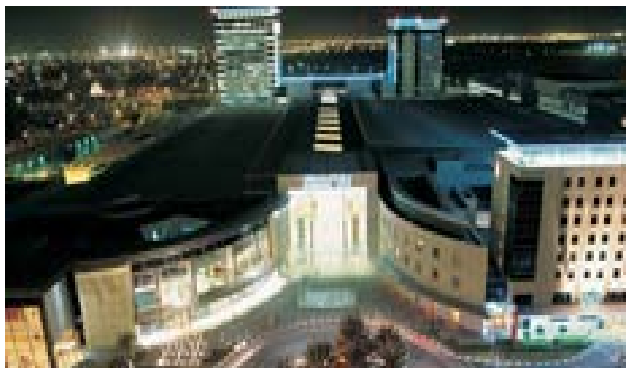
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UKTI Tradeshaw Access Programme (TAP) Application form  
& TAP Terms & Conditions available on request from PPMA  
[janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)



## Who's Who?

### UK Group Organiser

**PPMA LTD**, Processing & Packaging Machinery Association has been appointed by UK Trade & Investment as a UK Group Organiser at this event  
New Progress House, 34 Stafford Road, Wallington, Surrey SM6 9AA

Contacts: **David Harrison & Janette Fagg**  
Tel: 020 8773 8111

E: [janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)  
Fax: 020 8773 0022

### Shell Scheme Contractor for all stands - PPMA Appointed Electro Industries

Contact: Audrey Jones

Tel: 01325 339192 / Dubai Mobile +97150 8547838  
UK Mobile: +44 7774 115328

E: [audrey.jones@electroi.net](mailto:audrey.jones@electroi.net)  
Fax: 01325 339125

### Freight Forwarder - PPMA Appointed GBH Exhibition Forwarding Ltd

10 Orgreave Drive, Hansworth, Sheffield S13 9NR.

Contact: **Mark Saxton**  
Tel: 0114 269 0641

E: [mark@gbhforwarding.com](mailto:mark@gbhforwarding.com)  
Fax: 0114 269 3624

### Travel Agent Events In Focus

32 Southwark Bridge Road, London SE1 9EU

Contact: **Randy Wright**  
Tel: 020 7902 7760

E: [wright@eventsinfocus.net](mailto:wright@eventsinfocus.net)  
Fax: 020 7633 9427

### British Embassy

British Embassy Dubai, Al Seef Street, PO Box 65, Dubai.

Contact: **Nabila Saleh**  
Tel: +(971) (4) 309 4255

E: [nabila.saleh@fco.gov.uk](mailto:nabila.saleh@fco.gov.uk)  
Fax: +(971) (4) 309 4302

## The Market and the Show

- 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 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 as production companies seek to manufacture the end product to add value rather than just package primary ingredients.

### Key Market Data:

- The per capita income levels of the Middle East rank amongst the highest in the world
- The value of the Gulfood market is estimated at more than US\$9 billion and projections for further growth
- The Gulf's population growth is amongst the highest in the world

GULFOOD is the annual premier food, drink, foodservice, hospitality, processing and packaging event held at the Dubai International Exhibition Centre and is the fastest growing exhibition of its kind in the Middle East. The exhibition profile includes Food and Beverage, Food Processing Machinery, Hotel Equipment, Refrigeration and Catering Equipment, Hotel Supplies and Services, Food Packaging, Labelling Equipment, Coding and Measuring Equipment, Disposables and Hospitality Information Systems.

[www.gulfood.com](http://www.gulfood.com)

## Facts and Figures

- **Event Name:** Gulfood  
The 17<sup>th</sup> Gulf Food, Hotel & Equipment Exhibition and Salon Culinaire
- **Event Dates:** 19<sup>th</sup> February – 22<sup>nd</sup> February 2012, Sunday to Wednesday
- **Event Opening Hours:**  
11.00 hrs to 19.00 hrs (19<sup>th</sup> Feb – 21<sup>st</sup> February)  
11.00 hrs to 17.00 hrs (22<sup>nd</sup> February)
- **Admission Policy:** Trade Only
- **Event Venue:**  
PPMA UK Pavilion is located in Sheikh Saeed Hall  
Dubai International Exhibition Centre (Dubai World Trade Centre – Exhibition Complex)
- **Frequency:** Annual
- **Number of Exhibitors (Gulfood 2011)**  
3,800 from 79 countries  
24% growth on previous event  
40% Foodservice & Catering, Packaging and food processing equipment  
Size: 48,585 sq. m nett
- **107 International Pavilions (Gulfood 2011)**  
Argentina, Armenia, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Croatia, Cyprus, Egypt, France, Germany, Greece, India, Indonesia, Italy, Japan, Jordan, Korea, Latvia, Lebanon, Malaysia, Montenegro, Netherlands, New Zealand, Singapore, South Africa, Spain, Syria, Sri Lanka, Taiwan, Thailand, Turkey, United Kingdom, United States of America - PPMA – UK, Foodservice Equipment and PPMA, Packaging Machinery
- **Number of Visitors - History**  
32,022 from 146 countries, 58% overseas (Gulfood 2007)  
37,618 from 140 countries, 40% overseas (Gulfood 2008)  
45,489 from 152 countries, 16% growth (Gulfood 2009)  
55,379 from 152 countries, 18% growth (Gulfood 2010) 47% international (+30%(2009)  
62,024 from 152 countries, 12% growth (Gulfood 2011) 57% international

## What is included?

typical Shell Scheme for Gulfood

Gulfood

Shell Scheme Specification

**Shell Scheme** - This includes stand with white walls, fascia with nameplate in English, carpet, lights, 13 amp power point, lockable cupboard or plinth, shelving, chairs and table.

## Optional Extras

The following items are available, if required, at extra cost from contractors:

- Additional electrical outlets
- Audio visual systems, Design & Construction Services
- Telephone, fax & data connections
- Display aids
- Furniture
- Promotional staff
- Stand cleaning during the show days is not included in package



\*Stand design (This is subject to change)

## On-Site Facilities

Exhibitors in the PPMA Group will also benefit from use of the following facilities on the PPMA stand:

- Help and advice
- Networking with other exhibitors
- Co-ordination of activity
- UK Group Publicity
- Management of the UK Pavilion

## Pre and Post Exhibition Support

We will be on hand to respond to questions and to offer advice, if necessary we will hold an exhibitors' meeting prior to the event to discuss all elements of participation. If required, a debriefing meeting will also be arranged to ensure exhibitors follow up correctly after the show and achieve the best results from their participation.

## Eligibility and Funding

Participation is open to any company who wishes to exhibit in the processing & packaging hall (not just PPMA members). See "Products To Be Exhibited" Page 10.

### UKTI Grants Available under TAP

*The grant is a flat rate of £1,400 per eligible exhibitor*

There are only 10 grants available, and these will be allocated on a first come first served basis. UKTI Exhibitor Grant Application Form and UKTI Terms & Conditions are available from the PPMA, the UKTI Accredited Trade Organisation. Contact Janette, Email: [janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)

## GULFOOD – DUBAI

19<sup>th</sup> – 22<sup>nd</sup> February 2012

### UK Pavilion co-ordinated by the PPMA

Space will be limited and allocated on payment and signed contracts being received.

#### YOUR STAND

PPMA will be responsible for building your stand within the UK pavilion. Inclusive of the construction cost you will be provided with:

- Stand space within an enhanced shell scheme
- 1 x lockable counter or plinth and 1 x set of 3 shelves (flat or sloping)
- Carpeting
- Name board
- Stand lighting plus 1x single phase socket
- 1 table and 4 chairs

A range of chargeable extras will also be available to meet specific requirements.

You are responsible for dressing your own allotted space and staffing it throughout the show.



Please ensure you have the correct connectors for air and power for your machines.

A layout plan, confirmation of stand number and a technical order pack will be sent to you once sites have been allocated by Gulfood and the group has been finalised. In allocating space to the exhibitors, PPMA will take into account requests regarding location but shall not be bound by such requests.

### SERVICES PROVIDED BY PPMA

- PPMA will be responsible for the provision of an attractive group stand, designed and constructed by our appointed contractor.
- Information stand manned by PPMA personnel to assist you with your participation and handle general trade enquiries on site.
- Production of a list of UK Pavilion exhibitors for distribution in advance of the show to key buyers and from the PPMA stand on site.
- On site support from PPMA and technical back up from stand contractors.
- Networking event with local trade contacts during the exhibition.

## PRODUCTS TO BE EXHIBITED

The Processing, Packaging & Labelling Hall at Gulfood is suited to the exhibiting of machines/equipment relating to the processing and packaging industry. Further advice can be obtained from PPMA or the show organisers. The display of goods or services which are not of UK origin is discouraged. Approval to exhibit such goods must be obtained in advance. Any Exhibitor wishing to display goods or services which are not of UK origin must do so discreetly and must do nothing to detract from the impression that the Exhibitor is primarily involved in exporting from the UK. Any eligible exhibitor wishing to exhibit products of any other supplier or who will be sharing their stand is obliged to advise PPMA in advance.

## STAND SPACE AND CONSTRUCTION COSTS

### Cost per square metre:

Stand space and construction **£475.00 per square metre**

\*The space cost is an estimated cost based on an assumed exchange rate of £1= AED 5.90. The actual cost may vary depending on the exchange rate obtained on the day of payment by PPMA Ltd to the Exhibition Organisers or the Contractors for this event. Any fluctuations in exchange rate which affect the overall costs will be adjusted in your post show account.

## NET COST OF STAND FOR ELIGIBLE COMPANIES

The following table gives an indication of the costs of participation for eligible companies based on typical stand sizes. These are estimated costs based on current exchange rates. Actual figures and space costs may vary. **All prices are subject to VAT.**

Size of Stand Guide	Stand cost £475/sqm
12 square metres	£5,700
15 square metres	£7,125
30 square metres	£14,250

### OTHER FIXED COSTS

PPMA management fee	£500.00
Non PPMA member fee	£750.00
Insurance *	£100.00
*It is a venue requirement that all exhibitors purchase the venue exhibition insurance policy	



**PAYMENT** PPMA is responsible for arranging the stand construction and for the full payment of space and construction charges for the UK pavilion. 30% deposit is required on booking.  
Stage payments due: 40% invoice 1<sup>st</sup> Oct, 30% invoice 1<sup>st</sup> Nov.

Stand costs are now payable to PPMA. Payment must be received by due dates or your participation may be cancelled and you will become liable for the full cost.

**INSURANCE – important note** : It is a venue requirement that all exhibitors purchase the venue exhibitor insurance policy.

To protect your interests and our own position, we strongly recommend that all exhibitors insure against CANCELLATION/ABANDONMENT of the event, ALL RISKS on property owned, hired or borrowed and EMPLOYERS/PUBLIC LIABILITY risks. If you would like more information or help with this issue, please contact PPMA.

**CANCELLATIONS** Any company cancelling their participation will be liable for the full cost of the stand and associated services unless a replacement company can be found, in which case up to 50% of the total stand cost may be credited. Any other charges for services or equipment incurred on your behalf will be charged at cost.

**HOW TO APPLY** Complete the PPMA Contract Booking Form confirming the total space you have requested Attach a cheque or arrange payment to **PPMA Ltd.** to cover the 30% deposit required.

To make a **bank transfer** quoting your name and Gulfood 2012 to:

**BARCLAYS BANK PLC**  
Account Name: PPMA Ltd  
Sort Code: 20-24-61  
Account No: 90721220

**Note:** Remitter to pay all bank charges. Please quote your name and Gulfood 2012 on your transfer.

Return all of the relevant documentation together with your cheque made payable to  
PPMA Ltd to:

Janette Fagg, PPMA Ltd, New Progress House, 34 Stafford Road, Wallington, Surrey SM6 9AA.  
Tel: 020 8773 8111 Fax: 020 8773 0022 E: [janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)

**SPACE IS LIMITED AND WILL SELL OUT** You are advised to send your application forms as soon as possible to avoid disappointment. If you have any queries concerning the UK pavilion at Gulfood or need any clarification on any of the information given in this circular, please contact :-

David Harrison or Janette Fagg tel: 020 8773 8111, [janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)

## CONTRACT/BOOKING FORM

**Gulfood 2012 - PPMA UK Pavilion - 19<sup>th</sup> February– 22<sup>nd</sup> February**

- |   |  |     |
|---|--|-----|
| 1. I confirm that my company wishes to exhibit at the above show and will require | <input style="width: 80px; height: 20px;" type="text"/>                                      | sqm |
| Stand space @ £475 per square metre space and stand construction                  | <input style="width: 80px; height: 20px;" type="text"/>                                      |     |
| PPMA management fee £500 / PPMA non-member management fee £750                    | <input style="width: 80px; height: 20px;" type="text"/>                                      |     |
| Plus required venue insurance @ £100  | <input style="width: 80px; height: 20px; border: 1px solid black;" type="text" value="100"/> |     |
| Plus 20% VAT  | <input style="width: 80px; height: 20px;" type="text"/>                                      |     |
| <b>Total</b>  | <input style="width: 80px; height: 20px;" type="text"/>                                      |     |

I enclose 30% deposit payment cheque (Payable to PPMA Ltd)     I have made 30% deposit payment bank transfer

2. Products to be displayed: [please give a brief description] .....

.....

3. Company Name .....

Address .....

.....

Post Code ..... Telephone .....

Contact ..... Fax .....

Web site ..... Email .....

Company Registration Number ..... Date .....

**This is a contract to book and pay in full for the stand ordered. In submitting this booking form the exhibitor agrees to be bound by the Terms and Conditions set out in this document and at [www.ppma.co.uk](http://www.ppma.co.uk) "PPMA Export Events" Page**      Sign .....

Please complete and return this form and 30% deposit appropriate remittance to: **PPMA Ltd**, New Progress House, 34 Stafford Road, Wallington, Surrey SM6 9AA. Tel: 020 8773 8111 Fax: 020 8773 0022 E: [janette.fagg@ppma.co.uk](mailto:janette.fagg@ppma.co.uk)