

GULFOOD
GREEN



LEADING THE NEW
**GREEN
ECONOMY**

24-26 SEP 2024
DUBAI WORLD TRADE CENTRE

“

We seek to foster the sharing of knowledge and advance the adoption of new technologies and solutions that promote equitable access to food resources and the **sustainable production**, distribution and **consumption of food worldwide**.

H. H. Sheikh Mohammed bin Rashid Al Maktoum

Vice President and Prime Minister of
the United Arab Emirates and Ruler of Dubai





“

The world has an urgent task to transform food systems for a sustainable future and ensure everyone on the planet has access to safe, adequate, and affordable food.

H.E. Mariam Almheiri

Minister Of Climate Change
& Environment - UAE

**GULFOOD
GREEN**



THERE IS NO OTHER INDUSTRY

WHERE YOU CAN HAVE GREATER IMPACT THAN FOOD

26%

of global greenhouse gas emissions are estimated to come from the food industry

Severe food insecurity affected

29.6%

of the global population (2.4 billion people) in 2022

Production of meat

worldwide causes twice the pollution of production of plant-based foods



1.3 billion tons

of food is lost / wasted annually, equating to one-third of global food production



660 million

people may still face hunger in 2030, in part due to lasting effects of the COVID-19 pandemic on global food security

Food Tech

is shaping the future of food, giving us a solution to both world hunger and environmental sustainability

Global food tech market estimated to grow to

\$342 billion

by 2027

TIME FOR THE INDUSTRY TO **TAKE A STAND**

- The **world's largest** responsible food and agriculture event aggregating the globe's biggest actors
- Convening global ecosystem players and leaders and putting the **biggest agendas** on the table
- Facilitating cross-border collaboration to **accelerate the resolution** of some of the world's most pressing ecological and human health challenges
- **Promoting a new green food economy:** from novel ingredients to next-gen products & processes reducing environmental impacts whilst optimising health and nutrition
- **The biggest food and agtech startup showcase** - presenting emerging technologies and solutions with the potential to transform food systems and have a powerful impact on both people and planet

GULFOOD GREEN



TWO STRATEGIC EVENTS

ONE UNIFIED MISSION

Gulfood Green and Gulfood Agrotech will provide real life solutions to real world problems supporting a future that is good for you, and good for the planet. Bringing together leading agriculture, food, and tech companies showcasing groundbreaking innovations that are improving food production, nutrition, and health, whilst protecting the environment and society for a brighter future.

PROPELLING SUSTAINABILITY & INNOVATION TO THE TOP OF ALL STAKEHOLDER AGENDAS

- The inaugural Gulfood Green will bring together the global community to forge a path to food security and sustainable, nutritious food development.
- A global platform to ignite, influence and continue conversations within the wider community, to create a momentous shift towards more resilient and sustainable food production and consumption, setting a precedent for the future.
- A global exhibition and summit promoting healthier and sustainable food systems, focused on fresh produce, plant-based alternatives and groundbreaking sustainable and commercially scalable products and solutions that can have a positive impact on the food industry.
- International businesses and leaders, influential speakers, the world's top startups, innovators and food revolutionaries will unite with purpose to collectively inspire new solutions through innovative thinking, multi-disciplinary expertise and collaborative action.



**COP²⁸
UAE**

CONTINUING **THE MOMENTUM**

UAE IS THE HOME OF COP28

WHERE SUSTAINABILITY IS TAKING CENTRE STAGE

With global efforts focused on climate change and carbon emissions, Gulfood Green will draw on the lessons of COP28 by continuing to foster the dialogue, uniting prominent global innovators to exchange their experiences, challenges, and initiatives that are advancing the transition to sustainable food systems. Gulfood Green exemplifies the commitment to making green living a lasting way of life.

SECTORS MAKING AN IMPACT

GULFOOD
GREEN

FRESH

Fresh/perishable
Frozen
Produce Safety
Intralogistics
Sustainable transport & logistics
Fresh produce trading
Fresh produce services
Refrigeration & climate
Creative fruit innovation

PLANT BASED

Plant-based foods
Future foods
Alternative proteins
Fermentation enabled
Preservation systems
Biotechnology
Next-gen ingredients
Research & Development
Innovation Centres
Laboratories

SUSTAINABILITY

Food security
Climate change
Sustainable diet choices
Food loss/waste
Improved nutrition
Sustainable food production
Sustainable processing technologies
Responsible consumption
Advancement in food formulations

STARTUPS

Food Waste Management
Energy/Water Management
Automation
Artificial Intelligence,
3D Printing
IoT
Blockchain
Robotics

Gulfood
AgroTech

AGRICULTURE

Crop Protection
Fertilisers & Pesticide
Heavy Machinery & Equipment
Seeds & Seedlings
Irrigation Equipment & Supplies
Storage & Logistics

LIVESTOCK HEALTH & NUTRITION

Farm Equipment & Housing
Farm Management Systems
Feed & Feed Ingredients
Feed Systems & Equipment
Livestock Farm
Pharmaceuticals & Nutrition
& Vaccines
Veterinary Equipment & Supplies
Veterinary Hospitals & Clinics

AQUACULTURE

Biosecurity Equipment
Breeding & Hatchery Equipment
Feed & Feed Additives
Feed Processing Equipment
Feeding Equipment
Fishing Equipment
Water Analysis & Treatment

AGRI-TECH

IoT, AI & Data Management
Cloud Solutions
Sensors, UAV & Drones
Automation & Robotics
Adaptive Irrigation
Grow Lights
Climate Control
Supply Chain Management
Robotics

HORTICULTURE/ VERTICAL FARMING

Horticulture Solutions
Greenhouse Construction Companies
Hydroponics, Aquaponics, and Aeroponics
Grow Lights
Substrates
Greenhouse Management

AN INDISPENSABLE GLOBAL PLATFORM

for the entire food ecosystem to share and exchange on technology, regulations, practices, solutions & changes in consumer food culture

By 2050 the demand for food will be
60% greater
than it is today

Food tech

is leading the way in transforming
the global food sector



GCC countries

have also joined the sustainability race.
Saudi Arabia and Bahrain have pledged to reach
net zero emissions by 2060



The National Strategy

for Food Security aims to make the
UAE the world's best in the Global Food
Security Index by 2051



50%

of global consumers consider
sustainability attributes when
purchasing F&B

The global plant-based food market is expected to reach

\$77.8 Billion

in 2025. Projected to reach
\$108.3 Billion by 2030

Global meat substitutes market value projected to grow a CAGR of 11.11% from USD 5.88 billion in 2022 to

\$12.30 Billion

by 2029



The demand for

Healthy & Sustainable

food products is on the rise with more and more Western brands entering the market such as Beyond Burger, Meatless Farm, Impossible Burger, V Bites, Tindle Violife and Quorn



Based on technology, the global plant-based food market is divided into Soya, Wheat, Peas, and Fruits segments.

40%

of consumers in the region are looking for more sustainable plant-based/meat alternatives



Huge Investment

in the sector with large corporations such as IFFCO setting up their own plant-based venture THRYVE

The Soya Segment

is expected to hold the highest share of the plant-based food market



EVENT FOCUS



**PLANT
BASED & ALT
PROTEINS**



**FRESH AND
PERISHABLE**



**FACILITATING
AGRIBUSINESS
TRADE**



**REDUCING
FOOD LOSS &
WASTE**



**BOOSTING
TECHNOLOGY-
ENABLED
FOOD
PRODUCTION**



**GLOBAL FOOD
SECURITY**



**FOOD SAFETY &
NUTRITION**

TAKING PLACE AT

DUBAI WORLD TRADE CENTRE

24-26 SEP 2024

INNOVATE
THE FUTURE
OF FOOD



5
Halls



500
Exhibitor companies



80
Countries represented



15,000
Visitors
20% international
from 35 countries



8,000+
Business meetings

VISITOR PROFILE

GULFOOD GREEN

- Government Authorities
- Promotional Organisations
- NGO's
- Policy Makers
- Investors
- Media
- Investors
- Research/Academia
- Trading Groups
- Brokers
- Consultants
- Hotels
- Restaurants & Catering
- Manufacturing & Production
- Hyper Markets
- Retail
- Importers & Exporters
- Distributors
- Producers
- Growers

Gulfood AgroTech

- Farmers and Agricultural Professionals
- Government Official & Policy Makers
- Startups and Entrepreneurs
- Large-scale agricultural enterprises
- Agricultural Research Institutions
- Investors and Venture Capitalists
- Distributors and Retailers
- Agronomists & Agricultural Advisors
- NGO's – UN FAO
- Importer/Trader/Wholesaler

STRATEGIC PARTNERSHIPS & ASSOCIATIONS



Food and Agriculture
Organization of the
United Nations



Food and Agriculture
Organization of the
United Nations



CANADA ARAB BUSINESS COUNCIL
CONSEIL DE COMMERCE CANADO-ARABE
المجلس التجاري الكندي العربي



THE EVENT AT A GLANCE



AWARDS

Celebrating excellence in sustainability and encouraging green best practice across the food & beverage value chain.



EXHIBITION

Presenting the entire Fresh Produce value chain, from ready-to-eat fresh perishables through to innovations in production, logistics, storage, and recycling.

FOOD FOR FUTURE SUMMIT

Setting the agenda for the most sustainable, secure future of food, the Leaders symposium programme will host international ministers, C-Level executives, and visionary innovators, all aligning strategies to ensure sustainable and nutritious food for all, and make greener lifestyles more accessible and enduring.



GULFOOD GREEN INNOVATION STAGE

A special forum where exhibitors can discuss future challenges affecting the international fruit and vegetable business as well as present a broad range of technologies and scientific innovations ranging from logistics and cold chain through to technologies that can positively impact climate change and improvements in nutrition



INVESTOR LOUNGE

Providing a curated business-to-Investors matchmaking programme set in a private section of the show, designed to connect qualified exhibitors and investors helping them build fresh and reliable relationships. This is an excellent opportunity to have valuable and efficient pre-scheduled meetings to enhance the show experience and help participants maximise their commercial opportunities.



STARTUP INNOVATION PROGRAMME

Combining forces with Gulfood Agro-tech, Gulfood Green offers pioneering startups the opportunity to meet with investors, government-funded incubators, and corporate VC's, all looking for exciting commercial opportunities.

SETTING THE AGENDA FOR THE MOST SUSTAINABLE, SECURE FUTURE OF FOOD

Originally launched in 2022 and hosted by H.E. Mariam AlMheiri, the UAE's Minister of Climate Change and Environment, The FOOD FOR FUTURE SUMMIT, is a powerful gathering of international ministers, NGO's, multinationals, agrifood tech innovators, investors and startups, committed to improving access to a greener food future. The summit has grown a unique and influential international following of powerful decision-makers from every corner of the globe, representing all parts of the Food and Agriculture value-chain.

WITH GLOBAL FOOD-SECURITY MOVEMENTS



WHERE AGRI-FOOD-TECH PIONEERS JOIN FORCES



قمة مستقبل الغذاء FOOD FOR FUTURE SUMMIT

HOSTED BY

UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



الإمارات العربية المتحدة
وزارة التغير المناخي
والبيئة

STRATEGIC PARTNER



Food and Agriculture
Organization of the
United Nations



ADDRESSING THE SOCIOECONOMIC AND ENVIRONMENTAL CHALLENGES EXACERBATING FOOD INSECURITY



**H.E. MARIAM
AL MHEIRI**

UAE Minister of Climate
Change and Environment



AMINA MOHAMMED

Deputy Secretary General
UNITED NATIONS



THE HON. MITHIKA LINTURI

Minister of Agriculture, Livestock,
Fisheries and Co-operatives
KENYA



MARC FESNEAU

Minister of Agriculture and Food
Sovereignty
FRANCE



RODGER VOORHIES

Vice President
GATES FOUNDATION



ANNE TVINNEREIM

Minister of International
Development
NORWAY



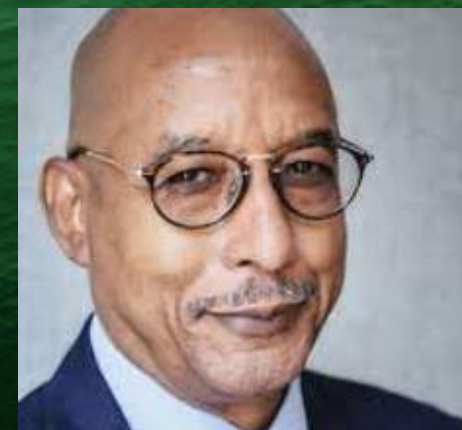
DAVID LABORDE

Director of Agri Food Economics
Division
FAO



DR. CARY FOWLER

US Special Envoy for
GLOBAL FOOD SECURITY



IBRAHIM ASSANE MAYAKI

African Union Special Envoy for
Food Systems



**MARYLAURE CRETTAZ
CORREDOR**

Head of Food Systems, Swiss
Agency for Development and
Cooperation
**FEDERAL DEPARTMENT OF
FOREIGN AFFAIRS**



CINDY MCCAIN

Executive Director
WFP



**FRANCESCO
LOLLOBRIGIDA**

Minister of Agriculture, Food
Sovereignty and Forestry
ITALY



JYOTSNA PURI

Associate Vice-President, Strategy
and Knowledge Department
IFAD



JEAN-MARIE PAUGAM

Deputy Director
**GENERAL WORLD TRADE
ORGANIZATION**



ALESSANDRA ZAMPIERI

Director of the Directorate for
Sustainable resources
EU JOINT RESEARCH CENTRE



DIANE HOLDORF

Executive Vice President
**WORLD BUSINESS COUNCIL FOR
SUSTAINABLE DEVELOPMENT
(WBCSD)**



PILAR CRUZ

Chief Sustainability Officer
CARGILL



IAN PINNER

Senior Vice President, Strategy and
Innovation
ADM



GRACE FU

Minister for Sustainability
and the Environment
SINGAPORE



**ANTOINE DE SAINT
AFFRIQUE**

CEO
DANONE



JIM ANDREW

EVP & Chief Sustainability Officer
PEPSICO

SHARING IDEAS AND FORESIGHT WITH REVOLUTIONARY IMPLICATIONS FOR THE FUTURE OF FOOD ACCESS



ADOLFO ORIVE
CEO
TETRA PAK



CHRISTINE KRONER
Head of R&D
UNILEVER FOOD SOLUTIONS



STEFAN PALZER
EVP & CTO
NESTLE



SEAN WALKER
Group President, International
GENERAL MILLS



FLAVIO TORRES
Executive Vice President and Global
Chief Supply Chain Officer
KRAFT-HEINZ



JUDITH SWALES
CEO Global Markets
FONTERRA



**PRINCE KHALED BIN
ALWALEED**
Founder
KBW INVESTMENTS



KHULOUD AL NUWAIS
Chief Sustainability Officer
**EMIRATES FOUNDATION
(NE'MA INITIATIVE)**



DR. TARIFA AL ZAABI
Director General
ICBA



ALAN SMITH
CEO
AGTHIA GROUP



SALEH LOOTAH
Chairman
**UAE F&B MANUFACTURERS
GROUP**



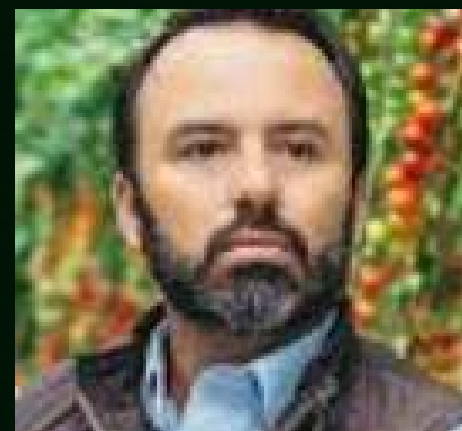
SALIVATI SUBRAMANYAM
Chief Financial Officer
EMIRATES FLIGHT CATERING



MOHAMMAD A. BAKER
Deputy Chairman and CEO
GMG



SHANE SHIN
Founding Partner
SHOROOK PARTNERS (VC)



SKY KURTZ
Co-founder & CEO
PURE HARVEST



EREZ GALONSKA
Co-Founder & CEO
INFARM



GARY MCGUIGAN
President, Global Trade
ADM



**FRANCESCO
LOLLOBRIGIDA**
Minister of Agriculture, Food
Sovereignty and Forestry
ITALY



JYOTSNA PURI
Associate Vice-President, Strategy
and Knowledge Department
IFAD



GULFOOD GREEN INITIATIVES

GULFOOD GREEN

INVESTOR PROGRAMME

Convening
100 top global
investors seeking
to make a positive
impact on our
food system



PEER TO PEER NETWORKING/INVESTOR: START-UP MATCHMAKING

Meet with some of the most powerful regional and global fellow investors from across the globe to discuss co-investment opportunities, fundraising and new partnerships. Investor-led meetings in invite only investor lounge.

CONNECT WITH STARTUP FOUNDERS

Our investor relations team will match you with exhibiting global startups based on your interests, investment levels, and stage preferences. Our meeting service is the only one worldwide that is actually powered by humans not algorithms.

FOLLOW AND GET INVOLVED IN CONTENT PROGRAMME

Gulfood Green conference programme led by senior government figures, innovators, investors, and entrepreneurs over the three days

INVITE-ONLY GLOBAL INVESTOR FORUM

Meet senior General and Limited Partners at exclusive networking events during and after show hours who can shed light on the state of investments, global tech investment trends and top tips from starting to extending your portfolio.

HOSTING 100+ INVESTORS FROM ACROSS THE GLOBE

INTERNATIONAL INVESTORS



INSTITUTIONAL REGIONAL INVESTORS



VC FUNDS



GULFOOD GREEN

START-UP PROGRAMME

- The perfect launch pad for startups to soar
- Meet high-profile global investors looking to invest in food-tech startups
- Combining forces with Gulfood Agro-tech, Gulfood Green offers pioneering startups the opportunity to meet with investors, government-funded incubators, corporate VC's, and more, all looking for exciting commercial opportunities.
- Pitch competition with cash prizes for winners and invaluable media coverage/brand awareness
- Sustainable Agrifoodtech Challenge



INNOVATION ACCELERATOR PROGRAMME

Fast-track your innovation by partnering with/getting support from large corporation who will trial/champion your product/solution for 12 months

HOSTING TOP UNICORNS DISRUPTING TRADITIONAL MODELS AND RESHAPING THE FOOD & AGRICULTURE INDUSTRIES



GULFOOD GREEN



IN PARTNERSHIP WITH



Competition for university students and schools with food security as a main theme

FOODWISE: CAMPAIGN

- Awareness raising on food security
- More sustainable food production and consumption
- Alignment with Sustainable Development Goals and UAE food-related strategies

OBJECTIVE:

Significant contribution to understand food security related issues and motivating to take more sustainable food choices

TARGET GROUPS:

- Consumers
- Youth (schools, universities)
- GCC-wide coverage

50
schools
across UAE

Top
10
universities

300
students

TAP INTO WIDE MEMBER AND STAKEHOLDER NETWORK

POTENTIAL SPONSORS, INVESTORS AND EXPO BUYERS



GULFOOD GREEN AWARDS

Celebrating excellence in sustainability and encouraging green best practices across the food & beverage value chain.

The Gulfood Green Awards aims to helping F&B businesses and professionals gain recognition for their achievements throughout the year in protecting and enhancing the environment.



CATEGORIES:

Green Food Innovation Award

Green Foodservice Industry Award

Sustainability Company of the Year Award

Sustainability Trailblazer Award

Food Waste Management Award

Best Sustainable Packaging Strategy

Sustainable Supply Chain Achievement Award

Greenest Educational Institute

Best new planet-forward product

Best plant-based start-up

COMBINING FORCES & **FORGING LONG-TERM PARTNERSHIPS**



Women-owned, Dubai-based, impact-driven startup that aims to create an opportunity for every food scrap to become a solution rather than a burden on society and environment.



To reduce the amount of food wasted, and position Dubai to be the first city in the region to achieve zero food waste.



Driven to secure a sustainable future for all. By leveraging experience across future-critical sectors and modern, scalable technologies, advancing sustainability agendas for companies, cities and governments.



Plastic waste collected on-site and recycled, and with the help of sustainable manufacturing solutions provider Dgrade, turned into a sustainable fabric and merchandise that's redistributed to select visitors.

GULFOOD GREEN

SCHOOLS PROGRAMME

- Help teach the next generation about crucial efforts to protect the planet.
- Play our part in helping schools makes the transition to sustainable, healthy school meals.
- The scarcity of these programmes creates an opportunity for student cooking programmes to be developed, implemented, and evaluated with the goal of providing invaluable life skills and food literacy to these groups.
- Partner with hotels and restaurants across Dubai/globally to initiate workshops in their kitchens/at schools



CHEF DEMOS ENCOURAGING ECO-FRIENDLY RESTAURANT PRACTICES AND PAVING A NEW WAY FORWARD



❁❁ MICHELIN GREEN STAR

MATTHEW KAMMERER

Executive Chef
HARBOR HOUSE

*Passion for hyper-local
ingredients*



❁❁❁ MICHELIN GREEN STAR

DOUGLAS MCMASTER

Chef and Owner
SILO IN LONDON

UK's first zero-waste restaurant



❁❁❁ MICHELIN GREEN STAR

GARY YIN

Executive Head Chef
**VEGETARIAN RESTAURANT KING'S
JOY IN BEIJING**

*Championing roots of his plant-
based culinary philosophy*



❁ MICHELIN GREEN STAR

MARTINA CARUSO

Chef Patron
SIGNUM IN SICILY

*Sustainability is a care and
respect of the raw material
because behind every single
ingredient*

LET'S TALK

THE OPPORTUNITIES ARE
INCREDIBLE, THE TIME IS NOW.

JAAFFAR SHUBBER
jaafar.shubber@dwtc.com

#GULFOOD GREEN | #GULFOOD AGROTECH

STAND PRICES FOR GULFOOD GREEN AND GULFOOD AGROTECH

Space only	AED 1,830 + VAT/sqm (min 24sqm)
Shell Scheme	AED 2,145 + VAT/sqm (min 12sqm)
Double Decker	AED 800 + VAT/sqm
Concourse Space	AED 2,652 + VAT/sqm (min 24sqm)
Concourse Shell	AED 2,967 + VAT/sqm (min 12sqm)

Please note that the following compulsory charges apply to each exhibiting company and/or stand sharer:
Registration fees AED 1,000 | Enhanced internet listing AED 1,300 | Exhibitor insurance AED 600

GULFOOD
GREEN

 **Gulfood**
AgroTech

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