

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

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United Arab Emirates

Post: Dubai

Summer Fancy Food Show 2015 Report

Report Categories:

CSSF Activity Evaluation

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Report Highlights:

Thirteen representatives of major food importing companies based in Kuwait and the United Arab Emirates attended the Summer Fancy Food Show in New York this year. Four companies completed the evaluation survey and they reported projected \$ 155,000 in imports of U.S. food products in the next 12 months as a direct result of their visit to the show.

Executive Summary:

General Information:

NAME OF SHOW: Summer Fancy Food Show

DATES: June 28–30, 2015

CITY, COUNTRY: New York, N.Y., USA

I. STATISTICAL SUMMARY

A. Participants

The Office of Agricultural Affairs (OAA) in Dubai promoted the Summer Fancy Food Show among food traders in the 4 GCC countries covered by this office (Kuwait, Oman, Qatar and the UAE). OAA was able to recruit a total of 13 participants, representing 7 major food companies from the UAE, and Kuwait. An OAA Dubai staff accompanied the group to the show.

Country	Participant
UAE	10
Kuwait	3

OAA received 4 surveys from the 7 companies recruited.

Participants Rating of Various Aspects of the Event:

Criteria	Rating			
	Excellent	Good	Poor	N/A
Effectiveness of the Show	1	3		
Quality of Exhibitors	1	3		
Pre-Show Assistance	2	2		
On-Site Show Assistance	1	3		
Quality of Seminars if Applicable	1	2		1

B. Results

Following is a data summary:

- Value of confirmed orders at the show \$0
- Number of contacts generated during the show 94
- Value of current imports from the United States \$470,000,000
- Combined expected increase in imports over the next 12 months \$155,000

II. FAS FIELD EVALUTATION

A. MARKET CONSTRAINTS AND OPPORTUNITIES

CONSTRAINTS:

- U.S. Exhibitors' limited knowledge of the GCC market, rules and regulations and the prevailing consumers' culture in the GCC markets.
- This exhibition appears more suitable for U.S. and other surrounding markets. It allows exhibitors to receive orders from buyers within the American continent, as they are not required to prepare special labels, provide label translations or production and expiry dates that are mandatory in the GCC states. Consequently, the number of exhibited products was limited, compared to the usual available wide range of food products that are displayed in other U.S. and international shows.

OPPORTUNITIES:

- To benefit from this show, OAA encouraged GCC importers to work with U.S. consolidators who are able to fill a container with mixed items that they source on behalf of the importer(s).
- Favorable export conditions available for U.S. exporters such as most local exchange rates being pegged to the U.S. dollar compared to other currencies.
 - - Affluent societies with great disposable income for purchases of goods, including food.
- Open, stable and booming markets for food exporters, including those from the United States.

B. MISSION OBJECTIVES

- a) The ultimate objective of OAA Dubai is to organize and execute marketing activities that would help increase sales of U.S. food products to the GCC-4 States.
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- b) Increase U.S. food exporters' awareness of the importance of GCC-4 market.
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- c) Assist GCC-4 food importers to increase their imported food items from the U.S., particularly new-to- market products.