



Australia Arab Chamber of Commerce & Industry Inc.
غرفة التجارة والصناعة الأسترالية - العربية

FOOD MISSION TO DUBAI, UAE, MIDDLE EAST IN FEBRUARY 2009

The Council for International Trade & Commerce (SA) in association with the Australian Arab Chamber of Commerce and Industry (SA) seeks expressions of interest from food producers, suppliers and food service providers to participate in a food trade mission to Dubai in February 21 – 23rd 2009 in conjunction with Gulfoods February 23 – 26th 2009.

Focus : Introduction to Food Business in the Middle East

Dates: February 21 – 23rd 2009

The mission will introduce participants to the food and food service market in Dubai in the Middle East with industry visits to hotels, restaurants, supermarkets, and retail outlets, and the sea and air ports. Steve will provide insights into how he has developed a successful business with major clients in the Middle East.

Mission Leader:

Mr Steve Marafiotte, Managing Director of Australian Quality Plus and member AACCI

Steve travels regularly to the Gulf and promotes South Australian fresh produce. Steve established his own business, Australian Quality Plus, in 2004 as an Adelaide based perishable food specialist company catering to some of the most discerning foodservice customers in the world. The company is proud to supply such companies as the Royal Palace of Dubai, Emirates Airline, The Burj Al Arab 7 Star hotel, and other 5 star hotels in the region. His company assists hotels with food costing, menu development, and product demonstration and promotion.

Prior to 2004, Steve was the Business Development Manager – Food Export Chains for the National Food Industry Strategy when he actively helped exporters to the Middle East for Australian food and beverages.

Dubai and the Middle East

- Dubai is world's third largest re-exporter with over 70% of imports being re-exported to more than 160 countries
- The region will witness 900 new hotels opening in the period up to 2020
- Saudi Arabia & UAE, GCC's largest economies are worth US\$374 billion and US \$114b
- The Gulf Cooperative Council food imports hit US\$10 billion in 2007
- The Middle East foodservice market is estimated to be worth more than US\$31b annually
- Global trade in Halal food products is estimated to be US\$80 billion
- Kuwait's mass grocery retail sector is expected to grow 22.8% between 2006 - 2011 with a value of US\$ 1.79 billion

The Costs for the Trade Mission

The fee for participation in the trade mission to Dubai is \$660 (including gst) per delegate and includes the following:

- Participation in the mission which includes organised site visits and inspections
- Ground transport in Dubai as part of the organised mission visits
- A day pass to Gulf Foods to visit SA Stand (additional passes can be purchased)

Delegates are responsible for booking and paying for their own travel Adelaide to Dubai return and accommodation costs, and all personal expenses. (travel package is being negotiated)

Interested

Contact Barry Salter, Executive Manager or Angie Lewis at CITCSA on ph 83000110 email barry.salter@citcsa.org.au for more information and to register your interest in participating in the Trade Mission. Limited positions available.

Expressions of Interest close Friday October 3rd 2008