



# Gulfood 2024

Dubai, United Arab Emirates  
February 19-23, 2024

The United Arab Emirates (UAE) is a developed nation with a high standard of living and a diverse population of 9.89 million. With foreign nationals comprising almost 90 percent of the population, it reached a GDP of \$410 billion and a per capita of \$38,661 in 2021. The UAE's real GDP is forecast to grow by 4.2 percent in 2022 and stay close to that percentage in 2023. The UAE is the second largest export market for U.S. Agricultural products among the countries of the Gulf Cooperation Council (GCC) and 26th largest in the world. Due to the arid climate, approximately 80 percent of the UAE's agricultural products are imported. The UAE is the major regional trade hub for the Middle East and North Africa due to a favorable geographic location and modern infrastructure. It is also a member of the Pan-Arab Free Trade Agreement (PAFTA), which has eliminated nearly all tariffs among its signatories, and a founding member of the GCC. Economic friendly regulations, low duties, and extensive free trade zones throughout the country have enabled the UAE to become one of the world's leading re-export hubs.

Gulfood is the largest annual food show in the world. The Gulfood exhibition attracts visitors and exhibitors from all F&B industry sectors. At the trade show, you can meet manufacturers, nutritionists, well-renowned chefs, hotel and restaurant owners, caterers, government and food procurement officials, and specialized media. The food and beverage trade show provides over 90,000 trade visitors from various countries with the information they need to be relevant in this competitive and constantly changing sector.

## Participation Fee:

- **6m<sup>2</sup> in-line booth space:** \$7,224; **Early Bird Special:** \$7,024 (register and pay by September 19, 2023)
- **9m<sup>2</sup> in-line booth space:** \$10,588; **Early Bird Special:** \$10,388 (register and pay by September 19, 2023)
- **9m<sup>2</sup> corner booth space:** \$11,263; **Early Bird Special:** \$11,063 (register and pay by September 19, 2023)

## Fee Includes:

- One-on-one meetings at the trade show
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

**Registration Deadline: November 19, 2023 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredients, Natural/Healthy Products, Organics, Retail Products

**Product Description:** Beverages and Juices, Breakfast Cereal, Canned and Process Seafood, Certified Halal Foods, Condiments and Sauces, Processed Fruit and Vegetables, Beef and Poultry, Meat Products, Nuts, Snack Foods and Sweets

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

## Activity Managers

**Georgia Dept. of Agriculture**  
Liz Danforth  
Business Development / Area  
Marketing Coordinator  
(512) 463-7591  
[elizabeth.danforth@agr.georgia.gov](mailto:elizabeth.danforth@agr.georgia.gov)

**Florida Dept. of Agriculture & Consumer Services**  
Whitney Lett  
Development Representative Supervisor  
(850) 617-7333  
[Whitney.Lett@FDACS.gov](mailto:Whitney.Lett@FDACS.gov)

**Texas Dept. of Agriculture**  
Nikki Jackson  
Program Director for  
International Marketing  
(512) 486-9317  
[Nikki.Jackson@texasagriculture.gov](mailto:Nikki.Jackson@texasagriculture.gov)

**Tennessee Dept. of Agriculture**  
Christina Slater  
Business Consultant  
(615) 837-5323  
[christina.slater@tn.gov](mailto:christina.slater@tn.gov)

**Global Event Coordinator:** Angelique Rhome, [Angelique@susta.org](mailto:Angelique@susta.org)

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

**Southern U.S. Trade Association**, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 [www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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