

Bahrain
Pavilion

@

Gulfood

13th - 17th February 2022

Sheikh Rashid Hall,
Dubai World Trade Centre

POST SHOW REPORT 2022

..... 8TH EDITION



PAVILION ORGANIZER

STRATEGIC PARTNER

SPONSORED BY



ألواني alwane

تمكين
Tamkeen

GULFOOD PROFILE

Gulfood is the world's largest annual food, beverage and hospitality exhibition which attracts F&B professionals from all over the world. It is a hub for international trade and commerce. Gulfood is a good opportunity for food companies to learn about the great innovations that will reshape the food sector, the trends that will turn into standards in the future, learn from the giants of the industry and the most prominent innovators, learn about the right path concerning the future of sector and how to prepare to cope with it, In addition to entering into fruitful business deals and partnerships.



WHERE THE WORLD CAME TO
CONNECT, CREATE CHANGE

SECTORS PRESENT

Gulfood 2022 saw a landmark edition that united the food and beverage communities from around the world to not only mobilise global food trade, but also shape a more resilient, future-forward industry.



BEVERAGES



DAIRY



FATS & OILS



MEAT & POULTRY



PULSES, GRAINS,
& CEREALS



POWER
BRANDS



WORLD
FOOD

10,000

Square Feet

4,000

Exhibitors
From 190 Countries

120

Number of
National Pavilions
at Gulfood

120,000

Number of Visitors

PAVILION INFORMATION



▶ EVENT NAME	Bahrain Pavilion @ Gulfood 2022
▶ EDITION	8th Edition
▶ DATES	13th -17th February 2022
▶ VENUE	Dubai World Trade Centre, UAE
▶ PAVILION SIZE	126 sqm.
▶ SHOW TYPE	Trade Show
▶ FREQUENCY	Annual
▶ WEBSITE	www.worksmartbh.com/gulfood
▶ NEXT EDITION	20th - 24th February 2023
▶ PAVILION ORGANIZER	WorkSmart for Events Management

PAVILION ORGANIZER



STRATEGIC PARTNER



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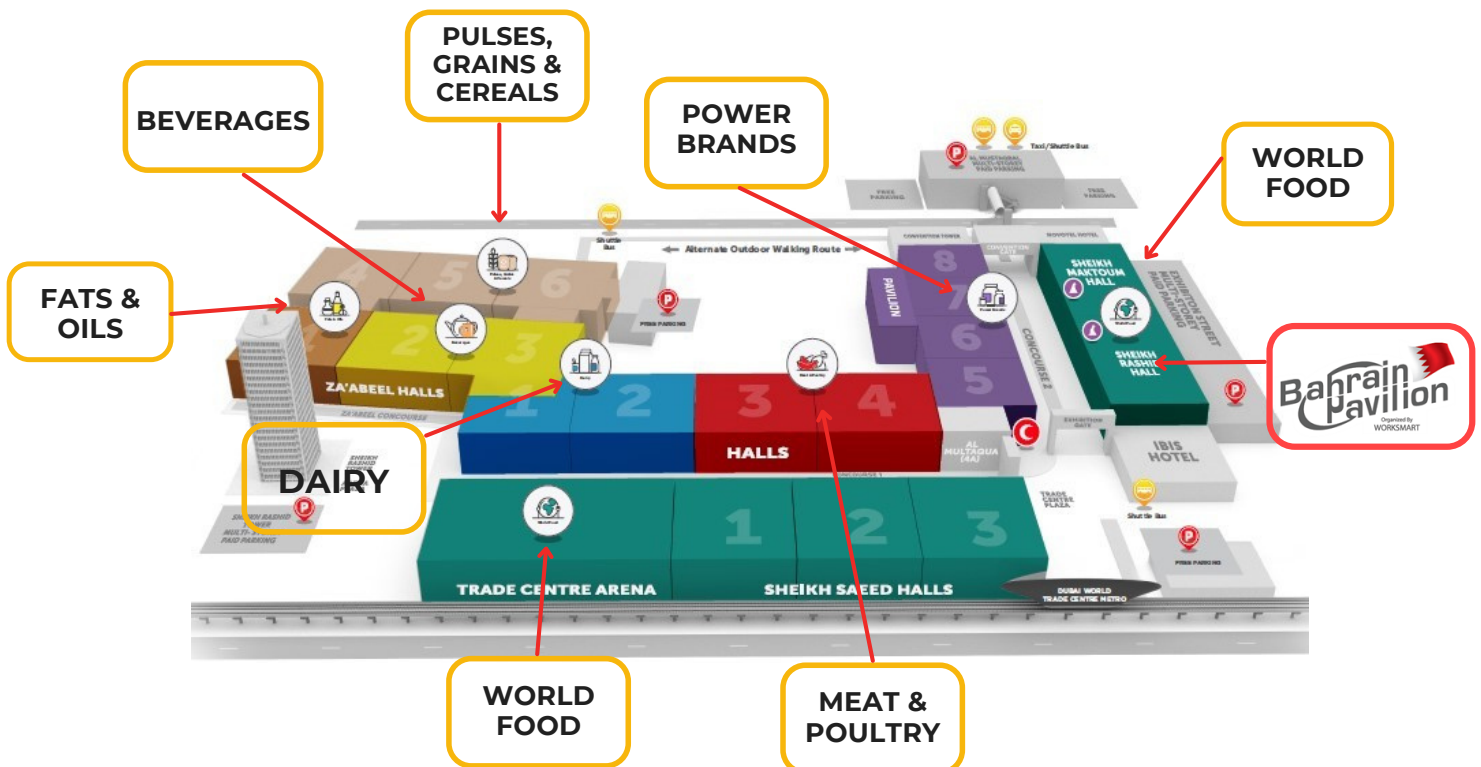
PAVILION INFORMATION

Bahrain
Pavilion

@

Gulfood

OVERVIEW OF DWTC



EXHIBITOR PROFILE

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Bahrain Pavilion @ Gulfood aims to open the doors for SMEs and Startups in the food industry from Bahrain to join the largest annual food trade show in the world for the purpose of improving the food industry in Bahrain through learning from leaders in the industry, accessing new markets, and being up to date with the latest trends in the industry.

11

LOCAL AND
INTERNATIONAL
EXHIBITING
COMPANIES

5

STARTUPS

66

BUSINESS
OWNERS &
STAFFS PRESENT



EXHIBITOR PROFILE

Bahrain
Pavilion

@

Gulfood

SATISFACTION INDEX

92%

RETURN OF
INVESTMENT

99%

WILLING TO
PARTICIPATE AGAIN

100%

SUCCESS RATE



PRODUCTS SHOWCASED

.....

Bahrain
Pavilion

@ *Gulfood*



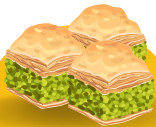
DAIRY PRODUCTS



**FOOD PACKAGING
PRODUCTS**



**JUICES AND
ICE CREAM**



**TRADITIONAL
FOOD AND SWEETS**



BEVERAGES



**SNACKS AND
CHIPS**



**ARABIC TEA
AND COFFEE**



**GROCERIES
FRESH & FROZEN
FOOD**

**AND
MORE**

PARTICIPATING SMES



INTERNATIONAL EXHIBITOR

PARTICIPATING STARTUPS



STARTUP SECTION



Startup section was sponsored by Tamkeen. Five startup Bahraini companies joined in the Bahrain Pavilion @ Gulfood 2022 to kick-start their business and met new clients especially prospect investors.



SPONSORED BY

تمكين
Tamkeen

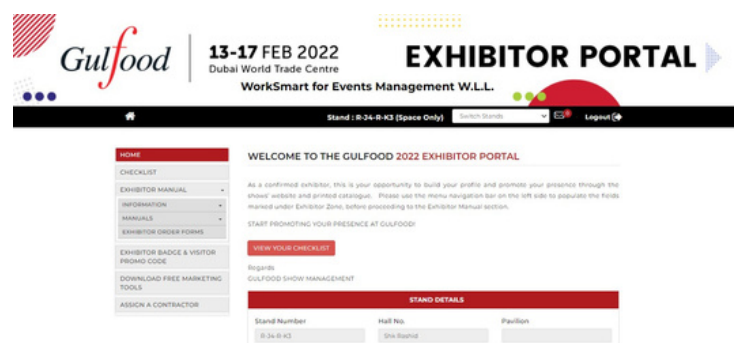
MARKETING ACTIVITIES



MARKETING POWERPACK

As an online tool for exhibitor, this is where they build their profile and promote their presence through the show's website and printed catalogue.

Exhibitors Listing – upload company profiles, logos, and new product launches online.



Complimentary Tickets – an online 5-day free ticket to invite their customers, partners, and other VIPs to visit them during Gulfood week.

GULFOOD MOBILE APP

An online tool for exhibitors. This was provided to exhibitors in the Bahrain Pavilion. The objective of this mobile app is to allow exhibitors to connect with visitors to the shows, send and receive meeting requests.



Plan ahead and schedule your meetings before the show

DOWNLOAD MOBILE APP



MARKETING ACTIVITIES



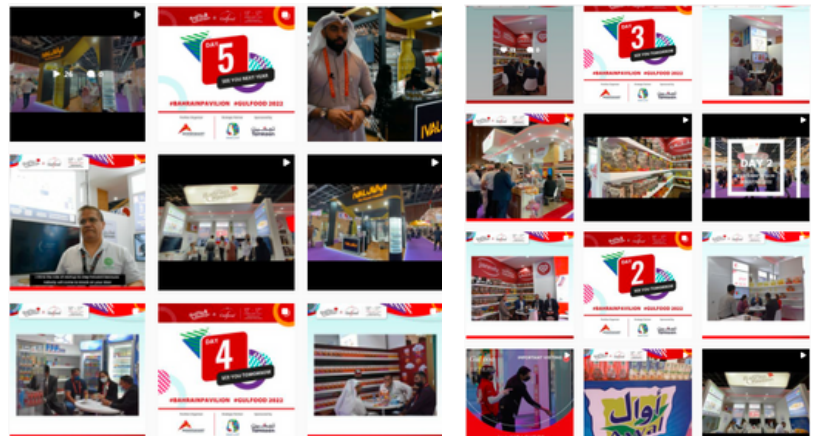
EMAIL CAMPAIGNS

Email campaigns were being broadcast as early as 3 months before the event which continued until the event is concluded. Content includes invitation to join, mentioning of exhibitors, partners, and sponsor, as well as the benefits & advantages of participating and the event details



SOCIAL MEDIA CAMPAIGN

Social media is one of the marketing tool to promote the participation of Bahrain Pavilion at Gulfood 2022. All exhibitors, sponsor, partners, press releases, and event details were being broadcast and also event registration and updates was announced in all social media platforms.



NETWORKING ACTIVITIES



PHOTO AND VIDEO COVERAGE

The event's photographer and videographer was available from the set-up day until the last day of the show. Action shots which include the business matching, signing agreements, and all other essential activities were prioritized. Exhibitor interviews were also made which addressed the exhibitor's commentaries on the event as a whole. Daily video highlights were provided and shared as well.



NETWORKING ACTIVITIES



2022 EVENT SCENES



Bahrain Pavilion companies had a fair share of inquiries and business opportunities during the event



Visitors of the Bahrain Pavilion seem very satisfied on how the products and services are highlighted during the event



Senior Management of the Bahrain Pavilion together with the Strategic Partner, Alwane Bahrain, gathered together for a business meeting and discussed how the exhibition exceeded their expectations.

MEDIA EXPOSURE

البلاد business@albiladpress.com

متخصصة بتصنيع منتجات تغليف المواد الغذائية

"ديكو البحرين" تعتزم المشاركة بالجناح البحريني في "جلفود"

الوطني في معرض "جلفود" إلى تعريف الكثير من العملاء العالميين على منتجات شركة ديكو عالية الجودة. إضافة إلى فتح المزيد من الأسواق الخارجية الإقليمية والعالمية لمنتجاتها. ومن المرتقب أن يشارك في معرض "جلفود" هذا العام نحو 5000 شركة تصنيع وتجارة غذاء حول العالم، وأن يستقبل أكثر من 100 ألف زائر من 200 دولة حول العالم، وهذه هي المشاركة التاسعة للجناح الوطني البحريني في المعرض، ويقوم بتنظيم الجناح الوطني البحريني شركة وورك سمارت بشراكة استراتيجية مع جمعية الوائى البحرين.

رقائق الألمنيوم وورق التغليف وإنتاج أوعية حفظ الأطعمة من الألمنيوم والعديد من المنتجات تحت العلامة التجارية "دانة" ذائعة الصيت في الأسواق الخليجية. وتمثل هذا المشاركة فرصة كبيرة أمام "ديكو البحرين" لإبراز منتجاتها أمام الزائرين والعارضين من مختلف دول العالم بالإضافة لمشاركة التجارب والخبرات وبناء علاقات عمل بناءة مع الشركات العالمية والتعرف على التوجهات العالمية الحديثة في مجال تصنيع مواد تغليف الغذاء. كما ترمي الشركة من خلال حضورها في الجناح البحريني

ديكو
Deeko
BAHRAIN

أعلنت شركة "ديكو البحرين" المتخصصة في تصنيع منتجات تغليف المواد الغذائية عزمها المشاركة في الجناح الوطني البحريني في معرض "جلفود"، أكبر معرض للأغذية على مستوى الشرق الأوسط يقام خلال الفترة من 13 إلى 17 فبراير المقبل بمركز دبي التجاري العالمي. وتستعرض الشركة التي تأسست في مملكة البحرين العام 1986 من منتجاتها في مجال إنتاج

Bottled drinking water Ival launched in Saudi Arabia

By Nabeela
17 Feb, 18 per 2022



Ival, a high-quality bottled drinking water locally produced from underground water wells, in Saudi Arabia.

With its elegant packaging using modern colours, Ival water is produced in accordance with the highest global standards and specifications, using the latest equipment, locally and internationally, and innovative technologies as the ones used in Germany and Luxembourg.

The company does not only aim to become the largest bottled drinking water company in the Kingdom of Saudi Arabia and the Middle East, but it also aspires to excel in this sector by relying on a huge production capacity using its network of factories located all over the Kingdom of Saudi Arabia. Furthermore, the company adopts the highest quality standards in operation and logistics, through its cadres in customer service and delivery.

أخبار الخليج

العدد (١٦٠٣١) - السنة السابعة والأربعون - السبت ١١ رجب ١٤٤٣ هـ - ١٢ فبراير ٢٠٢٢ م

افتتاح جناح البحرين في معرض «جلفود» للأغذية بدبي غداً



○ أحمد عطية الله الحجيري.



○ عمار عواجي.

هذا العام نحو ٥٠٠٠ شركة تصنيع وتجارة غذاء حول العالم، وأن يستقبل أكثر من ١٠٠ ألف زائر من ٢٠٠ دولة حول العالم.

الطهات وعلماء الأغذية والمسؤولين الحكوميين وقادة القطاع الأكثر تأثيراً على مستوى العالم. ويشارك في معرض «جلفود»

والخبرات وبناء علاقات عمل بناءة مع الشركات العالمية والتعرف على التوجهات العالمية الحديثة في مختلف مجالات صناعة وتجارة الأغذية. من جانبه قال رئيس جمعية «الوائى البحرين» عمار عواجي إن قطاع صناعة الغذاء في البحرين بات من القطاعات الاقتصادية المتقدمة جداً والمهمة في تعزيز الاقتصاد الوطني، وأضاف أن المشاركة البحرينية في جلفود من شأنها إتاحة المزيد من فرص النمو أمام الشركات الوطنية من الساعية خلف الاستفادة من الصفقات التجارية وتحفيز الابتكار والتعرف على المحتوى الرائد لهذا الحدث الذي يجري بمشاركة أكثر

وينظم المشاركة البحرينية بمعرض «جلفود» كل من شركة «وورك سمارت» لتنظيم المعارض والمؤتمرات وجمعية «الوائى البحرين» بموجب اتفاقية بينهما تتعاونتان من خلالها على دعم وتسهيل مشاركة عدد من مؤسسات صناعة وتجارة الأغذية البحرينية في هذا المعرض. الرئيس التنفيذي لـ «وورك سمارت» أحمد عطية الله الحجيري قال إن المشاركة البحرينية في «جلفود» تمثل فرصة مواتية أمام شركات الأغذية البحرينية من أجل عرض منتجاتها أمام الزائرين والعارضين من مختلف دول العالم بالإضافة إلى مشاركة التجارب

يُفتتح غداً، ١٢ فبراير، في المركز التجاري العالمي بدبي الجناح البحريني بمعرض «جلفود» ٢٠٢٢، بمشاركة ١٠ شركات بحرينية، ويستمر المعرض حتى يوم الخميس القادم. والشركات البحرينية المشاركة في نسخة هذا العام من الجناح البحريني في «جلفود» ٢٠٢٢، هي أمالفي للأغذية، والبيان أوائل، وديكو البحرين، ومجموعة ترافكو، وجنتي، إضافة إلى جناح خاص بالشركات الناشئة يضم كل من مجموعة الدغيسي، ويلومفيلد القابضة، وقهوة ٣٦٠، ومراكش للزعفران، وشاي السوالف، وينظم قسم الشركات الناشئة في المعرض برعاية «تمكين».

MEDIA EXPOSURE



MAGAZINE VIDEOS ABOUT CAREERS CONTACT ADVERTISE WITH US LOGIN/REGISTER

Home > Others > 10,000 visitors to Bahrain Pavilion at Gulfood Exhibition

Others

10,000 visitors to Bahrain Pavilion at Gulfood Exhibition

February 16, 2022



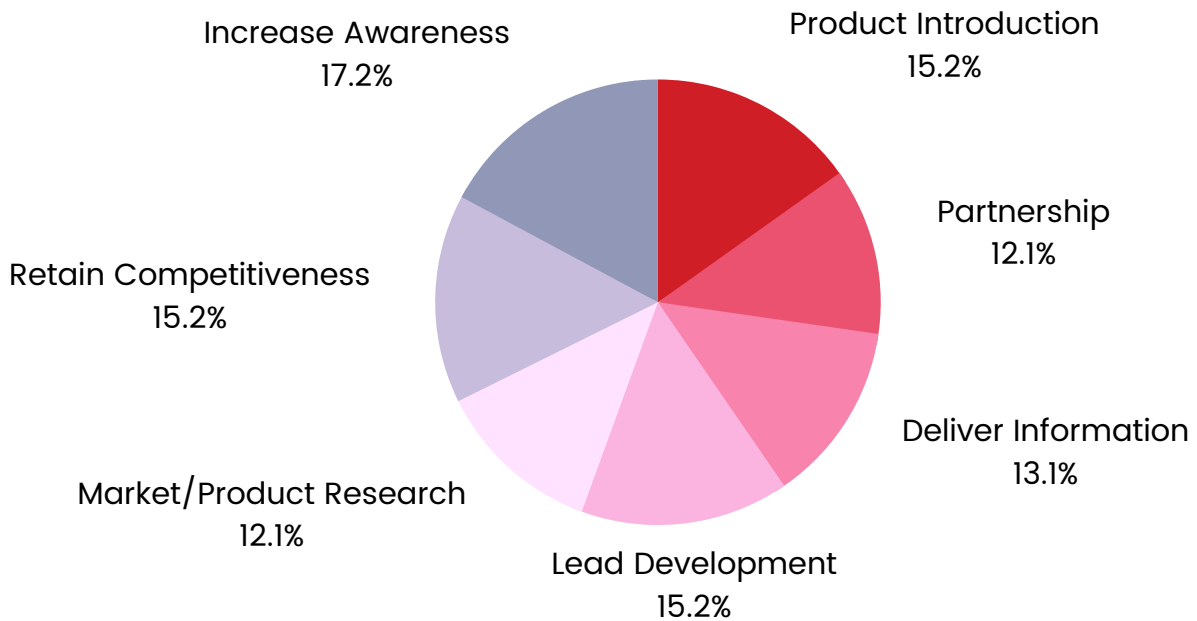
The Bahrain Pavilion at The Gulfood 2022 exhibition, currently being held at the Dubai World Trade Centre, received more than 10,000 visitors in the first two days of its opening. Visitors learned about the products offered by the pavilion's participating Bahraini food enterprises, which helps to promote Bahraini food products in foreign markets and facilitates commercial transactions between Bahraini firms and their counterparts in the region and throughout the world.



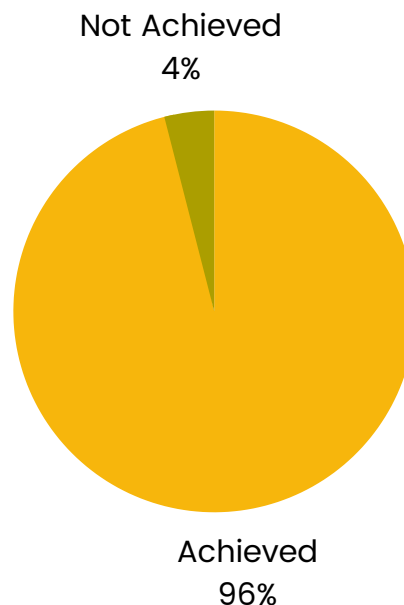
EXHIBITOR EVALUATION



Participating Objectives



Are your primary objectives achieved?

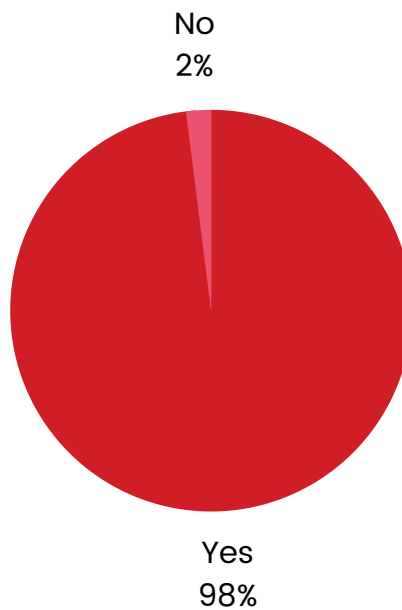


EXHIBITOR EVALUATION

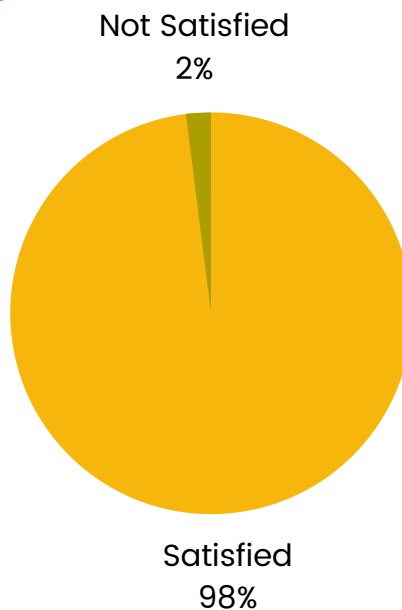
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Were you able to meet your targeted audience?



Gulfood participation
experience rating



EXHIBITOR EVALUATION

Bahrain
Pavilion

@

Gulfood

Are you willing to
participate in the next
Gulfood?



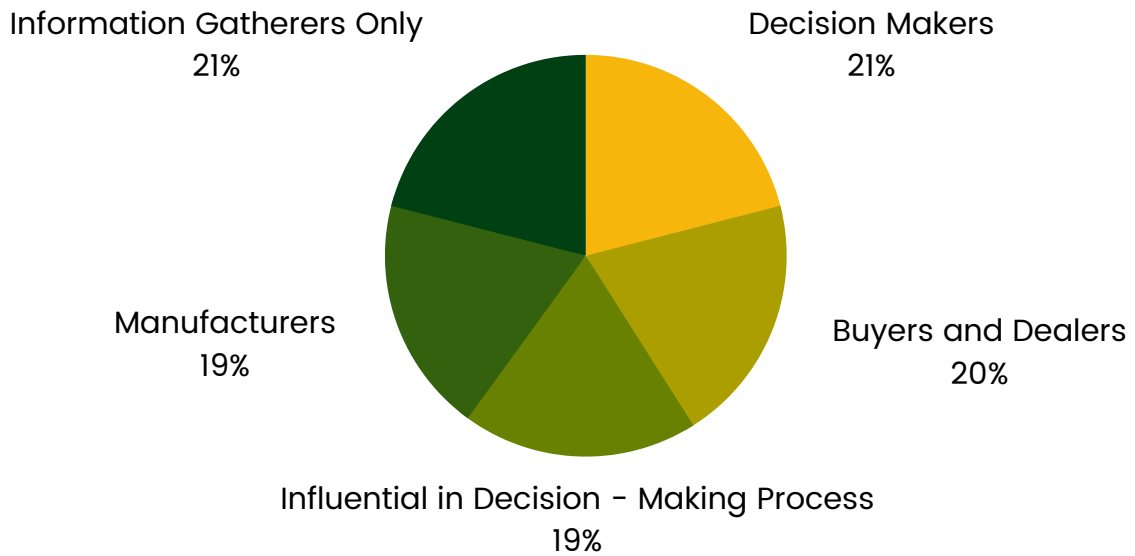
100%



VISITOR INFORMATION



Visitor Profiles



SOME OF THE VISITING COUNTRIES



UAE



Kuwait



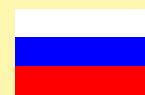
Saudi Arabia



Lebanon



Egypt



Russia



South Africa



Germany



India



Australia



Syria



Turkey



Thailand



Korea



Iran



France



Oman

TESTIMONIALS



Being part of the Bahrain Pavilion @ Gulfood for the first time gave us huge opportunity to promote our product and service. The show is great and beyond our expectations.

Wassim Farhoud
Managing Director, Amalfi Foods W.L.L



We are glad to be part of the Bahrain Pavilion @ Gulfood for 8 consecutive years! every edition has its own unique crowd and experience. This year we are able to meet our distributors and expand our production not only in GCC but also in other international countries.

Ganesh KV
Acting CEO, Awal Dairy W.L.L



Exhibiting in Bahrain Pavilion at Gulfood 2022 is an ideal platform to showcase our products and maximize our company exposure to a worldwide range.

Saleem Akbar
Export Executive, Deeko Bahrain W.L.L



It is our first time to be @ Gulfood, the show gave us the glimpse of diverse culture. It is also a great privilege to reach our target markets.

Omar Alkashami
Marketing Event Manager, IVAL Water

Bahrain
Pavilion

@

Gulfood

20th - 24th February 2023
Dubai World Trade Centre



**CONTACT THE TEAM TODAY
TO BOOK YOUR SPACE!**

ROSE ANN MANCERA

Project Coordinator

+973 1771 7200

roseann.mancera@worksmartbh.com

MUKTAR MIRZA

Sr. Manager Events

+973 3999 5962

muktar.mirza@worksmartbh.com

PAVILION ORGANIZER



WorkSmart is a specialized events development and management company that provides a comprehensive service to a wide range of clients across a variety of event activities at the local, regional, and international levels.

It was in the year 2002 when we took the first step in development of business events under the Gulf Future Business Brand. In 2007, we became the first organization in Bahrain to initiate the Bahrain Pavilion at GITEX, Dubai. After 11 years in the business, we finally initiated to launch Worksmart, a stand-alone company that solely focuses on development and management of business events. This transition aims to emphasize our strength and capabilities for planning, developing, managing, and organizing events.