

GULFOOD, DUBAI

16-20 February 2020

Key Sectors

Food and Drink

Closing Date:
20 September 2019

Taking Wales to the World



Llywodraeth Cymru
Welsh Government



Why Gulfood 2020?

Gulfood is the world's largest annual food and drink trade exhibition. The 2019 edition of the show was the largest to date, attracting more than 100,000 visitors from 200-plus countries seeking business opportunities and exploring the latest F&B products and innovation.

Participation Options and Cost

Food and Drink Wales will have a stand in the International Hall as well as having a stand in the Dairy Hall (positioned with the majority of the other British exhibitors).

We would like to invite companies to exhibit under the Cymru/Wales brand on the Full Stand package and invite first time overseas exhibitors to experience and dip their toe in the international market by having a reduced area on the stand.

The costs to exhibit under the Cymru/Wales brand have been subsidized by Welsh Government – see package options below:

The exhibiting, first time and export visit options are either:

Package A – Full Stand Exhibitor

Cost £5,499 (inc VAT) includes:

- Return flights and accommodation with breakfast for 2 people (1 delegate option available)
- Dedicated exhibition space on the Welsh Pavilion (min 6sqm stand). Larger stand requests will be considered
- Outward exhibition freight forwarding (limitations apply)
- Graphic panels and stand furniture
- Entry in show brochure and inclusion in marketing literature
- Exhibitor show passes (max 2 per company)
- Onsite support from Welsh Government and appointed contractors

Package B – First Time Overseas Exhibitor Only*

Cost £2,200 (inc VAT) includes:

- Return flights and accommodation with breakfast for 1 person
- Dedicated display pod on the shared showcase area on the Welsh Pavilion
- Outward exhibition freight forwarding (limitations apply)
- Dedicated support for preparations and mentoring at event
- Entry in show brochure and inclusion in marketing literature
- Exhibitor show pass (1 x Exhibitor show pass)

*Not available to companies who have participated previously on two occasions.

Package C – Export Visit

Cost £1,500 (inc VAT) includes:

- Return flights and accommodation with breakfast for 1 person
- Entry in show brochure and inclusion in marketing literature
- Exhibitor show pass (1 x Exhibitor show pass)

[Link to application form](#)