



# Gulfood



## Gulfood 2023

### TRADE SHOW EXHIBITION & TRADE MISSION

February 20-24, 2023 | Dubai World Trade Centre

Join the California Center for International Trade Development (CITD) for an opportunity to showcase \*qualified California consumer-oriented food/beverage products at the world's largest food and beverage trade show - Gulfood! This trade mission provides a limited opportunity for California companies to exhibit products and participate in pre-arrange business-to-business meetings.

#### Why Should I Attend:

- The CITD has secured a large presence (32 sqm) in a high-traffic area of the U.S.A. Pavilion.
- Meet and connect with top buyers and leverage the power of face-to-face meetings.
- Provides the opportunity to learn from industry leaders and peers.
- Major deals are signed at Gulfood.
- Do business in one of the world's safest and well-connected hubs for business travelers. Gulfood is organized by DWTC, with a proven track record of hosting the world's safest events during the pandemic.
- 48% of exhibitors used Gulfood as an entry point into the market.
- 60% of visitors expect to increase the value of their purchases.

#### For More Information:

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#### What Should I Expect?

- Showcase your products in a shared "California" themed exhibit space.
- Meet one-on-one with prospective buyers during business-to-business (B2B) meeting sessions.
- Valuable market research, including industry sector information and prospective buyer profiles.

#### Suitable Products Include:

- \*Consumer-oriented food/beverage products made up of 50% or more of a California specialty crop(s), excluding water.

#### Registration:

- \$2,500: Shared exhibit space with California delegation (6 companies)
- Includes hotel accommodations and group transportation.
- Airfare & expenses are not included.
- \$200: Digital catalog participation available.
- Register at: <https://tinyurl.com/gulfood2023>