

From 17 – 21 February 2025, the 30th edition of Gulfood will take place at the International Convention and Exhibition Centre (DWTC) in Dubai, United Arab Emirates. Orange Exhibition Management B.V. (OEM) organizes the NL Pavilions in Beverage, Dairy, Meat & Poultry and World Food. OEM acts as the exclusive agent of Dubai World Trade Centre for the Netherlands.

A new global chapter has unfolded in the future of food at Gulfood 2024. The biggest edition in Gulfood's history brought together over 5,500 leading food and beverage companies, showcasing 150,000+ new products from more than 190 countries. The impact of Gulfood transcends the immediate. It has redefined the boundaries of the F&B industry, fostering collaboration, innovation, and a shared vision for a better food future.

Participation in one of the NL Pavilions at Gulfood 2025

The costs for participation in one of the NL Pavilions are € 1,065.00 (excl. VAT) per m² of exhibition space. A compulsory insurance of € 178.00 is also calculated per participating company. An amount of € 505.00 must also be paid for the internet listing and € 300.00 for registration costs. These costs are imposed by the exhibition organization. After the deadline of 18 September the costs for stand space are € 1,165.00 (excl. VAT) per m² of exhibition space. This price per m² also applies to companies that do not pay the amount within the payment term.



DWTC has a strict policy regarding the admission of "**Chocolate and Hard Candy manufacturing companies**". These companies will **NO LONGER** get a place on editions of Gulfood. These companies **must** participate in ISM ME, which will be held from 24 – 26 September 2024 (together with Gulfood Green) in DWTC.

The enthusiasm for Gulfood is still enormous, everything is fully booked and there are long waiting lists. It is **NOT** possible to increase the m² for the blocks of the NL Pavilions and per company! New companies can register for a maximum of 9 or 12 m² (depending on the depth of the blocks per sector).

Given the limited space, applications will be honored in order of entry and availability of space. For the sectors Dairy, Meat & Poultry, we are sold out! For World Food just a few m² are available. Advice: just send in your application, filled out and signed by someone registered to do so and we will put you on the waiting list! The stand space allocated to you by OEM may differ from the m² you requested.

The conditions of participation, together with the registration form, can be found in the annex. In order to participate in this fair, you must complete the application form and sign it by an authorized representative within his/her organization who is registered as such with the Chamber of Commerce as authorized to sign. **If this is not met, the registration is not valid.**

Deadline for registration is **Thursday 20th June**. **So be on time, first come first serve!**

If you would like to receive more information about the NL Pavilion, please contact OEM, Caroline Cramer, telephone: +31 6 15371456, e-mail: cc@orange-management.com. We look forward to receiving your application.

Best regards,

Caroline Cramer
Managing Director