

# GLOBAL FOOD SHOW

معرض الغذاء العالمي

Empowering the Food Industry  
Insights, Innovation, Impact

9 - 10 December 2024

Gulf Convention Centre, Gulf Hotel  
Kingdom of Bahrain



ORGANISED BY

**GLOBAL  
CONNEXIONS**

Creating Opportunities  
Exhibitions | Conferences | Events

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Elevate your  
business and  
connect with  
leaders in the  
food and  
hospitality  
industry



GLOBAL  
FOOD SHOW  
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# Discover the future of food hospitality at the Global Food Show!

A B2B tradeshow focusing on the food, beverage, and hospitality industry in Bahrain. Aimed at promoting business growth and innovation, the event brings together industry professionals, suppliers, and experts to showcase the latest products, trends, and technologies. GFS provides a dynamic platform for networking, business opportunities, and knowledge exchange, serving participants to forge valuable connections and explore new markets. The Global Food Show aspires to elevate Bahrain's food and hospitality sectors, driving forward progress and excellence in the industry.



# Advisory Board

The Advisory Board for the Global Food Show aims to provide strategic guidance and industry insights, ensuring the event aligns with global industry trends and innovations. Comprised of experts and leaders in the food sector, the board plays a crucial role in shaping the show's direction, fostering collaboration, and enhancing its impact.



**Join Us in Shaping the Future of the  
Food, Beverage, and Hospitality Industry**

# WHY Global Food Show?



INCREASE BRAND AWARENESS



GENERATE SALES LEADS AND CLOSE DEALS



SHOWCASE PRODUCTS & SERVICES

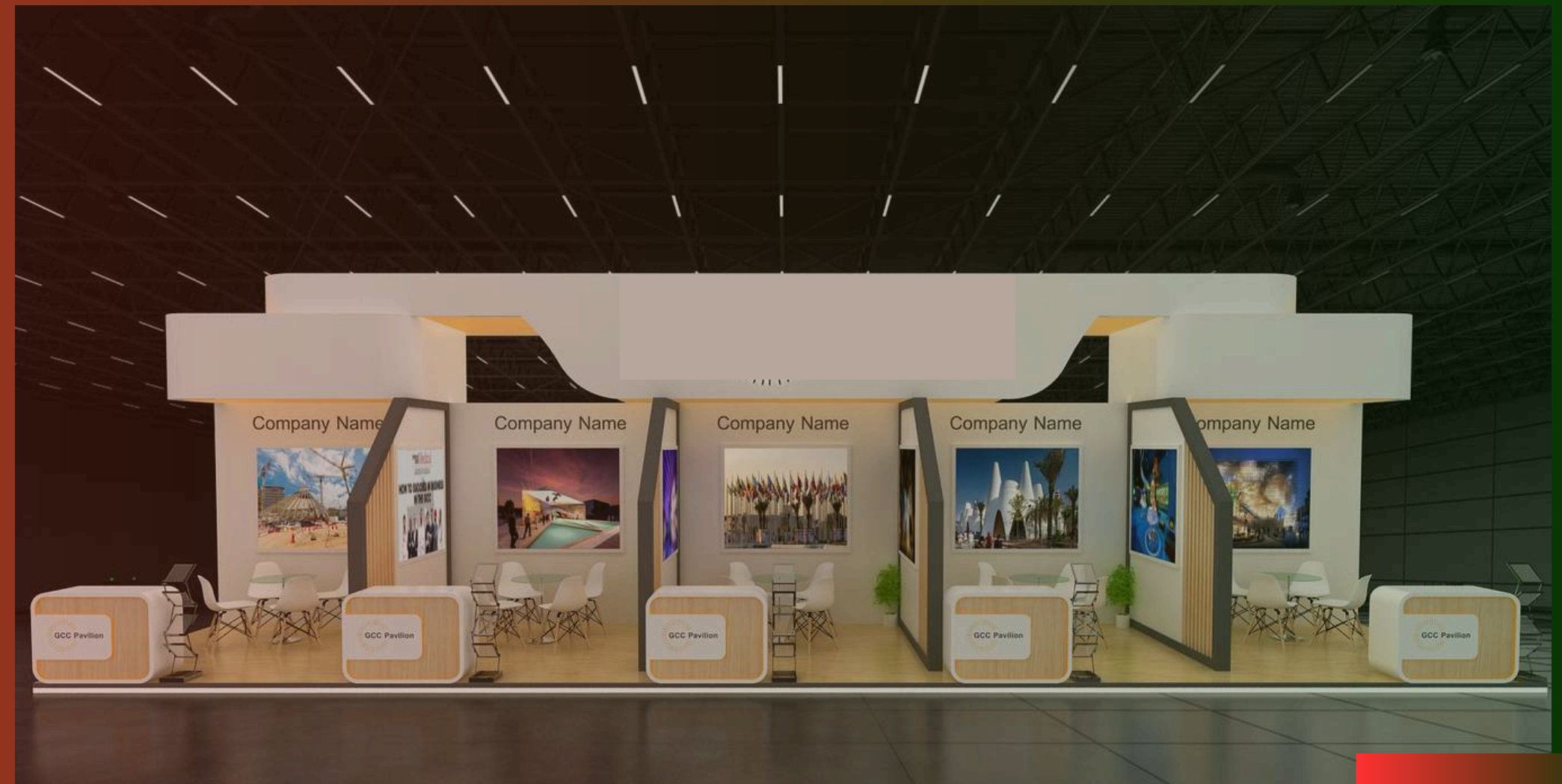


NETWORK WITH INDUSTRY PROFESSIONALS



LEARN ABOUT EMERGING TRENDS

The Global Food Show is your gateway to new opportunities in the food and hospitality sectors. This premier B2B expo and conference offers a platform for branding and driving business growth. Showcase your products and services to a diverse audience, including industry professionals, potential customers, and key suppliers. Engage with a dynamic network of stakeholders, explore new market trends, and forge valuable connections that can drive your business forward.



# EXHIBITOR PROFILE

**SHOWCASE YOUR  
INNOVATIONS AND  
CONNECT WITH  
TARGETED AUDIENCE**

AGRICULTURE & HYDROPONIC  
AQUACULTURE & FISHERIES  
BEVERAGES  
CATERING AND KITCHEN EQUIPMENT  
COFFEE, TEA, DRY FRUITS & HONEY  
FARMING MACHINERY & TECHNOLOGIES  
FINANCE SOLUTIONS  
FOOD PROCESSING TECHNOLOGIES  
FROZEN & PRESERVED FOOD  
GOVERNMENT ORGANIZATIONS  
GREENHOUSE & HORTICULTURE  
HALAL PRODUCTS

HOSPITALITY AND TOURISM SCHOOLS  
HOTEL AND HOSPITALITY TECHNOLOGIES  
HOTEL EQUIPMENT SUPPLIES AND  
SERVICES  
HOTELS RESORT AND SPA FACILITIES  
INGREDIENTS AND SEASONING  
LIVESTOCK & DAIRY  
ONLINE DELIVERY & CLOUD KITCHENS  
ORGANIC FOOD AND WELLNESS  
PACKAGING SYSTEMS & LOGISTICS  
POULTRY & EGGS  
START-UP COMPANIES





### **B2B NETWORKING**

MEET POTENTIAL BUYERS,  
DISTRIBUTORS, AND  
INDUSTRY PROFESSIONALS



### **EXHIBITOR SHOWCASE**

SHOWCASES A WIDE  
RANGE OF FOOD AND  
BEVERAGE PRODUCTS



### **INDUSTRY INSIGHTS**

INFORMATIVE CONFERENCE  
AND PANEL DISCUSSIONS LED  
BY INDUSTRY EXPERTS



### **CULINARY DEMONSTRATIONS**

LIVE COOKING  
DEMONSTRATIONS BY  
RENOWNED CHEFS

# **EXHIBITION FEATURES**

The Global Food Show features innovative food and beverage products, advanced culinary technologies, and sustainable practices. Attendees can explore cutting-edge industry trends, participate in live cooking demonstrations, and network with top professionals. The event promises valuable insights and opportunities for growth in the dynamic global food market.

# ECONOMIC CONTRIBUTION

## INDUSTRY REPORT



Bahrain's food industry is an important contributor to the country's economy, employing a significant number of people and generating revenue. The food industry in Bahrain is composed of various sectors, including food processing, food manufacturing, food packaging, and food service. The food processing sector is mainly focused on fish and seafood processing, while the food manufacturing sector is dominated by bakeries, dairy factories, and soft drink manufacturers. The food packaging sector is mainly composed of plastic packaging manufacturers, while the food service sector is primarily composed of restaurants, cafes, and catering companies.

## SECTOR GROWTH

In recent years, Bahrain has seen significant growth in its modern food industry, including food manufacturing, processing, and distribution. Bahrain has invested in modern technology and equipment to enhance the quality of its food products and improve food safety standards. The country's strategic location, competitive business environment, and strong infrastructure make it an attractive destination for international food companies looking to expand in the Gulf region.



## THRIVING SERVICE INDUSTRY



Bahrain also has a thriving food service industry, with a wide range of restaurants, cafes, and street food vendors serving traditional and international cuisine. The country is also known for its hospitality industry, which attracts tourists from around the world.

Bahrain's food industry has experienced significant growth and development over the years, driven by a combination of factors such as increasing population, rising disposable income, and growing tourism. The food industry in Bahrain is diverse, ranging from traditional Bahraini cuisine to international cuisine, with a mix of local and international food chains, restaurants, cafes, and bakeries.

In recent years, Bahrain has also seen a rise in the popularity of organic and locally-sourced food products, as consumers become more health-conscious and environmentally aware. This has led to the growth of small-scale organic farming and the establishment of farmer's markets in the country.



## ORGANIC FOOD DEMAND



# INDUSTRY REPORT


Bahrain's food industry is supported by a range of government initiatives, including policies that encourage foreign investment, infrastructure development, and the adoption of advanced technology. These initiatives have helped to create a favorable environment for food businesses to thrive in Bahrain.

PROMINENT  
GOVERNMENT  
ORGANIZATIONS  
ACTIVELY  
PROMOTING THE  
COUNTRY'S FOOD  
INDUSTRY



FOOD INDUSTRY IN BAHRAIN IS EXPECTED TO CONTINUE  
GROWING IN THE COMING YEARS, DRIVEN BY INCREASING  
CONSUMER DEMAND AND GOVERNMENT SUPPORT.

# FIVE REASONS TO ATTEND THE GLOBAL FOOD SHOW



Whether you're seeking to expand your network, stay ahead of industry trends, or find solutions to improve your offerings, the Global Food Show is the ideal platform.

Global Food Show - B2B tradeshow is designed to connect professionals, foster business relationships, and offer insights into market advancements. Discover new products, meet industry leaders, and gain valuable knowledge to enhance your business operations.

## **DISCOVER INNOVATIONS:**

Experience the latest trends and technological advancements in the food, beverage, and hospitality sectors.

## **NETWORKING OPPORTUNITIES:**

Connect with industry leaders, experts, and peers to expand your professional network and foster valuable business relationships.

## **EDUCATIONAL INSIGHTS:**

Attend Conferences and keynote sessions led by industry experts to gain actionable insights and stay informed about market developments.

## **PRODUCT SOURCING:**

Explore a wide range of products and services from top exhibitors, helping you find the best solutions for your business needs.

## **MARKET TRENDS:**

Stay ahead of the competition by understanding emerging trends and consumer preferences in the food and hospitality industries.

**AIRLINE OPERATORS**

**BAKERY & BARISTAS OWNERS**

**CAFÉ AND RESTAURANT OWNERS**

**CATERING MANAGERS**

**CONTRACT FURNISHING COMPANIES**

**DISTRIBUTORS**

**DUTY FREE OPERATORS**

**EDUCATION**

**EXECUTIVE CHEFS**

**F&B DIRECTORS**

**FOOD TECH**

**FOODIES**

# VISITOR PROFILE

**INDUSTRY**

**PROFESSIONALS**

**SEEKING LATEST**

**TRENDS IN FOOD**

**AND BEVERAGE**

**GOVERNMENT BODIES**

**HOSPITALITY**

**HOTEL MANAGERS AND OPERATORS**

**HOUSEKEEPING MANAGERS**

**HYPERMARKETS, GROCERY STORE**

**IMPORTERS / TRADERS**

**PROCUREMENT MANAGERS**

**RESORT AND SPA OPERATORS**

**RESTAURANT MANAGERS**

**SALES AND MARKETING MANAGERS**

**SUPPLIERS**

**WHOLESALEERS**



# GLOBAL FOOD SUMMIT

مؤتمر الغذاء العالمي

**Pioneering  
Innovation, Shaping  
the Future of Food  
and Hospitality**

The Global Food Summit, held alongside the Global Food Show, focuses on innovations in the food, beverage, and hospitality industry in Bahrain, fostering industry collaboration and growth.



# GLOBAL FOOD SUMMIT

مؤتمر الغذاء العالمي

## "Pioneering Innovation, Shaping the Future of Food and Hospitality"

The Global Food Summit, held alongside the Global Food Show in Bahrain, is a premier B2B conference dedicated to advancing the food, beverage, and hospitality industries. This dynamic conference will bring together industry leaders, innovators, and stakeholders to explore emerging trends, tackle current challenges, and drive future growth. With a focus on sustainability, technology, and market insights, the summit offers a unique platform for knowledge exchange and networking.

The Global Food Summit aims to address critical issues facing the food, beverage, and hospitality sectors, promote sustainable practices, and showcase cutting-edge innovations. By fostering dialogue and collaboration among industry experts, the summit seeks to inspire actionable solutions and drive industry advancement.

# GLOBAL FOOD SUMMIT

## مؤتمر الغذاء العالمي



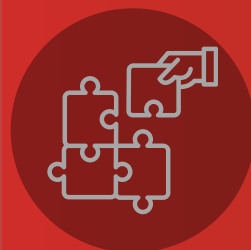
### Insightful Knowledge:

Gain access to cutting-edge information on industry trends, challenges, and innovations.



### Networking Opportunities:

Connect with key industry players, decision-makers, and potential partners.



### Strategic Insights:

Understand market dynamics and consumer preferences to better position your business.



### Practical Solutions:

Participate in workshops and discussions to develop actionable strategies and best practices.



# GLOBAL FOOD SUMMIT

مؤتمر الغذاء العالمي

Pioneering Innovation,  
Shaping the Future of  
Food and Hospitality

## CONFERENCE TOPICS



Sustainable  
Practices in Food  
Production



Technological  
Innovations in the  
Food & Beverage Sector



Future Trends in  
Hospitality  
Management



Consumer Behavior  
and Market Trends



E-commerce and  
Digital Transformation  
in Food Retail



Food Safety and  
Quality Assurance



Trends in Hospitality:  
Career for a Dynamic  
Industry

# MARKETING PLAN

## Target Audience

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Empowering the Food Industry: Insights, Innovation, Impact

GLOBAL  
FOOD SUMMIT  
مؤتمر الغذاء العالمي

Pioneering Innovation: Shaping the Future of Food and Hospitality

### Executive Summary

The Global Food Show is a premier B2B tradeshow focusing on the food, beverage, and hospitality industry. The event will be held in Bahrain, attracting industry professionals, exhibitors, and visitors. This marketing plan outlines the strategies and activities to attract visitors, maximize exposure, and ensure the event's success.



Investors and Entrepreneurs



Food and Beverage Industry Professionals



Hospitality Industry Professionals



Retailers and Distributors



Food Manufacturers and Suppliers



Chefs and Culinary Experts



Media and Press

### Objectives

- Attract 2,000+ visitors to the event.
- Generate significant media coverage.
- Establish the Global Food Show as a leading B2B event in the food and beverage industry.
- Engage and secure participation from key industry players and stakeholders.



# MARKETING STRATEGIES



Digital Marketing



Website Development



Online Advertising



Social Media Campaigns



Outdoor Advertising



Public Relations



Media Partnerships



Press Conferences



Video Marketing



Email Marketing



Blog Posts and Articles



Content Marketing

## About the Organiser

# GLOBAL CONNEXIONS

Creating Opportunities  
Exhibitions | Conferences | Events

### Who We Are:

We are an exhibitions and conference management company in Bahrain, helping businesses connect and grow worldwide.

### What We Do:

We organize impactful expos and conferences, providing businesses with platforms to network, collaborate, and showcase their innovations.

### Our Mission:

We aim to deliver world-class events that create business opportunities, encourage knowledge sharing, and advance industries globally.

### Our Vision:

Our goal is to be the top choice for connecting businesses worldwide through outstanding event management and valuable industry insights.

Follow us



**CONTACT US FOR MORE INFORMATION:**

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## About the Venue

**GLOBAL  
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The Gulf Convention Centre and Gulf Hotel in Bahrain are premier destinations for business and leisure. The Gulf Convention Centre offers state-of-the-art facilities, accommodating up to 2,000 delegates with its versatile spaces, including grand ballrooms and meeting rooms equipped with advanced technology. Strategically located in the heart of Manama, it offers convenient access to key attractions and the financial district, making it the ideal venue for conferences, exhibitions, and upscale events.