

# Report on Gulfood 2006

## The 11th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire



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### **1.0 Executive Summary**

CARD is an independent local Armenian foundation committed to becoming a prime agricultural service provider in the Caucasus that will lead to sustainable agricultural and agribusiness development in Armenia and in the Caucasus. Being a new organization established in April 2005, CARD is also the successor of the United States Department of Agriculture's Marketing Assistance Project (USDA/MAP) in Armenia and continues most of the USDA projects undertaken by MAP.

In addition, it pursues its own goals and activities to contribute to the development of rural areas in Armenia, and improve the competitiveness of agribusinesses in local and foreign markets

The food processing industry supports large communities of farmers and if it prospers, so will they. Therefore, prosperity can come only from expanding the current export markets and developing new ones.

Currently, most of Armenian exports is bound for Russia and other CIS countries. CIS markets do not demand high quality products and therefore, pay little for it. In some cases, processors have difficulty collecting on delivered goods as per their contracts with Russian buyers. As a consequence, activities in these markets perpetuate the practice of producing inferior products and does very little towards improving the economic status of the Armenian farmers.

Middle Eastern countries are logical new markets for Armenian food products because of their geographical proximity and culture similarities. In addition, most Arab countries have Armenian communities that can serve as stepping stones into these markets.

K. Harutyunyan traveled to Dubai, United Arab Emirates to visit the 11th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire, organized by Dubai World Trade Centre (DWTC) held from 19<sup>th</sup> through 22<sup>nd</sup> of February 2006.

Nine companies from Armenia participated and present their products at the show.

The U.A.E. depends heavily on imports to fill the gap between limited domestic food production and demand from a growing population base. Despite attempts to increase local production of food products in recent years the U.A.E. still imports an estimated 75-80 percent of its total food requirements.

**Locally processed foods are made primarily from imported ingredients. In many cases, Armenia may become one of the suppliers of those imported ingredients.**

## **2.0 Scope of Work**

This Report is a result of 7-day visit of Karen Harutyunyan, Senior Marketing Specialist of CARD to Gulfood-2006 trade show held in Dubai on February 18-24, 2006.

The main goal of the trip was to visit Gulfood -2006, establish contacts with regional traders and distributors, identify competitors, and conduct market assessment and retail price survey for cheeses and lamb.

Around thirty Armenian food catalogues were distributed to trade show visiting distributor and catering organizations as well as brokers. During the exhibition, Karen Harutyunyan assisted the companies as a translator in negotiations with visitors.

In addition, during the trip K. Harutyunyan attended Dubai International Food Safety Conference – 2006, the main topics of which were traceability, e-certification, import regulations and requirements.

### 3.0 Country Profile

#### Map of UAE



The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Its wealth is based on oil and gas output (about 30% of GDP), and the fortunes of the economy fluctuate with the prices of those commodities. Since the discovery of oil in the UAE more than 30 years ago, the UAE has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. At present levels of production, oil and gas reserves should last for more than 100 years. The government has increased spending on job creation and infrastructure expansion and is opening up its utilities to greater private sector involvement.

#### 3.1 Major Economic Indicators

-	2004	2005	2006 Forecast
Population (million)	4.3	4.7	n.a.
GDP (US\$ billion)	103.1	118.4	n.a.
Real GDP growth (%)	7.4	6.7	4.2
GDP per capita (US\$)	23,870.0	25,190.0	n.a.
Inflation (%)	4.4	6.0	4.5
Exports (US\$ billion)	82.7	102.3	n.a.
<i>Growth (%)</i>	23.0	23.7	n.a.
Imports (US\$ billion)	54.2	60.2	n.a.
<i>Growth (%)</i>	18.0	11.1	n.a.
Exchange Rate (US\$ 1 = dirhams)	3.67	3.67	3.67

### **3.2 Recent Developments**

- The surge in oil prices has substantially strengthened the UAE economy. While UAE's oil industry has received a boost, demand for re-exports from its neighboring countries has also strengthened its trading activities.
- The UAE government endeavors to further diversify its economy. While investing in the downstream oil industry such as petrochemical production, the government renders strong support to its non-oil sectors, with a visionary plan to turn the country into a regional commercial centre, covering trading, tourism, finance, information technology and media.

### **3.3 Current Economic Situation**

The oil sector continues to play an important role in the UAE economy, representing more than one-third of its GDP. High oil prices have therefore given the UAE economy a boost. In addition to exporting crude oil, the UAE continues to invest heavily in the development of its petrochemical industry. The major strategy of the UAE, however, is to diversify its economy by developing trading, financial and technological industries as well as tourism. Dubai is already a well-known trading hub in the region. In 2005, the UAE economy is estimated to grow by 6.7%.

Endowed with abundant petroleum and gas reserves, Abu Dhabi contributed to almost 60% of the UAE's GDP. Other emirates with stronger role in the national economy include Dubai and Sharjah. There are economic specialisations among different emirates: Abu Dhabi in energy-based industries; Dubai in commercial and financial services, telecommunications, tourism and trading; Sharjah in light manufacturing; and the northern emirates in agriculture, quarrying and cement manufacturing. In the coming years, Abu Dhabi will concentrate on the development and manufacturing of hydrocarbons and other petrochemicals. It will also accelerate the pace of private participation in government projects, such as infrastructure. Meanwhile, Dubai will speed up its economic diversification, developing the emirate's trading, tourism, media, shipping, and financial and commercial services.

Indeed, tourism in the UAE, particularly Dubai, has made remarkable achievements over the past decade. For example, Dubai's shopping festival (normally held in March and April) attracts more than one million visitors to the emirate. From 1999 to 2004, the number of Dubai's hotel guests had doubled to 5.4 million.

As part of its diversification initiatives, the UAE government makes great effort on developing its free zones. Today, there are 13 free zones in operation in the country. Many of them have specialised themes, for instance, in IT, media, finance, gold and jewellery and healthcare. To encourage foreign participation, 100% foreign ownership of companies is allowed in free zones. Among the free zones, Dubai's Jebel Ali free zone (JAFZ) is the largest one. Today, more than 4,000 business entities from over 100 countries are represented in JAFZ.

The UAE currency, i.e. dirham, remains sound, reflecting the public's confidence in its peg to the US dollar at Dh3.671 : US\$1. This is largely due to the build-up of current-account surplus in addition to substantial official and unofficial foreign reserves.

### 3.4 Trade Policy

The UAE is a member of the World Trade Organisation (WTO), and maintains a rather liberal trade regime. Imports are subject to few controls except for the import of arms and ammunition, alcoholic beverages, agricultural pesticides, narcotics and pork products. Israeli goods are also prohibited. There are no exchange controls in the UAE. However, all importers have to apply for a licence, and an importer can import only those goods specified in the licence.

Customs duty is calculated on the CIF value at the rate of 5%. Imports of all intoxicating liquors will be subject to a 50% customs duty on their CIF value, while the rate for tobacco products is 100% of the CIF value. CIF value will normally be calculated on the value declared on the commercial invoices covering the relative shipment, but Customs is not bound to accept the figures shown, and may set an estimated value on the goods, which shall be final, as far as the duty is concerned.

There is no specific labeling requirement on goods in general, but food labels have to contain product and brand names, production and expiry dates, country of origin, name of the manufacturer, net weight in metric units, and a list of ingredients and additives in descending order of proportion. All fats and oils used as ingredients must be specifically identified on the label. Labels should be in Arabic, or both Arabic and English.

The tie between the UAE and its fellow members of the Gulf Co-operation Council (GCC) -- Bahrain, Kuwait, Oman, Qatar and Saudi Arabia -- is strong. In November 1999, the GCC agreed to form a customs union. The customs union took effect from 1 January 2003.

**The accord establishes a single tariff of 5% on 1,500 imported items from non-member countries. It also provides a list of other essential items that can be imported duty-free. Under the accord, goods imported into the GCC area can be freely transported subsequently throughout the region without paying additional tariffs.**

**Imports partners:** China 10%, India 9.8%, Japan 6.8%, Germany 6.5%, UK 6.2%, France 6.1%, U.S. 6% (2004)

## 4.0 Gulfood 2006

### 4.1 Background Information

The 11th Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire, organized by Dubai World Trade Centre (DWTC), was held at the Dubai International Convention and Exhibition Centre (DICEC) from 19<sup>th</sup> through 22<sup>nd</sup> of February 2006.

In recent years, the Middle East has become one of the most important food and drink markets in the world. The region as a whole is home to more than 237 million consumers with a GNP in excess of USD 1.4 trillion. In addition, residents of the UAE and other Gulf states spend USD 9.5 billion annually on foods consumed outside their homes.

According to statistics from the World Bank, the GCC's annual food imports alone exceeded USD 12 billion in 2004. More than 90 percent of the region's food and beverage needs are imported. When the associated value of equipment, expertise and hospitality is added in, it represents one of the largest areas of economic growth in the region.

Not surprisingly, with such significant opportunities for business development on offer, Gulfood has become the largest food show of its kind in the region.

Last year's show saw exhibitor numbers increase by 15%, the number of national pavilions jump by 50 percent and visitors more than double over the previous edition. This has prompted the organizers to respond to the growing market demands by increasing the frequency of the show making Gulfood an annual event as it was previously organized once per two years only.

The trade show is considered a must for local, regional, and international professionals from the food and beverage, hotel, technology, catering, foodservice, supermarket, equipment, and restaurant sectors. More than 30,000 trade visitors from over 120 countries attended the exhibition.

With exhibitors from more than 70 countries, new national groups on the food side include Denmark, Serbia and South Africa together with Austria, Cyprus, Greece, Korea, Taiwan and USA joining Gulfood for the first time in the equipment section.

### 4.2 Armenian Companies in the Gulfood 2006

Armenian companies presented their products in the Gulfood 2006 as well. The participation of nine Armenian companies was sponsored by DAI-ASME on 50 % cost sharing basis. In addition, DAI-ASME was presented by its own booth.

The following companies were present in the Expo:

No.	Company name	Brief profile	Products	Contacts
1.	Akvatekh	Fish breeding, processing company	Chilled, smoked, frozen, pickled fish and caviar	Yerevan, RA 1 Kajaznoui Str. Tel.: 572256
2.	Arega	Cannery	Tin cans, tomato paste and jam in metal cans, tomatoes with their juice	Kotayk Marz, Jrvezh tel.: 634834, 646236

3.	Armen-Hamik Yeghbairner JV Co. Ltd	Coffee processing company	Coffee, instant coffee, instant coffee mix 3 in 1 with creamer, cocoa powder, ice-fruit tea.	Geghashen Village, Kotayk Marz. Tel.: 222 22231
4.	Ashtarak-Kat	Dairy products, jams and confiture under brand "Legends of Armenia"	Sour-cream, plain and flavored yoghurts, jams and confiture	Agarak Village, Aragatsotn Marz Tel.: 10 245430
5.	Golden Spring LLC	Exclusive distributor of "Noyan" juices, canned vegetables and preserves in the Middle East.	Juices, canned vegetables and preserves	P.O. Box 84762, Dubai, UAE. Tel.: 9714 2674338
6.	Hagenas	Food additives and supplements	Apricot tablets, sea-buckthorn and pumpkin seed oils and extracts	Artashat, Ararat Marz, 21 Ogostosi 23 str., apt. 48 Tel.: 10 466 466
7.	Rafael Contini Trading Company	Established in 1998, involved in production of ground coffee, 90% of production is exported to Georgia	"Rio Grande" ground coffee	5/3 Miasnikyan Str., Yerevan Tel.: 10 442810
8.	Sis Natural	Manufacture of natural juices and canned vegetables	Juices and canned vegetables	Yerevan, 2 Mamikonyants St. Tel.: 10 233336
9.	Waterlok	Manufacture of "Aparan" spring water, "Armenia" mineral water, preforms and PET bottles	Bottled spring water	Yerevan, Fuciki St. 27 Tel.: 10 392461

The Armenian companies were displaying the products in Armenian pavilion and in nicely designed and arranged booths. Overall, almost all companies were satisfied by the results of the exhibition, though some of them were first time displaying their products overseas. More detailed information on outcomes of Armenian companies' participation in the exhibition is available in the report of Samvel Shahbazyan, business advisor of DAI-ASME.

On the last day of the event, the US Ambassador to Armenia John Evans visited the exhibition and approached to each booth in the Armenian pavilion to express his interest in the achieved successes.

### **4.3 Dubai International Food Safety Conference – 2006**

The Food Safety Conference was devoted mainly to three topics, which are traceability, e-certification, import regulations and requirements.

Food safety and marketing regulations specialists from Canada, Australia, New Zealand, Saudi Arabia, Bahrain and U.A.E. had presentations on the following issues:

1. *Food Import and Export Procedures in UA.E.*, presented by Mr. Kh. Al Awadi, Assistant Director of the Public Health Department & Head of the Food Control Section, Dubai Municipality
2. *Food Safety and Problems associated with Food Trades*, presented by Dr. Abdulla Ahmed Abdulla Ali, Chief of Food Control Section, Public Health Directorate, Bahrain includes certification form (see appendix I, II, etc.)
3. *Importance of Traceability in the Food Industry*, presented by Mr. Norman Cheesman, Director of Can-Trace, Canada
4. *Electronic Certification System for Animal Products Trade - The New Zealand Example*, presented by Dr. Peter Gollan, Senior Program Manager, Market Access, New Zealand Food Safety Authority
5. *Food Safety System in the Dairy Industry*, Dr. Anne M. Astin, Chief Executive Officer, Dairy Food Safety, Victoria, Australia
6. *International Food Laws and Regulations*, Mr. Syed Amjad Ali, Codex Commission
7. *Food Safety System in the Meat Industry*, Ms Heather Haines, Senior Scientist, Department of Primary Industry Research Victoria, Australia
8. *Food Safety Challenges in the Middle East (with emphasis on the Gulf Region)*, Dr. Vincent Hegarty, Dean of College of Food and Agriculture, U.A.E University

The acquired knowledge was useful and applicable while developing our strategies for entering the Dubai market. All the materials of the seminar are available for further use of CARD employees.

## **5.0 Food Marketing Regulations**

### **5.1 Food Law Overview**

The United Arab Emirates (UAE) is a member of the Gulf Cooperation Council (GCC), which includes: Bahrain, Kuwait, Oman, Qatar and Saudi Arabia.

GCC member states continue to work towards harmonizing their food import standards with international standards, such as CODEX and OIE.

In 1993 the GCC ratified Gulf Standard (GS) 150/1993, Part I that established shelf-life standards for 118 products. This was the first major effort towards harmonizing food regulations GCC-wide.

For the most part, local regulations are based on GCC standards, when available. In the absence of GCC approved standards, in the UAE the General Secretariat of Municipalities (GSM) and the newly established “Emirates Standards & Measurements Organization” (ESMO) set the food safety regulations jointly. These regulations are

usually based on recommendations made by the National Food Safety Committee (NFSC) on food related matters and by the Veterinary Committee (VC) on meat and poultry related matters.

The National Food Safety Committee (NFSC) consists of:

- Two representatives each from Abu Dhabi, Dubai and Sharjah municipalities;
- One representative each from the remaining five municipalities of the UAE;
- One representative each from the Ministries of Foreign Affairs, Economy & Industry, Agriculture & Fisheries (Agriculture Section) and Health;
- The Secretary General of the GSM;
- One representative from ESMO; and
- One representative from Al Ain University.

The Veterinary Committee (VC) consists of:

- One representative from the veterinary section of each eight municipalities of the UAE;
- One representative from the (Animal Wealth Department, Ministry of Agriculture and Fisheries).

The health department of each municipality is responsible for enforcing food safety standards on locally produced and imported foods through its food control section. While information is shared between municipalities, they operate independently. The municipalities of Dubai, Abu Dhabi, and Sharjah are the major entry points for imported food products, in descending order of trade volume and value.

Food products are regularly inspected at time of import, at production facilities and at point-of-sale. Fines are levied and products destroyed for severe violations. Imported and locally produced food products are subject to the same food safety regulations and labeling requirements. At present there are no environmental laws regulating food product packaging.

The UAE is a growing market for high value food products. Food is imported from more than 90 countries. The country is free trade oriented but does apply several non-tariff trade barriers in addition to the unified customs tariff, a major change in the country's previous position. It is very active in the re-export of food products to neighboring countries with more than 50 percent estimated eventually re-exported. The major regulatory inconsistencies which can be barriers facing Armenian suppliers include:

- I. Shelf life standards that is not science-based,
- II. Labeling of production and expiry dates on most food products,
- III. The requirement of at least one-half a product's shelf life is remaining at time of import.

In January 2003, the UAE implemented the "GCC Unified Customs Law and Single Customs Tariff" (UCL). The UCL established a unified customs tariff of five percent on practically all processed food product. Under the UCL, live animals, fresh fruit and vegetables, seafood, grains, flour, tea, sugar, spices and seeds for planting are exempt from any duty.

The UCL also established a single entry point policy. In other words, a product entering any GCC member market would pay the appropriate duty at point of entry into the GCC, and then be permitted duty free transit among GCC member countries. To date, however, not every GCC country has implemented the single entry point policy for a variety of reasons, including disparity of food control procedures, quality of health laboratories and procedures for dividing tariff proceeds among member countries.

For the most part UAE officials work with companies to ensure that food and agricultural imports are not unduly disrupted or delayed at port of entry. Their work could be greatly reduced by adding more transparency to the regulatory system thru proper notification to the WTO and thru public announcement of changes. The present practice of sending notice to only a few major trading houses is insufficient to meet the requirements of a country that is so integrated in the international trade arena. Such private notification tends to spur public question of the UAE regulatory establishment and its mandate. Further, actions taken this past year by public health officials that were based on international press reports, not domestic or international standards, raise additional questions regarding the country's commitment to its international obligations.

Therefore, because of changing regulations and the enforcement autonomy of each GCC member country, exporters are strongly encouraged to work closely with their importers to obtain pre-export label and product clearance.

## **5.2 Labeling Requirements**

For the most part, the UAE enforces the GCC regional "Gulf Standard" (GS) 9/1995 which regulates labeling of food. A major exception to this standard is that the UAE, so far, accepts English-only labels and does not enforce the Arabic-label requirement on food products. However, given this country is a major transshipment point to the rest of the Arabic speaking region, bilingual labels (e.g., Arabic/English) or Arabic stickers containing crucial label information is recommended. Once a unified GCC food standard is adopted and enforced, all products imported into a GCC member country would require a bilingual label.

Under current UAE regulations, a food label must contain the following information:

- Product and brand name;
- Ingredients in descending order of proportion;
- Additives using their "E" number (group names are accepted, see appendix B.);
- The origin of all animal fats (should be of Halal origin)\* ;
- Net content in metric units;
- Production and expiry dates (see below for details);
- Country of origin;
- Manufacturer's/exporter's name and address;
- Special storage and preparation instructions, if any.

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\* Note: usage of pork fat, as with all pork related products as ingredients, is restricted. Non-Halal meats are permitted import thru an exemption issued by the Director, Food Control Section of the municipality subject to certain restrictions such as to be sold to non-Moslems in designated establishments only

Labeling regulations apply to products shipped in bulk and institutional-sized containers. For example, bulk cartons of fresh fruits and vegetables must contain most label information, but need not carry production/expiry dates.

Labels for specialty foods, such as diet, health and baby foods, must contain detailed information about the product's vitamin and mineral contents, nutritive value per 100 grams and proper use and storage. For example, the U.S. nutritional panel is acceptable and may eventually be the basis for local nutritional labeling standards. There is no RDA labeling requirement.

Labels for pork and pork containing products must comply with general labeling requirements and must clearly state that the product contains pork. Food labels may not contain pictures of, nor may recipes list pork or alcohol. Alcoholic beverages and alcohol containing products can be imported but only through authorized importers and retail shops.

The U.A.E. enforces the GCC GS 150/1993, Part I, which regulates the shelf-life durations for approximately 118 food products. Under GS 150, production/expiry dates for selected products must be engraved, embossed, printed or stamped directly onto the original label or primary packaging at the time of production, using indelible ink. P/E dates printed on stickers is not an acceptable alternative. Only one set of P/E dates on the label is permitted. P/E dates must be printed in the following fashion, depending upon the shelf-life of the product:

- Day/month/year for products with a shelf-life of six months or less;
- Month/year for products with a shelf-life longer than six months.

Under the month/year format, the last day of the month is considered the expiry date. The month may be printed in numbers or letters. For example, both 3/03 and March 03 are acceptable formats.

The word "Production" or the letter "P" must precede the production date. The expiry date must be preceded by one of the following statements: "Expiration (date)"; "Use by (date)"; "Use before (date)"; "Sell by (date)"; "Valid until (date) from the date of production"; or the letter "E."

With few exceptions, a product must have at least one-half of its shelf life remaining at the time of import. Meat and poultry products must be imported within four months of their date of production, regardless of the length of their shelf life.

The following products are specifically exempt from expiration dates: salt, white sugar, dried legumes, dried vegetables, spices and other condiments, tea and rice. However, importers prefer to have such products labeled with production and expiry dates, as consumers tend not to be aware of this exemption.

Most major municipalities offer the following services to facilitate food product imports:

- Pre-shipment approval of food labels: Copies of labels can be sent (fax copies are acceptable) directly to inspection officials for review, free-of-charge. If approved, a notice will be issued to accompany the product and facilitate inspection at the time of arrival.
- Pre-shipment approval of products: Officials will analyze a product to determine compliance with food ingredient standards. Costs involved vary, depending on type of product and ingredients. Laboratory testing normally is required on first consignments to the UAE.

Occasionally, local health officials will permit the importation of food products with minor labeling infractions. Exemptions are granted on a one-time basis and the sale of such products usually is limited to institutional end users.

In view of the most nations now changing to accept/adopt the Codex Alimentarius and following the recommendations of the WTO, it is expected that the UAE will move in the future to adopt the Codex's labeling regulations.

### **5.3 Other Regulations and Requirements**

All imported food products must be accompanied by:

- A health certificate issued by the appropriate government agency in the United States, attesting to the product's fitness for human consumption;
- A Halal slaughter certificate issued by an U.A.E.-approved Islamic Center must accompany all meat and poultry products,
- Bill of Entry or Airway Bill;
- Packing list.

The UAE Embassy or one of delegates in the United States must notarize health and Halal slaughter certificates.

There are no special packaging or container size requirements for food products. The UAE does not allow the importation of irradiated food products. A radiation-free certificate is required for food products from Europe and Asia.

There are no specific requirements for imported food samples. Samples for food shows and other promotional events are routinely exempt from local labeling and shelf life requirements. Product samples must be clearly marked as samples and accompanied by a statement claiming that they are not for sale.

Since 1998 the U.A.E. has levied a commercial invoice legalization fee (equivalent to 1 percent of the consignment value) on all imported products. The fee can be paid at the U.A.E. Embassy/Consulate in the United States or in the U.A.E. upon arrival. Products will not be released from Customs until the fee is paid.

## 5.4 Import Procedures

The U.A.E. boasts some of the most modern air and seaport facilities in the world. Food shipments usually are off loaded, inspected by health officials and cleared through customs within hours of arrival at port. (Dubai ports are the primary entry points for food products.)

Every food shipment is subject to visual inspection upon arrival to ensure compliance with label and shelf life regulations. Shipments are subject to random laboratory analysis. Baby foods and edible oils are subject to 100 percent sampling. Other food products are sampled in accordance with the sampling policy manual, which sets out the frequency of sampling based on food type, brand and country of origin. A consignment undergoing laboratory analysis is stored under bonded warehouse selected by the importer, within the same emirate of arrival. Laboratory results are generally known within 5-10 days. New-to-market food products are subject to thorough laboratory analysis. Once cleared, they are subject to random sampling as are other food products on the market.

A product will be rejected if found unfit for human consumption or if non-compliant with label requirements. In either case, the product would be destroyed by the local municipality or re-exported to the country of origin within 30 days, at the importers discretion. Products not conforming to label requirements may be permitted to be re-exported to a third country (non-GCC). Fines may be imposed, depending on the severity of the violation.

A product rejection may be appealed to the Health Department having jurisdiction over that port. A special committee within the municipality will review the petition and issue a final decision normally within a few days to one week. The committee's decision is final.

In case of a minor label infraction, a shipment may be permitted entry on a one-time basis for limited sale, i.e., to institutional end-users only. A major infraction, such as improper labeling of products containing pork or tampering with P/E dates, is severely punished, particularly those infractions discovered after import. Such products are automatically banned from import, usually for several months, and the brand name and importer is often reported in the press.

## 5.5 Major Regulatory Agencies

Federal Government Contacts:

- |   |                            |
|---|----------------------------|
| □ H. E. Jassim M. Darwish, Secretary General  | Oversight of National food |
| □ Mr. Obeid Bin Essa Ahmed, Assistant Sec. General<br>General Secretariat of U.A.E. Municipalities<br>P.O. Box 5665<br>Dubai, U.A.E.<br>Tel: (9714) 223-7785; Fax: (9714)223-6136<br>E-mail: <a href="mailto:gsmdxb@emirates.net.ae">gsmdxb@emirates.net.ae</a> | Safety Committee           |

- |   |                                    |
|---|------------------------------------|
| <ul style="list-style-type: none"> <li>□ Mr. Waleed Bin Falah, Director General<br/>Emirates Authority for Standards &amp; Metrology<br/>P.O. Box 2166<br/>Abu Dhabi,<br/>Tel: 9712/671-1110; Fax: 9712/671-5999</li> </ul>               | Standards and specification issues |
| <ul style="list-style-type: none"> <li>□ Mr. Abdullah Sultan<br/>Director, Animal Wealth Department<br/>Ministry of Agriculture and Fisheries<br/>P.O. Box 1509<br/>Dubai, U.A.E.<br/>Tel: 9714/295-8161; Fax: 9714/223-2781</li> </ul>   | Live animal imports                |
| <ul style="list-style-type: none"> <li>□ Mr. Mohammed M. Abdullah<br/>Head, Plant Quarantine Division<br/>Ministry of Agriculture and Fisheries<br/>P.O. Box 1509<br/>Dubai, U.A.E.<br/>Tel: 9714/266-2781; Fax: 9714/265-4787</li> </ul> | Plant imports                      |

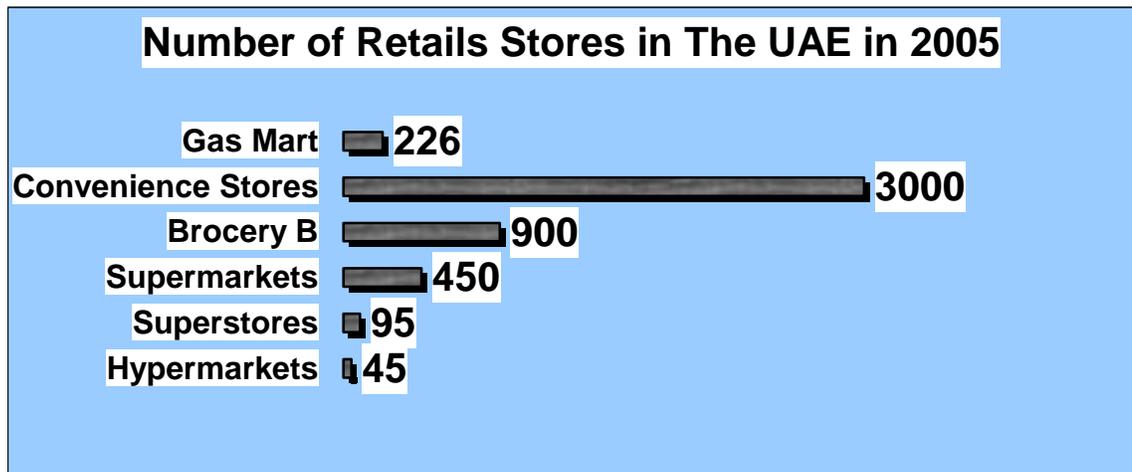
Municipality Contacts: Recommend as first point of contact for food import requirements and pre-export certification of labels and ingredients.

- Mr. Khalid M. Sharif  
Head, Food Control Section  
Dubai Municipality  
P.O. Box 67  
Dubai, U.A.E.  
Tel: 9714/206-4201; Fax: 9714/223-1905  
E-mail: [foodcontrol@dm.gov.ae](mailto:foodcontrol@dm.gov.ae)
  
- Dr. Amin M. Yousuf  
Director, Food and Environment  
Control Center  
Abu Dhabi Municipality  
P.O. Box 3111  
Abu Dhabi, U.A.E.  
Tel: 9712/672-5008; Fax: 9712/678-5961  
E-mail: [aminiousuf@hotmail.com](mailto:aminiousuf@hotmail.com)

## 6.0 MARKET SUMMARY

- The retail sector in the United Arab Emirates (U.A.E.) continues to grow and develop, a process that began in earnest nearly 10 years ago. Annually, many new state of the art stores are added to the country's retail map, creating continuous competition among the major retailers. The new stores match Western retail establishments in size and variety.

- ❑ The estimated annual value of the U.A.E. retail market is \$2.5 billion (no official statistics are available).
- ❑ The estimated average annual growth in retail sales is 5-10 percent. First year retail establishments report higher growth rates than those claimed by established firms.
- ❑ Foods sold in retail outlets consist 75-80 percent of imported consumer-ready products, and 20-25 percent of locally processed foods. With the exception of fresh tomatoes used in the production of tomato paste and catsup and a small quantity of fresh vegetables used in the production of frozen vegetables, almost every ingredient used in locally produced food is imported. Local date processing is a rapidly expanding industry.
- ❑ The introduction of hypermarkets and superstores is re-shaping the retail sector. In 2003, hypermarket openings increased 150 percent, reflecting the future market strength investors' hold for mega store operations. Superstore and supermarket openings grew only moderately, by 15 and 12.5 percent respectively. Convenient store openings are unknown, as no official data exists. Information provided below is based on trade estimates.



- ❑ Retail development is concentrated in the three largest emirates of the UAE - Abu Dhabi, Dubai and Sharjah, home for nearly 75 percent of the population. Consumers in those locations tend to shop more at larger stores and less on smaller grocery and convenience stores. Such stores are relied upon for last minute, spur of the moment food needs. However, in the further out suburbs and the lesser-developed areas of the country, grocery and convenience stores play an important role in the retail business.
- ❑ Hypermarkets, superstores and supermarkets, despite their limited number, are estimated to account for nearly 50 percent of all retail sales. Smaller-sized groceries and convenience stores account for the other half.

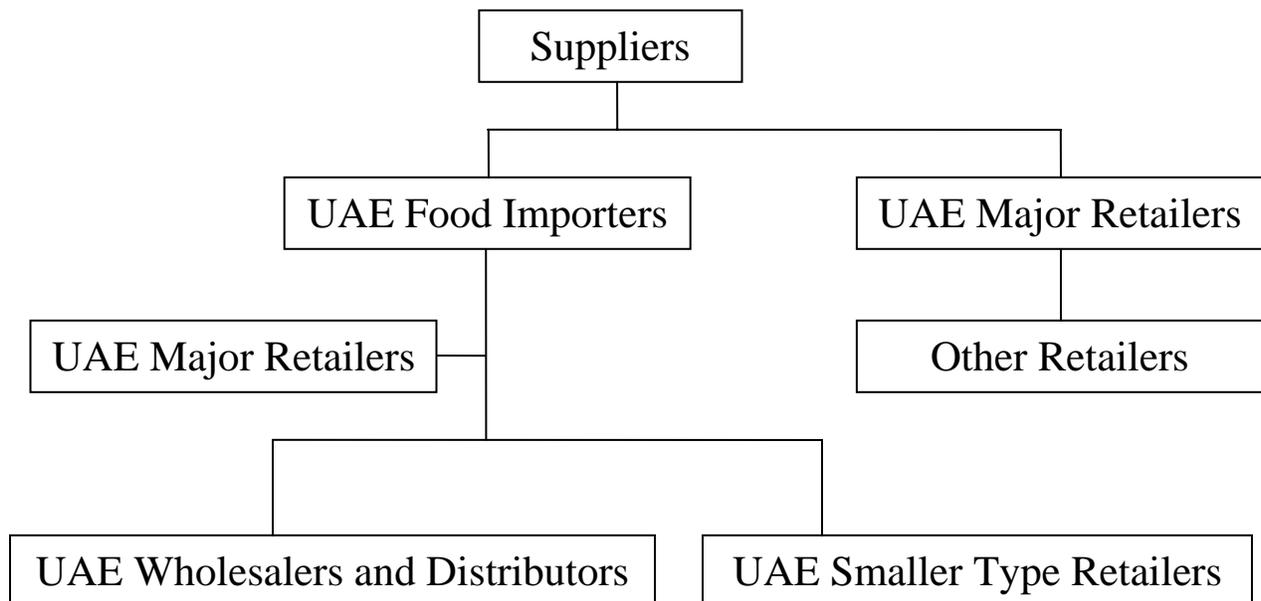
- ❑ Co-operatives in the UAE, a movement that continues to grow each year, receive government support and attract broad-base support, particularly from U.A.E. nationals, who usually hold shares in these Co-ops, Arab expatriates and other expatriates in the low-to-medium income bracket. Co-ops generally cater to local and Arab clientele and are known for competitive prices on but a limited range of products. The market share of Co-operatives is estimated at 15 percent.
- ❑ With the exception of the Co-ops and Carrefour, all major chains import most products stocked. Imports hold a marketing edge in this environment as these major chains also depend on local companies (importers/wholesalers/distributors) to supply items that are:
  1. Handled by an exclusive agent; or
  2. More economical to purchase locally, if the desired quantity is limited
- ❑ Major food companies (importers/retailers/wholesalers) own modern warehouse facilities, staff them with sales representatives, equip them with fleets of dry and refrigerated trucks, and operate them as food distribution/wholesale centers.
- ❑ New stores are extending their range of services to include sections for cooked products, ready-to-cook prepared foods, home delivery, cafeterias, banks, bakeries, laundries, audio/video shops, pharmacies, flower shops and more.
- ❑ Distribution/retail of alcoholic beverage is limited to a few authorized dealers only.

Advantages	Challenges
The U.A.E. enjoys one of the highest per capita incomes in the world.	Competition is keen for the consumer attention.
The retail sector is undergoing a revolutionary change as reflected by the resources devoted to upgrading existing stores and construction of new ultramodern outlets.	Lack of importers knowledge of the wide range of Armenian products and brands.
The HRI sector is expanding rapidly.	Competition with other low-priced products.
Armenian products are unique and may find their niche in U.A.E. market.	Armenian producers will need to provide premium packaging for any exports to U.A.E. not only for safe transportation but also to attract consumer attention.
The U.A.E. imports nearly 80 percent of its food requirements	Lack of awareness of Armenian products by consumers

## 6.1 Distribution Channels

- The U.A.E. food wholesale and distribution system is advanced, well equipped and efficient.
- Retail outlets purchase directly from importers and food manufacturers.
- Major retailers act as importers for a number of products and sell directly to other retailers.
- Co-ops are represented by a "Consumer Cooperative Union" that orders private label products under the Co-op brand name.
- Major importers market products to wholesalers/distributors who in-turn market these products to retail outlets across the country.

### U.A.E. DISTRIBUTION CHANNEL



## 6.2 Market Characteristics

- The U.A.E. is an affluent country holding one of the highest per capita incomes in the world.
- Locally processed food may represent only 20-25 percent of all retailed products but this sector is growing. Imported food products account for the lion's share of products. New-to-market products are welcome, but promotion is vital.
- Hypermarkets, super markets, and superstores generally are located in urban areas. Smaller-sized stores are located in urban, suburban, towns and rural areas, with a larger concentration found in the country's interior
- Expatriates represent about 75 percent of the total U.A.E. population

- Most developmental growth in the retail sector is occurring in large-sized stores. Consumers tend to conduct their primary shopping in larger stores and to depend less so now on grocery and convenience stores to meet basic needs.

### 6.3 Super Stores, Supermarkets, Hyper Markets and Super Centers, Club and Warehouse Outlets

#### Company Profiles:

Retailer Name and Outlet Type	Ownership (local/foreign)	Sales (\$Mil)	No. of Outlets	Locations (City/Region)	Purchasing Agent Type
T. Choithram & Sons (TCS)	International	46	27	Regional	Importer/local buyer/distributor
Consumer Co-op	Local	220	82	Regional	Direct
Emirates Co-op	Local	50	5	Dubai	Direct
Abu Dhabi Co-op	Local	55	10	Abu Dhabi	Importer/local buyer
Abela Stores	Local	13	1	Abu Dhabi/Sharjah	Importer/local buyer/Wholesaler
Emke Group	Indian	400	28	Regional	Importer/local buyer/wholesaler
Shop n Save	Indian	75	42	Regional	Local buyer
Spinney's Dubai	Local	155	17	Regional	Importer/local buyer/wholesaler
Al Maya Lal's Group	UK/India	45	14	Regional	Importer/local buyer/distributor
Carrefour/MAF Hypermarkets	Local	150	8	Regional	Buys locally/Importer
Lebanese Fruit Co.	UAE/Lebanese	7	4	Sharjah/Abu Dhabi/Dubai	Importer/local buyer/distributor
Park n' Shop	Indian	10	1	Dubai	Importer/local buyer/distributor
Giant Supermarket	49/51 U.A.E./Indian	22	11	Regional	Importer/local buyer/wholesaler

## Grocery Stores, Convenience Stores, Gas Marts

### Company Profiles:

Retailer Name and Outlet Type	Ownership (local/foreign)	Sales (\$Mil)	No. of Outlets	Locations (City/Region)	Purchasing Agent Type
Emarat Gas Marts	Local	40	65	Regional	Local buyer
Modern Bakery & Supermarkets	Local	11	4	Regional	Importer/local buyer/distributor
Emirates Petroleum Co.	Local	60	160	Dubai	Direct

*Note: Above information sourced from trade and ATO estimates for 2002/3*

- Convenience/Grocery (C/G) stores far outnumber all other types of retail outlets.
- In urban centers, convenience stores serve as last minute, one-or-two item suppliers. However, in suburban and interior areas these stores are the primary supply centers.
- C/G stores account for 40-50 percent of the retail business but this market share is expected to decline given rapid developments in the retail sector.
- Generally, food importers/local processors deliver their products to C/G stores. In some cases, C/G owners augment store supplies by going to the importer or wholesaler. The latter case is particularly true when fresh produce is involved.
- Most C/G stores provide home delivery service thus their prices tend to be slightly higher than those offered by larger retail outlets.
- C/G stores are not suitable for marketing activities or introducing new-to-market products.
- The number of new Gas Marts outlets is rising rapidly. Companies are investing in this concept, giving outlets trendy new looks and stocking with a wide range of products, in effort to attract a more consistent customer base. Several Gas Mart operations have staged in-store promotions, but results are not readily available.
- C/G stores are franchise operations.

## 6.4 Major Suppliers

<b><i>Product Category</i></b>	<b>Major Suppliers (% based on volume)</b>	<b><i>Major Suppliers Advantages</i></b>
<b>Beef</b>  Net imports: 30,618 MT	1. India: 73%  2. Australia: 9.5%  3. New Zealand: 4%  4. US: 3.5%	<b>India:</b> Very price competitive due to low cost of production, negligible freight cost due to proximity.  <b>Australia:</b> Competitively priced due to low production cost for range fed cattle, low freight cost due to bulk shipments.
<b>Poultry</b>  Net imports: 136,000 MT	1. Brazil: 58 %  2. France: 13%  3. Denmark: 12.6%  4. US: 10.7%	<b>Brazil:</b> Very competitively priced due to low cost of production.  <b>Denmark and France:</b> Lower price due to export subsidy received from the EU, relative proximity to the U.A.E.
<b>Powdered Milk</b>  Net imports: 60,000 MT	1. Holland: 30%  2. New Zealand: 22%  3. Denmark: 8%	<b>Holland:</b> Lower price due to export subsidy received from the EU  <b>New Zealand:</b> Low cost of production and aggressive marketing has helped NZ to establish a solid market for all its dairy products.  <b>Denmark:</b> Similar to Holland, but product availability for export less.
<b>Dried Legumes &amp; Lentils</b>  Net imports: 140,000 MT	1. Iran: 28%  2. Australia: 12%  3. Canada: 10%	<b>Iran:</b> Large production base, low cost of production and proximity.  <b>Australia:</b> Lower cost of production.  <b>Canada:</b> Aggressive marketing program.

<p><b>Confectionery</b></p> <p>Net imports: 18,362 MT</p>	<p>1. China: 10.6%</p> <p>2. Turkey: 10.3%</p> <p>3. Indonesia: 9.6%</p>	<p><b>China:</b> Low costing product of inferior quality</p> <p><b>Turkey:</b> Low cost of production.</p> <p><b>Indonesia:</b> Low cost of production but low quality products</p>
<p><b>Fresh Vegetables</b></p> <p>Net imports: 530,260 MT</p>	<p>1. Pakistan: 23%</p> <p>2. India: 22%</p> <p>3. Iran: 12%</p>	<p><b>Pakistan, India and Iran:</b> Proximity, low cost of production.</p>

- Beef destined for the processing industry is sourced mainly from India. Beef destined for consumer retail is sourced primarily from New Zealand and Australia who already dominates the lamb and mutton markets.
- Poultry and products are primarily of French, Brazilian and Danish origin. Collectively those three countries account for nearly 80 percent of the poultry market.
- Cheeses are sourced from many countries, led by France, Holland, Australia, Switzerland and the U.K. Milk powder is imported from Holland, Denmark and New Zealand. Other dairy products, such as fresh, re-constituted and UHT milk, yogurt and other Arabic-style dairy products are produced/processed locally.
- Table eggs are sourced from India and Holland (now that the ban has been lifted). Locally produced and non-poultry eggs imported from other Gulf States are in demand for their freshness, though they are much more expensive.
- Pears are sourced primarily from the U.S. Iran is the largest supplier of fresh apples, while the U.S. is second. Many other fresh fruits and vegetables are imported from Iran, India, Pakistan, Saudi Arabia, Lebanon, Jordan, South Africa, Australia, Syria, Pakistan and Egypt.
- Non-alcoholic beverages are produced mostly locally though the market carries a broad range of such products from around the globe. The U.S. and South Africa remain the primary suppliers of high quality juices.
- Alcoholic beverages are imported primarily from the EU, Australia and India.
- Tomatoes, certain other vegetables and, strawberries, are widely produced in the U.A.E.
- Fresh milk is supplied by a handful of large local dairy operations. Fresh chicken and table eggs are also locally produced but command prices substantially higher than similar imported products.

## 6.5 BEST PRODUCTS PROSPECTS

Products holding strong market potential include:

Product Category	2002 Imports (MT)	5-Year Avg. Annual Import Growth	Import Tariff Rate (percent)	Key Constraints for Market Development	Market Attractive
<b>Beef</b>	30,618	5-10 % per annum	0	Competition from established suppliers from India, Australia and New Zealand	HRI sector which is expanding rapidly to service the building boom and population influx
<b>Poultry</b>	130,000	5-10 % per annum	0	Competition from established suppliers from Brazil, France and Denmark	Poultry parts for the HRI sector
<b>Fresh Apples</b>	100,323	5-10 % per annum	0	Strong competition from Iran, a major producer of low-priced red and golden apples, other varieties from Chile, France, China, New Zealand	Retail sector
<b>Juices</b>	37,731	10 % per annum	5	Competition from locally produced and imported low quality low priced products from neighboring countries.	Retail and HRI sectors for high quality juices. Wholesale sector for bulk juices to be processed/packaged locally.

In addition to the products listed above, the following products also hold strong potential if marketed aggressively:

- Alcoholic beverages (beer, wine)
- Assorted non-alcoholic beverages
- Goat cheese
- Pears (fresh)
- Lamb

- Health foods and products for special needs such as diabetic foods
- Honey
- Ice cream

**Products not present in significant quantities, but which have good sales potential if marketing efforts focus on quality:**

- Desserts (frozen)
- Jams and marmalades
- Pasta products
- Cheeses, Powdered milk
- Spices
- Whole chicken
- Fruits & vegetables (canned)
- Confectionery products, candies and chocolates

**Products Not Present Because They Face Significant Barriers:** This category is not relevant to the U.A.E. as the market is dependent on imported food products. Moreover, the U.A.E. applies a free trade policy that permits importation of food products with minimal or zero import duty. Staple food products enter duty free.

Retail outlets generally are stocked with a wide range of fresh, canned, chilled and frozen food products.

Currently, locally produced foods present minimal competition to imported foods. Locally processed products represent no more than 15 percent of the total volume of food products sold in retail stores.

## **7.0 Recommendations**

### **7.1 Follow up with Gulfood 2006 visitors**

Karen Harutyunyan met with number of companies that visited Gulfood – 2006. The list below includes wholesalers and retail store representatives looking for new products; agroprocessors interested in raw material inputs; distributors with preexisting channel networks; promotional and printing companies that maybe contacted for placing advertisement of Armenian food products.

#### **1. Classic Fine Food -distribution of a premium fine food**

Trading as Parma Food Stuff General Trading L.L.C

Contact Persons: Thomas Leroy, General Manager;

Chiara Hrkelova, Sales Executives;

e-mail: [thomas@parmafs.ae](mailto:thomas@parmafs.ae)

mob.: + (971) 50 4816310

e-mail: [chiara@parmafs.ae](mailto:chiara@parmafs.ae) .

mob.: + (971) 50 8988512

Address: P.O. Box 48669, Sharjah,  
U.A.E.

Tel.: +(971) 6 5344554

Fax: +(971) 6 5344553

Website: [www.classicfinefoods.com](http://www.classicfinefoods.com)

Through close partnerships with supplier companies deliver on demand the perishable, fresh and pastry products.

Classic Fine Foods is a 100% subsidiary of the London based company Angliss International, which is owned by the Vestey Group Limited.

Have branches in Dubai, United Kingdom, France, South Korea, Honkong, Taiwan, Japan, Philippines, Vietnam, Malaysia, and Singapore.

**Products of interest:** Cheeses, Cream, Premium meats, Poultry, Fruits, Vegetables, Pastry Products

#### **2. Majdi Store Co. W.L.L.**

Contact person: Magid M. Abdoh, Executive Manager

Address: Mergab – Abdulla Mubarak St.

P.O. Box 2473 Safat – 13025 Kuwait

Tel.: +(965) 2405013, 2428965

Fax: 2410730/Mob.:9611508

Email: [majid3abdoh@yahoo.com](mailto:majid3abdoh@yahoo.com)

Website: [www.majdifood.com](http://www.majdifood.com)

With the rise of the cooperative societies in the early seventies MAJDI adopted the method of wholesale trade by supplying the cooperative societies with what they need from foodstuffs.

**Products of interest:** Canned grape leaves, Spices, Herbs, Dry Fruit, Pickles

### 3. Al Maya Group

Contact person: Mr. Shyam Bhambani, General Manager Supermarkets

Email: [algroup@eim.ae](mailto:algroup@eim.ae)

Address: P.O.Box: 8476, Dubai, UAE.

Tel.: +9714 2822555

Fax: +9714 2826660

Website: [www.almayagroup.com](http://www.almayagroup.com)

Supermarkets are the core competency of Al Maya Group. The Group has come a long way from a stand-alone supermarket in Ajman, UAE to a chain of 18 international quality supermarkets around the UAE.

**Products of interest:** Goat cheese, Feta, Canned products

### 4. Eurochoice – European Fine

Contact person: Joris W. Soolsma, Director

e-mail: [soolsma@eurochoice.nl](mailto:soolsma@eurochoice.nl)

mob.: +31 (0) 653 73 22 48

Address: Castorwer 50-52, 8938 BE

Leeuwarden, the Netherlands

Tel.: +31 (0) 58 29 48 920

Fax: +31 (0) 58 21 61 002

Website: [www.eurochoice.nl](http://www.eurochoice.nl)

Eurochoice has a selected network of producers and packers all over Europe. Daily they are in contact with the main European markets to make sure we get the best to supply to customers all over the world.

**Products of interest:** Meat & Poultry, Fish, Vegetables & Fruit, and Dairy Products

### 5. COOP ISLAMI

Contact person: Khaled El-ZOGHBY, Plant Manager

Factory: Jebel Ali Free Zone,

P.O. Box 16862, Dubai, UAE

Website: [www.coopislami.com](http://www.coopislami.com)

COOP ISLAMI commitment to provide real halal according to islami rites, quality and hygienic products. CO-OP ISLAMI is the region's leading producer and retailer of real Halal products, announced today the company will start implementing an advanced Enterprise Resource Planning (ERP) program developed by SAP, the world's largest inter-enterprise software company.

***CO-OP ISLAMI is involved in promotion activities of different food brands and in particular in Australian lamb promotion.***

CO-OP ISLAMI sells by wholesale a variety of products to different restaurants and supermarkets in addition to providing special catering to a chain of hotels, restaurants and mini-markets. This tailor-made service is provided through special agreements with the companies, and at cost effective prices whereby products will have special size and packaging as per required.

**Products of interest:** Canned Products, Cheese Products, Chicken Broiler, Chicken Parts, and Processed Meat.

## **6. Ali Rashid Al-Amin Co.**

Contact persons: S.G. Abraham (Sales & Marketing Manager).

P.O. Box: 643 Manama  
Kingdom of Bahrain  
Tel. : (973) 1773 2220  
Fax: (973) 1773 0078  
Mob. : (973) 3960 7306

Ali Rashid Al Amin Co. was formed in 1962 as a retail trading company. Over the years, with the outstanding knowledge and experience in food and non-food items, the company succeeded in expanding this trading business and is the leading importer, wholesaler, caterer and distributor of food and non-foodstuffs in Bahrain with a worldwide business relationship representing reputed brands.

**Products of interest:** Fresh fruits, canned products, preserves

## **7. Federal Foods**

Contact person: Sayed Karim, Director, (International Trading)

**Address:** P.O Box 52826, Dubai,  
United Arab Emirates  
Tel : +971 (04) 3472366  
Fax : +971 (04) 3472587  
Email: mail@federalfoods.com  
Website: www.federalfoods.com

One of U.A.E' s leading distributors in the Foodstuff Industry, Federal Foods covers over 2000 customers from different market segments ranging from Supermarkets, Groceries, Hotels, Restaurants to Institutional Customers etc.

Federal Foods with its head office in Dubai, is fully licensed to operate in all the Emirates of U.A.E., and has well equipped Branches/Offices in Abu Dhabi / Al Ain/ Ras Al Khaimah/ Fujairah with staff, vehicles and warehouses.

Established in 1992, Federal Foods decided to get on the growth track through acquisition of running Foodstuff Companies together with their Agencies.

- Al Nowais Cold Stores (Frozen Poultry / Meats )
- Fair-trade ( Tinned / Packaged / Dairy / Confectionery / Jams-Foods ) came renowned branded agencies like: Emborg (Denmark), Tulip (Denmark), Robertson (U.K), Marina (Thailand), Whitworths (U.K), Farm Frites (Holland), Delacre (Belgium)

Subsequent additions to the above portfolio include: Sadia (Brazil), Pinar (Turkey), Blubird ( U.S.A) for Abu Dhabi / Al Ain, 3M Home Care Products (for only Co-operatives), Slim-Fast (U.S.A), Bunge (U.S.A), Amurol (U.S.A), Piasten (Germany), ETI Cakes ( Turkey), Perdue (U.S.A), Elledi ( Italy), Spring Home (Singapore), Allied Mills (U.K), Danish Brewery (Denmark), Molinos (Argentina), Pacific Foods ( Australia), Brach & Brock (U.S.A), Majesty (own brand), Al Taj (own brand), Star Food Industry, La Ronda Confectionery.

**Products of interest:** Frozen Meat, Cheeses, Canned vegetables

## 8. Al Abbas Group of Companies

Address: DUBAI, Al Abbas Building,  
Khalid Bin Walid Street,  
Bur Dubai P.O. Box: 327  
Tel: +971 4 3520888,  
Fax: +971 4 3594141  
Email: voseban@alabbas.com  
Website: [www.alabbas.com](http://www.alabbas.com)

About company:

- Established in 1967; currently 13 active member companies, with a staff force around 600
- Franchisee for GCC Countries - Marrybrown (Fast-food), Fish & Co (Casual Dining), Andersens of Denmark (Ice Cream)
- Food & Life General Trading L.L.C.

**Products of interest: Milk powder, Ricotta cheese**

## 9. Middle East Food magazine

Contact person: Wissam Abdul Al , Circulation & Marketing Manager

Email: w.abdulal@cph.com.lb  
Address: P.O.Box: 13-5121 Chouran  
Postal Code: 1102-2802, Beirut,  
Lebanon

The Middle East Food (MEF) magazine, published by Chatila Publishing House (CPH) since 1985, is a specialized business magazine that portrays information about the latest developments and technologies in the Food, Beverage, Catering and Packaging Industries. It is circulated to the desktop of over 8900 leading decision makers engaged in the above mentioned industries throughout the Middle East & North Africa, and is published on a bi-monthly basis (six times a year) in a bi-lingual format (English-Arabic).

Furthermore, MEF participates in major exhibitions and events such as Horeca (Lebanon), Saudi Food (Saudi Arabia), Sharjah Food Festival (UAE), just to name a few; where it distributes bonus copies to show visitors and exhibitors.

## 10. Food, Beverage and Hospitality yearbook

Contact person: Matt Davis, Project Manager

Mob.: +971 505184357  
Address: PO 14137, Dubai, U.A.E.  
Tel.: +971 4 3671039  
Fax: +971 4 3672505  
Email: [matt@o2ogroup.com](mailto:matt@o2ogroup.com)  
Website: [www.o2opublishing.com](http://www.o2opublishing.com)

Food, Beverage and Hospitality Middle East yearbook is one-stop source of up-to-date information with over one thousand contacts that serve the industry.

Print Run: 14,000 copies.

Distribution: Hotels, hotel development and management companies, restaurants, cafes, catering companies, conference venues, sports clubs, night clubs, wholesale grocery suppliers, commercial & industrial cafeterias, as well as all the kitchens in hospitals, etc.

## **11. Caterer Middle East and Hotelier Middle East magazines**

Contact person: James Rawlins, Production Manager

Tel: +971 4 210 8116

Fax: +971 4 210 8080

Email: [james.rawlins@itp.com](mailto:james.rawlins@itp.com)

Website: [www.itp.com/magazines](http://www.itp.com/magazines)

*Caterer Middle East* is a dedicated food and beverage management magazine, which delivers news, culinary trends and product reviews for the Middle East's fast growing catering industry. Its readership includes executive chefs, restaurant managers, sous chefs, maitre d's and sommeliers.

*Caterer Middle East* is distributed on a monthly basis to over 8,000 named subscribers. Editorial features include local and international news, interviews, features, preparation tips and new products, with dedicated supplements for beverages and fast food outlets.

*Hotelier Middle East* is the only trade magazine to serve the hotel and hospitality sector from a Middle East perspective.

Published by market-leading Dubai-based business and technology publisher ITP, *Hotelier Middle East* was launched to communicate industry-specific intelligence to hoteliers in the Middle East and deliver suppliers' latest products and services direct to buyers. *Hotelier Middle East* aims to deliver meaningful commercial intelligence to its targeted audience of named GCC-based hoteliers in an accessible, authoritative and reliable monthly format.

## **12. ASIA & Middle East FOOD TRADE Journal**

Contact person: Ms. Pamela D'Souza, Area Project Manager

Address: P. O. Box 77410

Dubai, United Arab Emirates

Phone: +971 50 785 0457

Fax: +971 6 744 1320

E-mail: [ameft@emirates.net.ae](mailto:ameft@emirates.net.ae)

The magazine reaches food and beverage experts in more than thirty countries and is regularly read by decision makers, food and beverage industry professionals in Asia, the Middle East, and the Indian subcontinent such as: manufacturers of ingredients, food and beverages; manufacturers of processing and packaging equipment; importers/exporters; wholesalers; retailers & supermarkets; government authorities; international airlines; major business

## APPENDIX I: RETAIL PRICE MARKET

Product	Measurement Unit	Retail Price	
		In AED (UAE dirham)	In USD
Local lamb	Kg	22	6.0
New Zealand lamb leg meat	Kg	55	15.0
		45	12.3
Indian mutton	Kg	17.5	4.8
Austrian lamb leg slice Lamb chops Leg steaks	Kg	35	9.6
		56.5	15.4
		45	12.3
<b>White Cheeses</b>			
Shellac (String) cheese	Kg	23	6.3
Egyptian cheese	Kg	12	3.3
Bulgarian cheese	Kg	13	3.6
Goat lactic cheese	Kg	66	18.0
Bulgarian sheep cheese	Kg	28	7.7

Product name	Country of origin	Brand name	Pack size in grams	Price per pack in USD
Camembert	Germany	Kaserei; Champion	125	2.7-3.0
Camembert	France	Piere Toinon; Gerard	125	2.7-3.0
Shevre	France	Chavroux	150	5.5

## APPENDIX II: HALAL MEAT IMPORTERS

### UNITED ARAB EMIRATES

<p>Abu Dhabi Cooperative Society Mr. N.S. Jayan, Purchasing Manager P.O. Box 833, Abu Dhabi UAE Tel: (971) 2-6440808 Fax: (971) 2-6441212</p>	<p>Abu Dhabi National Foodstuff Co. Mr. Abdulla Harmoudi Operations Manager P.O. Box 2378, Abu Dhabi UAE Tel: (971) 2-6727000, 6727734 Fax: (971) 2-6791498</p>
<p>Al Habtoor Trading Enterprises LLC Ms. Jose Maria Moreno, Marketing Manager P.O. Box 26553, Dubai UAE Tel: (971) 4-3954555, Fax: (971) 4-3954541 E-mail : <a href="mailto:Moreno@aries.co.ae">Moreno@aries.co.ae</a></p>	<p>Al Maya Lal's Group of Companies Mr. Harish Bhojwani, Director P.O. Box 11096, Dubai U.A.E. Tel: (971) 4-3483500, Fax: (971) 4-3473501</p>
<p>Al Tenmia Food Est Mr. Samir Bou Saleh, General Manager P.O. Box 31856, Dubai UAE Tel : (971) 4-3327522, Fax : (971) 4-3328623</p>	<p>Arabian American Technology Co (Aramtec) Mr. Syed Iqbal Afaq, General Manager P.O. Box 6936, Dubai UAE Tel: (971) 4-289 5444, Fax: (971) 4-289 4883</p>
<p>Dubai Co-operative Society (Coop Islami Food) Mr. Mohammed Aslam, Production Manager P.O. Box 16862, Dubai U.A.E. Tel: (971) 4-8 16658, Fax: (971) 4-815580</p>	<p>EMKE Group of Companies Abu Dhabi Mr. Yousaf Ali M.A., Managing Director P.O. Box 4048, Abu Dhabi UAE Tel: (971) 2-4481100, Fax: (971) 2-4481716</p>
<p>Green House Supermarket Mr. Petros Hadjipetrou, Manager P.O. Box 5927, Sharjah UAE Tel: (971) 6-5332218, Fax: (971) 6-533663 1</p>	<p>H.K Enterprises Mr. Harwant Singh Sahni, Managing Director P.O. Box 50092 Al Quoz Industrial Area, Dubai U.A.E. Tel: (971) 4-347-6000, Fax: (971) 4-347-3981</p>
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