

FOOD BUSINESS GULF & MIDDLE EAST

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NEXT EDITION

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Show Focus

- Gulfood 2025- Preview
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- Gulfood Manufacturing- Report
- ADIFE – Report

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- Bulk Meal Storage and Handling
- Bulk Meal Handling for Warehouse
- Bulk Meal Bagging and Loading

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Managing Editor

M. Matt

Associate Editors

Jessie Jorge

Dr. Ann Matt

Assistant Editors

Raseena Navaskhan

Loimee De Leon

Contributors

Dr. Hansel Geo Thomas

Neville J. Chandler

United Kingdom

Matt Media International Ltd.

12 Gateway Mews

London N11 2UT

United States

Matt Media (USA) LLC.

1713 E. Morgan Court

Gilbert, Arizona 85295

United Arab Emirates

Matt Media LLC

P.O. Box 25694

Sharjah Media City

Al Saad Adv. Designing & Pub LLC

P.O. Box 25694, Sharjah, UAE

Tel: +971 656 39494

Email: info@foodbusinessgulf.com, gulfag@emirates.net.ae | **Web:** www.foodbusinessgulf.com

Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing the expert information to our readers in our four comprehensive issues in a year. It is circulated throughout Middle East region and worldwide in addition to the extra distribution at various food, catering & hotel events, fresh and perishable shows. The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

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Other highlights of CJ BIO will include FlavorNrich™, the world's first natural cysteine

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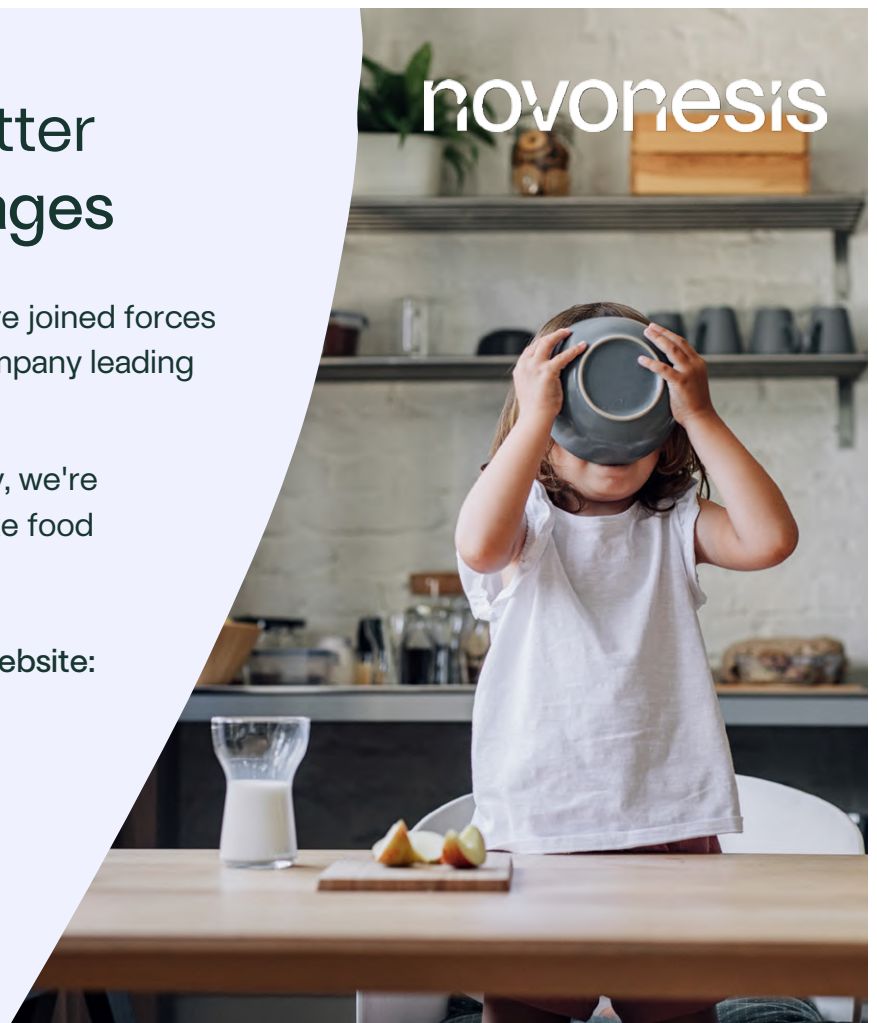
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ISM MIDDLE EAST 2024 CONCLUDES WITH OVERWHELMING SUCCESS

ISM Middle East 2024 has wrapped up its most successful edition to date, cementing its position as the premier trade event for the sweets, snacks,

and confectionery industry in the MENA region. This year's event attracted over 550 exhibitors from all over the world, showcasing their latest products and

connect, collaborate, and discover new business opportunities.

"The decision to organize ISM Middle East 2024 within the new set-up was a strategic move, and it has been proven to be the right one when looking at the remarkable participation we've witnessed this year. The event saw an impressive turnout of both exhibitors and visitors, which clearly demonstrates that ISM Middle East is firmly established as the leading trade fair for the sweets and snacks sector in the MENA region. This level of international participation is a strong testament to the trust and value that the global industry places in this platform. We are incredibly proud to offer a space where meaningful connections and impactful business transactions can thrive," says Gerald Boese, President and CEO of Koelnmesse GmbH.

innovations to a diverse and enthusiastic audience of about 19,000 international visitors.

With a sharp focus on innovation, quality, and emerging trends such as healthy indulgence, vegan confectionery, organic flavours, and traditional sweets, ISM Middle East offered a truly international platform for industry leaders and professionals to



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SOLUTIONS FOR THE FOOD SECTOR IN THE MIDDLE EAST AND AFRICA AT GULFOOD MANUFACTURING

At the 2024 edition of Gulfood Manufacturing, Coesia Group will be present with its companies ACMA, Volpak, PWR, FlexLink, and Norden, all specializing in the design and production of automatic machines for consumer goods packaging. With a focus on the food sector, the team will showcase innovative solutions

in terms of automation, safety, customization, traceability, and energy efficiency. The goal is to strengthen expansion in the Middle East and Africa markets through technology that is perfectly aligned with local industry needs and a growth strategy that takes into account the specific cultural, economic, and regulatory dynamics of each country.

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UNOX ARABIA: DRIVING INNOVATION AND GROWTH WITH SAUDI ARABIA'S VISION 2030

UNOX Arabia, a global leader in intelligent cooking technology, successfully held an exclusive panel discussion in Riyadh on Monday, September 16th, focusing on the F&B sector's contribution to Saudi Arabia's Tech industry: Investment, Innovation, and Growth. The panel aimed to spark insightful discussions and foster support within the F&B industry, with a focus on the role of Artificial Intelligence and its alignment with Saudi Arabia's Vision 2030.

The panel underscored the

significant role of the F&B sector in advancing Saudi Arabia's Vision 2030, focusing on how culinary innovation and economic growth are being propelled by strategic partnerships and technology integration.

The featured panelists included Abdallah Kassis, General Manager at UNOX Arabia, recognized for his expertise in cutting-edge culinary solutions; Fadi Serhal, Country Business Director at Pret A Manger, known for his strategic growth and operational expertise; Ghazi

Ghorayeb, Chief Operating Officer at Yakoon International Hospitality Company, a pioneer in hospitality innovation; Nawaf Alrumaihi, Executive Head Chef at Crepes Des Alpes, celebrated for his exceptional culinary skills and memorable dining experiences, and Patti Radzichovska, Corporate Pastry Chef at Arabian Food Corporation, known for her expertise and creative vision, which play a crucial role in enhancing the company's reputation in the competitive food industry.



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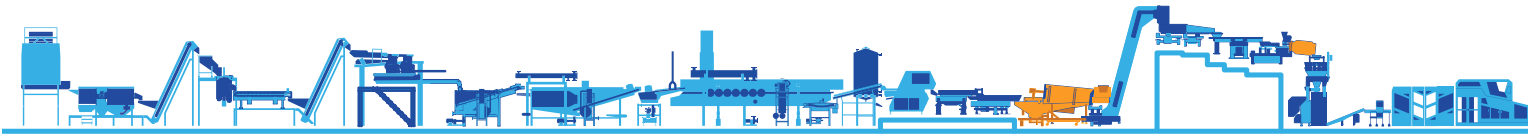
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KIRI PROFESSIONAL DAZZLES AT SIRHA ARABIA WITH CULINARY BRILLIANCE AND LEADERSHIP

Sirha Arabia was a vibrant celebration of culinary artistry for Kiri Professional Arabia, where creativity and innovation took center stage, transforming flavors with a touch of magic.

The event commenced with an inspiring masterclass by the renowned Chef Nina Métayer, twice named the World's Best Pastry Chef and twice awarded "Pastry Chef of the Year" in France, who captivated the audience with her exquisite pastry-making techniques. Her signature dessert, "La Délicate Gourmandise," crafted with the creamy richness

of Kiri Professional Arabia, offered attendees innovative ways to elevate their dessert creations, making Kiri Professional the star of the show.

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Professional Arabia, offered attendees innovative ways to elevate their dessert creations, making Kiri Professional the star of the show.

In a highly anticipated announcement, Kiri Professional introduced the new Kiri Professional Soft & Spreadable 1.15kg pack. Designed to meet the high standards of professional chefs worldwide, this product combines the full quality of fresh cream and milk in a softer texture. The launch was met with enthusiasm, adding to the event's excitement.



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BLUEWATER AND MIDDLE EAST PARTNER NIA URGE HOSPITALITY LEADERS TO COMBAT SINGLE-USE PLASTIC BOTTLES

Kamran Khan, CEO of NIA, a leading distributor of HVAC solutions and living appliances across the Middle East, recently delivered a passionate keynote address at the Responsible Hoteliers Summit in Dubai, urging industry leaders to accelerate efforts against the proliferation of single-use plastic bottles.

Highlighting the staggering statistic that 600 billion single-use plastic bottles are sold globally each year, Kamran Khan emphasized the urgent need for collective responsibility in the hospitality

sector. "With fewer than 15 percent of these bottles being recycled, the majority end up in landfills and our oceans," he said. "It's hardly surprising that microplastic particles are now present in the air we breathe, the food we eat, and the water we drink."

During his address at the Responsible Hoteliers Summit, hosted at Anantara The Palm Dubai Resort, Kamran Khan raised alarm over the growing evidence that microplastics are infiltrating human organs, including the brain, and have been

linked to a range of serious health issues, such as cancer, obesity, and hormone disruption. He urged his audience of hospitality leaders—key influencers and decision-makers in the region—to take decisive steps towards reducing plastic waste in their establishments.

"The time for discussion is over; we need to act now," Kamran Khan asserted. "The hospitality industry has the power to set a precedent by adopting sustainable practices that eliminate single-use plastics and promote recycling."

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TETRA PAK LAUNCHES FIRST-EVER ARABIA SUSTAINABILITY REPORT ON CIRCULARITY INITIATIVES IN THE FOOD & BEVERAGE

Tetra Pak announced the release of its inaugural Arabia sustainability report, exemplifying major advancements in circularity and environmental leadership. The report underscores Tetra Pak's pioneering efforts to establish a comprehensive recycling infrastructure for carton packages, setting a regional benchmark in the Middle East.

Tetra Pak moves the dial towards a regional circular economy in a landmark agreement between Tetra Pak

and Union Paper Mills (UPM) that brings capacity to recycle 10,000 tons of carton packages waste annually in the United Arab Emirates. Through efforts to establish advanced recycling systems across the region and push circularity, Tetra Pak has secured a combined investment of over USD 3.6 million in carton packages recycling infrastructure through strategic partnerships with UPM in the United Arab Emirates, OPI and STP in the Kingdom of Saudi Arabia.

"At Tetra Pak, we believe in leading by example, and our investments in recycling infrastructure are a testament to our commitment to sustainability and an even deeper commitment to supporting our customers achieve their sustainability goals", said Marcelo Piva, Sustainability Director, Middle East and Africa. "This report highlights our ongoing efforts towards a circular economy, and our contributions to a more sustainable future for the region."



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FUTURE FOOD FOUNDRY MAKES SIGNIFICANT INVESTMENT IN GREENERATION TO TRANSFORM UAE FOOD PRODUCTION

Future Food Foundry (3F), headquartered in the UAE and a leader in transformative agri-food technology, announces a significant investment in Greeneration, a longevity brand company. This strategic deal is a pivotal step forward for 3F in creating an ecosystem of unique companies and technologies that are revolutionizing the future of food production.

Greeneration has quickly become a key player in Dubai's agricultural landscape. The high-end specialty greens vertical farm specializes in growing

hyperlocally and supplying premium edible flowers, microgreens, and specialty leaves tailored to the needs of high-end culinary professionals.

With this investment, 3F supports Greeneration in expanding beyond premium ingredients for fine dining. Greeneration's ultimate vision is a longevity brand company, focused on health and sustainability. This new direction will encompass superfoods, adaptogens, medical herbs, and more, offering products that support long-term vitality and holistic well-being for end customers.

ARLA FOODS INGREDIENTS LAUNCHES NEW HIGH-PROTEIN DAIRY CAMPAIGN

Arla Foods Ingredients has launched a new campaign to inspire dairy manufacturers to create innovative high-protein products.

Over four in ten consumers globally say protein is the most important ingredient. However, conversations around the vital nutrient are changing, with health-focused shoppers increasingly focusing not just on how much protein they consume, but also its nutritional quality. Manufacturers of high-

protein products can also face challenges around differentiation, processing, taste and texture.

The 'Go High in Protein' campaign showcases the Arla Foods Ingredients Nutrilac® ProteinBoost range of patented microparticulated whey proteins, which are rich in all the essential amino acids. It demonstrates how they can be used to overcome technical challenges and create high-protein dairy products with appealing taste and texture.



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GEA AND BELIEVER MEATS JOIN FORCES TO SCALE UP CULTIVATED MEAT PRODUCTION

Believer Meats, a pioneer in the cultivated meat industry, has signed a strategic partnership agreement with GEA, one of the world's largest suppliers of production scale equipment and systems to the food, beverage, and pharmaceutical industries. The partnership focuses on co-developing technologies and processes to improve the unit

economics and sustainability of cultivated meat production.

The companies will focus on optimizing the performance, efficiency, and environmental impact of cultivated meat production, starting with chicken and expanding to other products. This collaboration will drive advancements in bioreactor technology, perfusion systems,

and media rejuvenation while reducing environmental impact through optimized water usage, power consumption, and circular economy initiatives like waste stream utilization. Together, Believer and GEA aim to lower production costs, streamline technology transfer, and scale operations efficiently to make cultivated meat more affordable and accessible.

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BALADNA SIGNS AGREEMENT WITH ALGERIAN NATIONAL INVESTMENT FUND

In a key development aimed at bolstering collaboration between Qatar and Algeria in agriculture and industry, Baladna Trading and Investment W.L.L., a subsidiary of Baladna Q.P.S.C., has entered into a shareholder agreement with the Algerian National Investment Fund. The agreement, signed on September 19, 2024, paves the way for establishing an integrated dairy and milk powder production project in southern Algeria, which is set to become one of the largest agricultural ventures in the region.

Additionally, Baladna signed a cooperation agreement with Algeria's Ministry of Industry and Pharmaceutical Production to explore the feasibility of an infant milk production project. This new venture will be developed in partnership with the Algerian National Investment Fund and will complement the milk powder production project.

The signing ceremony was attended by prominent leaders including Mr. Moutaz Mohamad Raslan Al-Khayyat, Chairman of Baladna Q.P.S.C., and Algerian officials such as Minister of Finance Mr. Laaziz Fayed, Minister of Agriculture and Rural Development Mr. Youcef Chorfa, and Minister of Industry Mr. Ali Aoun.

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UAE LAUNCHES \$2M GLOBAL FOODTECH CHALLENGE AT CLINTON GLOBAL INITIATIVE 2024 ANNUAL MEETING

The UAE has launched the latest installment of the FoodTech Challenge competition at the Clinton Global Initiative (CGI) 2024 Annual Meeting in New York during the UN General Assembly (UNGA).

By 2050, the world must be equipped to feed an extra 2 billion people. In response to growing global food security challenges, the FoodTech Challenge identifies and supports leading early-stage, tech-driven solutions poised to transform food systems in harsh environments.

Offering its biggest cash prize

to date, the third edition of the FoodTech Challenge is organized by the International Affairs Office at the UAE Presidential Court and Tamkeen, and delivered in partnership with the Bill & Melinda Gates Foundation, the Clinton Global Initiative, ne'ma, the UAE's Food Loss and Waste Initiative, and Silal, a leading UAE agri-tech firm.

This year, the FoodTech Challenge is expanding its focus to three key areas: food and water, food and energy, and food loss and waste. Through a shared \$2 million cash prize, as well as go-to-market

support and access to a robust network of partners, four winning start-ups will undertake new projects and partnerships to demonstrate, refine, and expand their leading tech solutions in the UAE. This base will then serve as a launchpad that will enable teams to then scale their solutions to underserved markets in the Global South and contribute to a more food-secure future for all. With its arid desert climate, scarce arable land, and limited fresh water, the UAE is experiencing challenges that will increasingly be faced by other countries.



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NE'MA SIGNS MOU WITH JICE TO STRENGTHEN INTERNATIONAL COLLABORATION ON FOOD LOSS AND WASTE REDUCTION

ne'ma, the National Food Loss and Waste Initiative and the Japan International Cooperation Center (JICE) signed a Memorandum of Understanding (MOU). The signing ceremony was attended by H.E. Abdulla Bin Touq Al Marri Minister of Economy and held during the visit of a UAE high-profile delegation, which included officials from the Ministry of Economy, the Presidential Court, Emirates Foundation and Tadweer Group, to Japan.

JICE invited the ne'ma team to visit Japan to explore effective strategies for food loss and waste reduction, providing valuable insights and best practices that can be implemented in the UAE to accelerate efforts toward achieving ne'ma's food loss and waste reduction targets.

In line with World Food Day's 2024 theme "Right to foods for a better life and a better future", the MOU aims to bolster collaboration between the UAE and Japan to achieve ne'ma's goal of reducing

food loss and waste by 50 percent by 2030, in line with U.N. Sustainable Development Goal 12.3 and the UAE's National Food Security Strategy 2051.

JICE, a Japanese organization that aims to contribute to the development of the international community through fostering bilateral cooperation between Japan and other countries, particularly in the field of human resource development, has previously collaborated with ne'ma.



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MCDONALD'S UAE STRENGTHENS SUSTAINABILITY COMMITMENTS WITH THE INTRODUCTION OF WOODEN CUTLERY, STIRRERS & PAPER STRAWS

The eco-friendly solutions have been introduced across all McDonald's UAE restaurants, as the brand works towards its commitment to reduce the use of plastic.

Offering a more sustainable dining experience to customers across the Emirates, McDonald's UAE has introduced wooden stirrers, wooden cutlery, and paper straws into its restaurants. The transition in packaging began this September, with the full rollout across all McDonald's UAE locations expected to be complete by the end of this year.

Aligned with its ongoing commitment to reduce the use of plastic, the changes mark a significant step in the company's journey towards more sustainable solutions.

In parallel, by Q3 2025, all hot drink lids will transition to molded fiber, and remaining PET products will be replaced with recycled polyethylene terephthalate (rPET). By the end of 2025, McDonald's UAE will also significantly reduce the use of plastics in Happy Meal toys, while also increasing the use of sustainable materials across its product line, further advancing its environmental efforts.

ASIA FRUIT LOGISTICA WRAPS UP STELLAR SHOW

ASIA FRUIT LOGISTICA underlined its status as the premier international trade platform for Asia's fresh fruit and vegetable business on 4-6 September 2024 with another high-energy, sell-out show in Hong Kong.

More than 13,000 trade visitors from over 70 different countries and regions attended ASIA FRUIT LOGISTICA this year. They were able to take in an outstanding array

of leading-edge products and services from more than 760 exhibitors from 42 countries and regions.

"We are thrilled with the success of ASIA FRUIT LOGISTICA 2024. Over the three days, we've seen incredible participation from exhibitors, visitors, and industry leaders from across the globe," said David Axiotis, managing director of Global Produce Events, the organiser of ASIA FRUIT LOGISTICA.

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FIRST WATER-FROM-AIR BOTTLES NOW AVAILABLE AT ADNOC AND UNION COOP STORES IN UAE

Ma Hawa, an Emirati brand owned by Baynunah Watergeneration Technologies SP LLC, producing sustainable Water-from-Air hydration solutions, is thrilled to announce the launch of its groundbreaking sustainable drinking water bottles

in the UAE, available at ADNOC and Union Coop. This strategic stem marks a significant step forward, providing consumers with a convenient, eco-friendly, and high-quality water source.

Ma Hawa's water from air technology represents a paradigm

shift in the drinking water sector in the region, which is the most water-scarce in the world, with about 83% of the population exposed to water stress caused by climate change. The company addresses critical environmental challenges by extracting pure water from the air while providing an entirely renewable water source, redefining sustainable hydration.

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EUROPEAN RICE CAMPAIGN LAUNCHES IN THE UAE

The "EUROPEAN RICE" campaign is making its debut in the UAE, bringing a series of engaging activities, events, and content to promote the superior quality, sustainability, and versatility of rice grown in the European Union. This initiative aims to elevate the profile and competitiveness of EU rice in this important market, targeting consumers, food industry professionals, nutritionists, and influencers through a range of promotional efforts.

The campaign will include various activities, such as B2B dinners, exclusive events and participation in the Gulfood Exhibition to connect key stakeholders, including importers, distributors, retailers, and chefs, with EU rice producers.

To further extend its outreach, the "EUROPEAN RICE" campaign will implement a dynamic social media strategy, utilizing Instagram and other digital platforms to share inspiring content, including recipes, cooking tips, and educational materials on the traceability and sustainability of European rice.



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Plant-based ingredients:

- plant-based proteins
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- coffee & cocoa replacers,
- cereals, etc.

Heat treatments, processing:

- pasteurization & drying
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- sterilization
- micronization
- blending
- classifying, etc.

Our commitment to excellence and eco-friendly practices, ensures that every product and process we create today promises a greener tomorrow. Contact us to develop new industrial activities in any field and help you create outstanding products!

JBT LAUNCHES THE ADVANTEC™ NARROW – THE FREEZER THAT CUTS GAS BILLS AND FITS INTO SMALL SPACES

JBT Corporation, the leading technology solutions provider to the global food and beverage industry, has announced the introduction of a highly-cost effective, efficient, fast-freezing solution for customers across the food industries with the launch of the ADVANTEC™ Narrow Impingement Freezer.

Building on the success of the earlier ADVANTEC Impingement Freezer, the ADVANTEC Narrow brings all of capacity and functionality benefits of the original freezer, but with important innovations aimed at reducing its

footprint and alleviating the pressures of high cryogenic gas prices on companies.

Developed and designed as an answer to specific market and customer needs, the ADVANTEC Narrow offers high-speed freezing of flat products up to 25 mm thick, and chill and crust freeze of products up to 200 mm thick – such as meat, seafood and fish – where freezing in a quick and highly-efficient way is vital.

Using innovative air jet technology, the ADVANTEC system freezes foods in minutes, preserving product quality, taste and mouthfeel, and

avoiding the potential damage caused by drip-loss and ice crystals in conventional freezers. The process minimizes dehydration and maximizes yield, while also increasing product shelf-life.

While undoubtedly effective, the previous version of the ADVANTEC presented a challenge to companies with capacity and space limitations. In consultation with customers, JBT engineers came up with the ADVANTEC Narrow, a freezer that offers all the benefits and capacity of the first iteration but over a radically-reduced amount of floorspace.

KERRY USES IMMERSIVE EXPERIENCES TO BRING TO LIFE EXCITING POSSIBILITIES FOR F&B INNOVATION AT GULFOOD MANUFACTURING 2024

Kerry is ready to welcome an estimated 50,000 attendees to Gulfood Manufacturing from 5- 7 November at booth A7-4, Hall 7, at the Dubai World Trade Centre. With deep experience working with global and local food service powerhouses, Kerry will showcase how out-of-home experiences translate to the supermarket shelf and consumer kitchens, offering visitors a taste of innovative menu concepts ranging from bakery, snack, meat to beverages for retail markets.

“Based on our foodservice capability, experience, and

partnerships, we are the best positioned taste and nutrition leader to help our customers spot food and beverage consumer trends in retail markets. For Gulfood Manufacturing, we have designed a booth to take our customers on a consumer trend journey from fine dining to independents, and from QSRs to supermarket shelves. Kerry helps brands and manufacturers visualize their next big idea in F&B products that will excite consumers, while helping to build a smarter, more sustainable food industry,” said Inanc Isik, General Manager, Retail, Kerry Middle East.

Using Kerry’s proprietary Taste Charts and advice from Kerry’s professional chefs and baristas, attendees will co-create their own virtual food and beverages, leaving with a photo of their bespoke innovation. Supported by Kerry’s research teams, marketers, nutritionists, and insights tool Trendspotter, Kerry’s annual Taste Charts tracks menu trends, new food and drink launches, ingredient labels, social media chatter, and chef-inspired recipes across the globe, to deliver well-founded predictions about future flavour and ingredient preferences.

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VISIT AETNA GROUP AT GULFOOD MANUFACTURING

An example of the high quality standards of Made in Italy packaging technology will be presented at Stand ZL B3 by Aetna Group, which will display a variety of innovative machines designed to optimise the packaging process.

Two outstanding products will be on display to the public, both from the Robopac Machinery brand: the first is the Rotoplat 708 PVS self-propelled industrial rotary table wrapping machine, the ideal solution for wrapping products vertically with stretch film. With a pre-stretch capacity of up to 400%

and an intuitive touch-screen control panel, which includes a choice of up to 12 programmes, it guarantees the operator usability and maximum load stabilisation.

The Masterplat Plus PGS, on the other hand, is a semi-automatic rotary table wrapping machine, which also features a special ramp for loading operations and a base of only 30 mm, providing maximum ease of loading, flexibility, and safety. Thanks to its high performance, the Masterplat Plus PGS protects products and reduces plastic film consumption.

For years, Aetna Group has distinguished itself in the Food & Beverage sector by tailor-made solutions that optimise packaging speed, precision, energy efficiency and automation. OCME provides end-of-line integration with advanced systems that ensure flawless product handling, reducing maintenance time and noise levels. OCME offers high-precision filling solutions, secondary packaging systems, palletisers and depalletising robots, as well as integrated lines that operate efficiently as a single, fully synchronised machine.



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DELEKTIA AND SWITCH FOODS INTRODUCE PLANT-BASED READY-TO-HEAT MEALS IN THE UAE

Delektia, a leading homegrown innovator in the Middle East's frozen food industry, announces a strategic partnership with Switch Foods, a pioneering UAE-based FoodTech start-up renowned for its innovative plant-based meat alternatives. This collaboration brings products from

Switch Foods together with Delektia's expertise in meal production, offering consumers healthy, fully cooked, frozen, ready-to-heat and eat meal options that provide a convenient and delicious way to enjoy plant-based foods.

Inspired by traditional Middle Eastern

recipes, the new offerings include a hearty and comforting Dawood Basha and Kofta with Tahini in addition to a flavourful Bolognese and Chili Con Carne. Each meal is crafted using Switch Foods' plant-based meat alternatives, renowned for their high-quality ingredients that use pea protein as a base, noted for its excellent amino acid profile and high protein content. Additionally, both Delektia and Switch Foods' products are free from preservatives, GMOs, soy, allergens, and gluten, and are entirely vegan and halal-certified, catering to a diverse range of dietary needs and preferences.



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Organic food from the EU is a good choice for those who care about themselves and their loved ones.

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IEG: SIGEP WORLD 2025 ALL SOLD OUT

SIGEP WORLD is moving faster and faster and arrives in the main international markets. Stands at the event, dedicated to the Foodservice industry's excellences and organised by Italian Exhibition Group, have already sold out with the extension of two new pavilions - making a total of 30 - and the internationalisation strategy is being further enhanced. The exhibition will embrace all the main supply chains: Gelato, Pastry, Bakery, Coffee and is expanding the offer further to Pizza.

SIGEP WORLD - The World Expo for Foodservice Excellence will be held at Rimini Expo Centre from 18th to 22nd January 2025, where it will open a new chapter in its global expansion project implemented at the show through its strategic business matching programmes.



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PAVING THE WAY TO MAKING STRETCHY, PROTEIN-RICH, DAIRY CHEESE – COW-FREE

DairyX Foods Ltd. announces a major advancement in creating authentic milk proteins without cows, using precision fermentation. The food-tech start-up has developed a method to produce casein proteins that can self-assemble into micelles. Micelles are the primary building blocks of dairy products, such as cheese and yogurt.

DairyX has also refined a complementary technology to enhance the gelation of its casein micelles, considered

the holy grail of the industry.

DairyX's gelating micelles enable manufacturers to produce firm, stretchy and creamy products using their traditional dairy-making processes.

Consumers can't resist dairy's taste and robust health benefits. Casein micelles are key to the appealing sensory profile of dairy products.

DairyX's precision fermentation technology uses microorganisms (specifically yeast) to produce smart casein proteins.

MEET ISHIDA AT GULFOOD MANUFACTURING

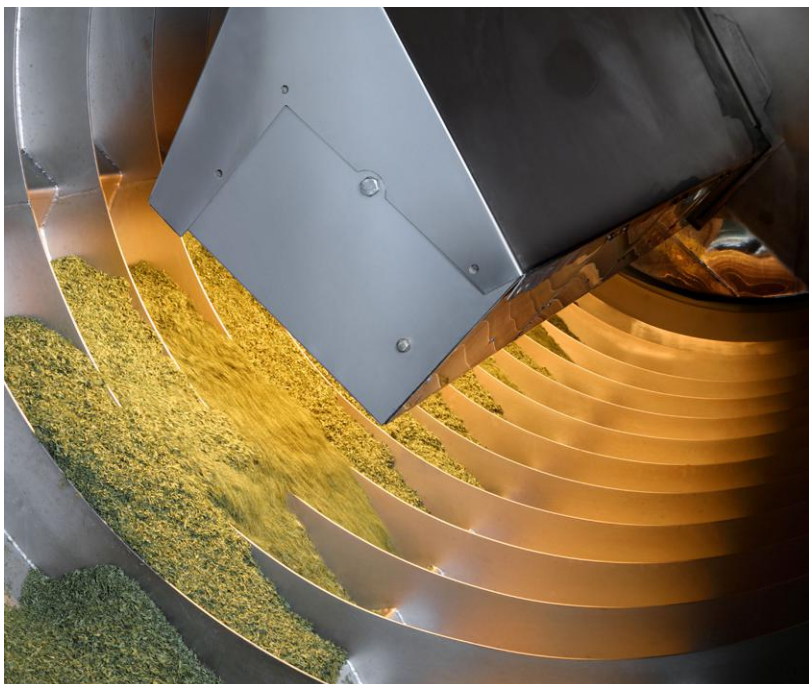
A new version of Ishida's market-leading remote production monitoring and reporting solution, Sentinel 5.0, is set to be the one of the highlights of this year's Gulfood Manufacturing exhibition in Dubai. The company is also showcasing a range of its weighing, packing and quality control solutions, including its recently launched IX-PD X-ray inspection system, which breaks new ground in detection capabilities.

In Hall 3, stand C3-4, the world-leader in weighing, packing and quality control equipment is demonstrating how its brand-new Sentinel 5.0 software combines machine performance monitoring with comprehensive data capture to give food manufacturers a smarter, more in-depth analysis of their entire food

production line.

The technology, which aligns with Industry 5.0 principles of human-machine collaboration, enables food manufacturers and packers to operate their lines at maximum performance and efficiency. Through greater access to critical data, they can achieve better planning and high levels of preventative maintenance that avoid unnecessary and unwanted downtime.

Talking about the launch, Matt Eastham, General Manager, Middle East at Ishida Europe, said: "We are very much looking forward to Gulfood Manufacturing this year, as it will be a landmark occasion where we unveil how the food manufacturing industry can readily implement Industry 5.0 principles within their operations."



Say Goodbye to Product Contamination – Naturally

Imagine a sterilization process that not only safeguards your products from harmful microbes like salmonella, E. coli, mold, and yeast, but does so without the use of chemicals such as ethylene oxide (EtO) or propylene oxide (PPO). That's precisely the process that KREYENBORG's Food Safety Infrared Rotary Drum (FS-IRD) offers.

Our infrared-light technology is entirely natural, making it ideal for processing both organic and conventional food products. Additionally, germ reduction is enhanced using a fine water mist, which preserves the sensory attributes of your products, such as appearance, taste, and color, while simultaneously allowing you control over moisture content, ensuring that every batch meets your exact specifications.

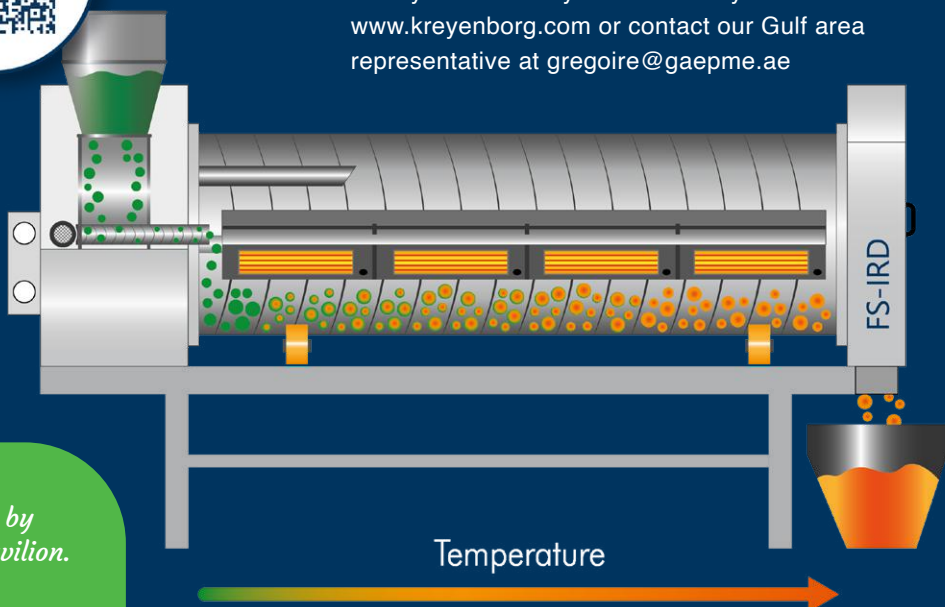
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Looking for a reliable way to ensure the safety and quality of your food products? KREYENBORG has the solution

KREYENBORG – Your Partner in Food Safety

Since 1953, KREYENBORG has been a leader in developing innovative solutions for the food industry. Our Made in Germany infrared technology sets the standard for processing high-quality raw materials like spices, herbs, seeds, and nuts. In the Gulf region, we're represented by GAEP – Gulf Application Engineering & Packaging – to provide top-tier food safety solutions.

HOW DOES IT WORK?



A Multifunctional System

The FS-IRD performs more than sterilization; it's also perfect for roasting, drying, coating, and stock protection. Its rapid heating of the product from the inside out ensures quick, even processing while maintaining maximum product quality. With adjustable temperature and dwell time, the system can be conformed to your needs.

Tailored Solutions

At KREYENBORG, we understand that every production facility is unique, and so we offer you customized solutions. While we provide the technology, you handle the integration, ensuring that our system fits seamlessly into your overall infrastructure.

Ready to enhance your food safety? visit www.kreyenborg.com or contact our Gulf area representative at gregoire@gaepme.ae

Visit us at **Gulfood Manufacturing 2024**
Learn more about our innovative technology by
visiting us at **Booth S1-H21** in the German Pavilion.

GULFOOD MANUFACTURING PREVIEW



GULFOOD MANUFACTURING CELEBRATES 10TH ANNIVERSARY WITH LANDMARK, LARGEST-EVER EDITION

Gulfood Manufacturing, the world's only annual event covering the entire food manufacturing ecosystem, marks its milestone 10th edition with its largest and most impactful edition to date next month. Taking place at Dubai World Trade Centre from 5-7 November 2024, this landmark edition promises to be a game-changer for the industry, bringing together over 2,500 exhibitors from 70 countries, spanning 19 halls and a space of 1 million square feet – an overall growth of 30% compared to

previous editions.

After a decade of success, Gulfood Manufacturing continues to garner interest from board, C-level and executives across all sectors of food manufacturing, from processing, packaging, and ingredients to supply chain solutions and control & automation, by showcasing the latest innovations and advances enhancing efficiency, sustainability and

profitability - this year including food biofortification, AI-driven ingredients, nanotechnology in packaging, precision fermentation, and smart supply chains - and helping brands to achieve competitive advantage and drive the growth of the industry.

Trixie LohMirmand, Executive Vice President of Dubai World Trade Centre, commented: "As we celebrate this milestone tenth edition of Gulfood Manufacturing, we reflect not only on the remarkable growth and innovation within the food manufacturing sector over that time, but also the forces such as Industry 5.0 that are shaping the future of food production and processing. The scale of this year's show reflects the industry's ever-growing demand for cutting-

**2,500+
leading F&B
manufacturing
brands
confirmed,
25% new
to show**

edge solutions that address sustainability, innovation, and efficiency challenges. We are committed to fostering these conversations, bringing industry leaders together, and driving the transformation of the global food manufacturing landscape."

A global platform for food tech innovation

At the highly anticipated FoodTech Summit, over 100 visionary thought leaders and engaging industry experts from around the globe will speak on the very latest trends, innovations and challenges in the F&B industry.

The renowned strategic futurist Dr. Mark van Rijmenam, an

international thought leader on digital transformation and cutting-edge technologies, will give a keynote speech on the first day exploring how AI is revolutionising food processing, enhancing automation and enabling the use of digital twins to optimise production. He will also address potential risks, such as data privacy concerns and the ethical use of AI.

Among the other industry leaders due to speak at the Summit, over half are speaking in the UAE for the very first time and include: founder and

CEO of Creative 3D Technologies, UN Voice for Sustainable Manufacturing, and award-winning machinery designer – Ethan

Baehrend; CEO of Believer Meats - Gustavo Burger; serial entrepreneur and Co-Founder of online B2B platform Kaso - Manar Alkassar; Jihyun Junga - CEO of Mush&, a trailblazing company that creates sustainable, fungi-based food materials, and many more.

Reinforcing Gulfood Manufacturing's position as the must-attend event for the global food industry, 90% of the world's

**90% of
the world's
manufacturing
brands
represented**



Everything. From a single source.

Play it safe to ensure the quality and efficiency of your products. From meat and sausage to cheese, convenience products and baked goods. With integrated processing and packaging solutions that offer individual added value - e.g. for dough processing, portioning, slicing, packaging, labelling, quality inspection and cartoning. As automated and digitally networked as you wish. **MULTIVAC. Multiply Your Value.**



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Hall 1, Stand C1-42 & C1-30



GULFOOD MANUFACTURING PREVIEW



leading F&B manufacturing brands will be represented at this year's show, among them top international FMCG brands and manufacturers such as Danone (France), Foster Clark (Malta), Kerr (France), Kellogg Tolaram (Egypt), Kraft Heinz Company (The Netherlands), McCain Foods (Canada, USA), McDonald's (India), Nestle (Cote d'Ivoire), Peroni (Italy), PepsiCo (Pakistan), Procter & Gamble, Reckitt, Unilever, and Ferrero Lux, along with local and regional giants like Agthia Group, Almarai Co, Al Ain Farms, and Oman Flour Mills.

Apical, Asia & Africa General Trading, Cargill, ChocoLake, Dohler, Fanar, Givaudan, IFF, IFFCO, Kerry, Symrise, Takasago, Wilmar and many

others will be showcasing some of the latest innovations in functional and non-functional ingredients, while processing and packaging giants like GEA, Husky, Ishida, Krones, Rieckermann, Sidel, SIG, Tetra Pak and TNA will be unveiling some of the latest solutions in processing and packaging, including some never-seen-before global launches.

Sonya Kayani, Communications Director, Greater Middle East and Central Asia, Tetra Pak, said: "We are thrilled to be once again showcasing Tetra Pak's latest innovative products and services at this year's Gulfood Manufacturing show. Our customers are looking forward to an exciting showcase of Tetra Pak's latest in new food categories, processing equipment,

our innovative food packaging portfolio and our sustainability showcase. It is a pleasure to see Gulfood Manufacturing become the world's biggest food and beverage event, and we are pleased to be one of the show's long-standing partners and supporters over the course of the past 10 years. We look forward to meeting with all our customers and partners in Dubai."

Co-location with GulfHost

Gulfood Manufacturing will be co-located this year with GulfHost, the ultimate platform for the hospitality industry. This strategic collaboration allows attendees to explore both food manufacturing and hospitality solutions in one venue, offering a comprehensive perspective of the food industry value chain and providing an unparalleled opportunity to explore the synergies between food manufacturing and hospitality sectors.

Further details and registration information can be found at www.gulfoodmanufacturing.com





EDITION

GULFOOD
MANUFACTURING

5-7 NOV 2024
DUBAI WORLD TRADE CENTRE



A DECADE OF POWERING PROGRESS

In 2024, **Gulfood Manufacturing** proudly marks a decade since opened its doors and grew into a pivotal platform for the F&B Manufacturing industry. The story extends far beyond this milestone.

Gulfood Manufacturing returns bigger than ever with a powerful presence of **2,500+** global companies spanning **72** countries across **19** halls. Expect to see groundbreaking innovations and the latest industry advancements, gain insights and visionary strategies from global experts, and build new business connections to achieve competitive advantage.

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DUBAI WORLD TRADE CENTRE

GULFOOD MANUFACTURING PREVIEW

France is set to make a significant impact at the upcoming Gulfood Manufacturing and GulfHost, taking place from November 5-7, 2024, at the Dubai World Trade Centre. This year marks the 10th edition of this F&B manufacturing industry event where 62 French companies will showcase a diverse array of products and solutions. These will include not only innovative ingredients such as dairy components, baked goods ingredients, functional ingredients, flavors, grains, condiments, and egg products but also cutting-edge equipment vital for the agricultural and agri-food sectors.

The French presence will be highlighted in three distinct pavilions:

- **Equipment Pavilion:** Featuring 35 specialized companies in agricultural and agri-food equipment and logistics, occupying 500 m² in Sheikh Saeed Hall - booth S1-C52.
- **Ingredients Pavilion:** Comprising 20 companies focused on food processing, located in a 300 m² space within Sheikh Rashid Hall - booth R-J44.
- **GulfHost Pavilion:** Dedicated to hospitality, restaurant, and bakery professionals in Za'abeel Hall - booth Z4-G72.

This multifaceted showcase

underscores France's commitment to addressing industry challenges while fostering innovation and collaboration within the Middle Eastern market.

"At Gulfood Manufacturing and GulfHost 2024, we proudly showcase the best of French innovation in food technology

and hospitality solutions. With 61 exhibitors across three dedicated pavilions, we are committed to fostering sustainable practices that align with the evolving needs of the Middle Eastern market. Our participation underscores France's leadership in addressing industry challenges through innovative solutions, and we invite all stakeholders to engage with us in this vital dialogue for a sustainable future." Flavie Paquay, Country Director Business France UAE.

To know more about the French delegation at Gulfood Manufacturing and Gulfhost: <https://businessfrance.jpm-associes.com/gulfood-manufacturing-2024/>





Visit the French Pavilions at Gulfood Manufacturing - Gulfhost

Discover the French excellence and innovation
on food and beverage manufacturing industry.

French Pavilions exhibitors

61



scan the QR code to discover
the French catalog



Process and Packaging: Sheikh Saeed Hall 1, S1-C52

Ingredients: Sheikh Rashid Hall, booth R-J44

GulfHost: Za'abeel Hall 4, booth Z4-G72

WHY GULFHOST 2024 IS SUCH A GREAT/ IMPORTANT SHOW, NOT JUST FOR THE REGION, BUT INTERNATIONALLY TOO?

Building on the success of its fourth edition in 2022, GulfHost is set to return from 5-7 November at the Dubai World Trade Centre as a transformative event for the global hospitality, HoReCa, and foodservice industries. As MENA's most influential foodservice and hospitality equipment exhibition, GulfHost 2024 is not just a regional event but a significant international platform that will bring together over 25,000 qualified buyers and decision-makers from more than 150 countries. This year, the show expands with over 350 exhibitors and 16,000 sqm of exhibition space, showcasing the latest innovations in hospitality and foodservice equipment, from back-of-house to front-of-house, tableware, furnishings, and café solutions.

The addition of new country pavilions from Brazil and India, alongside

established ones from the UK, Italy, Germany, and more, highlights the global reach and diversity of the event. GulfHost 2024 also offers an unparalleled opportunity for learning and networking through the Foodservice Excellence Summit, a three-day conference featuring over 70 international experts, including CEOs of top hospitality management companies, world-renowned foodservice consultants, and senior executives from leading hotel groups. This unique convergence of global expertise and cutting-edge solutions makes GulfHost 2024 an unmissable event for anyone looking to stay ahead in the rapidly evolving hospitality and foodservice sectors.

What can one look forward to about the 2024 show (highlights, etc)?

As the organisers of GulfHost

2024, we are excited to showcase the largest array of global foodservice equipment exhibitors, including bellwether brands such as ALI Group, Middleby Corporation, Marmon Foodservice, MKN, and La Cimbali. These trailblazing brands will unveil cutting-edge innovations aligned with our 2024 event themes: smart kitchens, AI and automation, creative customization, the modular future, and sustainable solutions. We are also excited to unveil a dynamic array of networking and immersive experiences, with a particular highlight being the Foodservice Excellence Summit. In partnership with the Foodservice Consultants Society International (FCSI), this summit is poised to advance the industry by addressing future trends, sustainability, and kitchen design. Over three days, more than 70 global leaders will lead

insightful discussions on critical topics such as evolving customer expectations, talent development, and achieving profitability while maintaining high standards of quality.

Another highlight is the debut of the YouthX Future Consultant Challenge, where students will showcase their creativity by developing innovative foodservice concepts using the latest equipment that they can source from the show. This competition offers a real-world experience for aspiring professionals in foodservice and hospitality design.

We're also proud to present Chef Talks, where top chefs from across MENA will share insights into culinary and food innovation, as well as the GulfHost Innovation Awards, which will spotlight groundbreaking advancements in various categories. Lastly, The Coffee Experience Lab promises a sensory journey through the world of coffee, featuring masterclasses, workshops, and live demonstrations by renowned baristas and roasters. Our dedicated meetings programme will further enhance the experience, facilitating connections with MENA's top decision-makers in hospitality and foodservice.

Why is the show's presence and success reflective of the huge growth and opportunity in Dubai/ the Middle East (e. why is this such a vibrant region for foodservice and hospitality)?

GulfHost's success mirrors the explosive growth and immense opportunities within Dubai and the broader Middle East, making the region a global hotspot for foodservice and hospitality. The MENA out-of-home dining market is projected to reach a staggering \$82 billion by 2028, while the UAE and KSA alone are expected to see their foodservice markets grow to \$87 billion by 2029. This growth is underpinned by substantial investments, with \$45 billion allocated by Middle Eastern countries to boost tourism and travel by 2030. Over 56,000 hotel rooms are currently under development, and an additional \$30 billion in hotel construction contracts is anticipated across MENA. GulfHost thrives in this vibrant environment, offering a platform that reflects the region's dynamic expansion and the vast potential it holds for innovators and leaders in the global foodservice and hospitality industries.

For more information, visit www.gulfhost.ae



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LATINI
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LATINI
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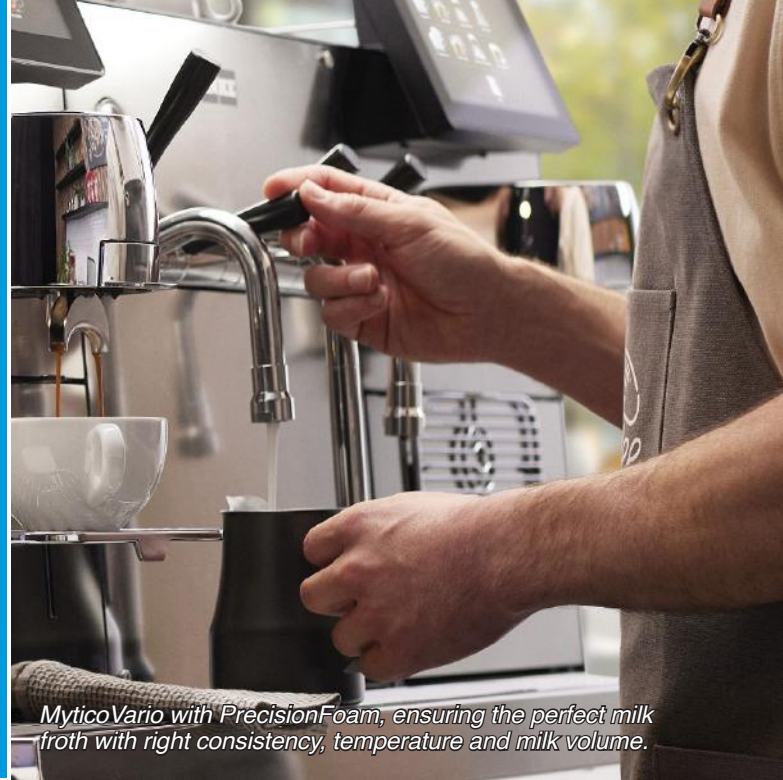
latinihohberger

latiniusa

info@latiniusa.com

www.latiniusa.com

FRANKE COFFEE SYSTEMS TO DEBUT AT GULFHOST 2024 WITH EXCITING INNOVATIONS FOR THE MIDDLE EAST MARKET



MyticoVario with PrecisionFoam, ensuring the perfect milk froth with right consistency, temperature and milk volume.

Copyright of all images: Franke

Franke Coffee Systems, a global leader in premium coffee solutions, is pleased to announce its first- ever participation at GulfHost 2024, to be held at the Dubai World Trade Centre from November 5-7, 2024. GulfHost is one of the most important events for the hospitality industry in the MENA area, attracting more than 25,000 professionals to learn about the latest advancements in foodservice and hospitality technology. By showcasing its innovative, cutting-edge coffee solutions at this event, Franke Coffee Systems aims to strengthen its brand presence in the region.

At GulfHost 2024, the multi-award winning Mytico line from their new product category BeyondTraditional will be introduced to the Middle East, following successful launches in other regions. Mytico is the first product line in this innovative category which integrates existing technologies

with new trends and customer demands to create solutions that go beyond industry standards. These game-changing coffee machines combine impeccable Italian design with Franke's renowned Swiss quality, delivering an extraordinary customer experience.

Franke Coffee Systems will introduce the Mytico Due and Mytico Vario PF to the Middle East. The Mytico Due's automated operation and intuitive design, coupled with its low machine height, allow baristas to easily engage with customers, creating memorable moments and fostering loyalty. Mytico Vario's integrated milk system helps reduce milk waste, while its PrecisionFoam technology ensures unparalleled milk foam quality in the exact desired quantity and density at the touch of a button.

As global coffee consumption

increases, so do customer expectations. Today's consumers seek barista-grade quality coffee and memorable experiences every

time, but the global shortage of skilled staff makes it difficult to meet this demand. Mytico addresses these challenges with advanced Franke Coffee Technologies that ensure superior performance, ease of use, and consistently high in-cup quality.

Notably, the Franke Mytico professional coffee machine has been shortlisted for the GulfHost Innovation Awards 2024 and has made it to the final round. Visitors can look forward to the announcement of the winning products on the first day of the trade show.

At GulfHost, visitors can also explore popular machines from the modular A line range. The A300, ideal for office environments; the versatile semi-automatic S700 for quick-service restaurants and coffee shop chains; and the A600 and A800, perfect for self-serve areas such as hotel breakfast rooms, c-stores, gyms, and kiosks will all be showcased at Franke's booth no. A64 in Hall Za'abeel Z5.

For more information, visit www.coffee.franke.com



Franke's modular A line fully automatic coffee machines are configured individually to meet all requirements and segments.



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The DOLE SOFT SERVE® true-to-fruit portfolio of flavors is a recognized brand with invaluable menu offerings for any foodservice operation. Offer your guests a refreshing and satisfying treat that is perfect for any day part. Its versatility makes it an ideal addition to any menu, served as a cone, frozen drink, build-your-own dessert and more. With the One and Only, DOLE SOFT SERVE® portfolio of dry mixes, restaurants of any size, can keep their guests coming back for more!

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IFF UNVEILS GROUNDBREAKING FOOD & BEVERAGE INNOVATIONS AT GULFOOD MANUFACTURING 2024

IFF (NYSE: IFF) is set to unveil a series of groundbreaking food and beverage innovations at Gulfood Manufacturing 2024, from 5-7 Nov., Dubai World Trade Center, Hall 8, booth A8-4, leveraging cutting-edge technologies and deep consumer insights. This year's theme, "Make joy through science and creativity," underscores IFF's focus on transforming megatrends into tangible opportunities for the industry.

IFF will showcase a diverse range of new concepts inspired by key consumer trends like Experiential Delight, Health, and Affordability across various categories, including beverages, dairy, snacks, bakery, culinary, bars and confectionery. These innovations highlight IFF's technical expertise and creativity in helping manufacturers create products with sensory appeal and functional health benefits, while also reducing costs.

Visitors to the double-story booth can experience the following food and beverage concepts:

- **Cost-efficient dairy drink:** Concepts containing IFF's unique system of specialty stabilizers, emulsifiers,

patented flavor technology, and innovative top notes offers impactful savings on the full product composition without compromising on the sensory profile and stability compared to standard milk. Solutions are showcased in plain milk and sweetened flavored versions, all offering higher calcium levels than standard milk.

- **Fizzy beverage with innovative flavors:** Designed to connect with consumers' emotions while offering the benefits of an energy drink, IFF researchers developed IFF Beyond Hedonics™, a toolbox of proprietary consumer research methodologies, to align flavors with functional benefits (IFF Ingredient HealthScape™) and affective states such as energy, happiness, focus and fun (IFF Flavor Feelings™). By leveraging these insights, IFF can help manufacturers build a stronger connection between their brands and consumers.

- **Reduced tomato paste in tomato-based sauces:** Powered by IFF CURE™, IFF's Core and Uncommon Replacements & Extenders, this

system blend reduces tomato paste by 30 percent or more in ketchup, tomato paste and tomato-based sauces, maintaining flavor, texture, and quality while offering a cost-effective and sustainable alternative for manufacturers.

- **International fusion in snacks:** Inspired by both Asian and European culinary traditions, these snack concepts cater to the 'epicuriosity' trend, encouraging consumers to explore new aromas and tastes.

- **Cocoa reduction in cookies and chocolate drinks:** IFF's innovative flavors and ingredient solutions can help mitigate the impact of cocoa price fluctuations, ensuring that the taste and functionality of cookies and chocolate drinks are preserved even with reduced cocoa content. This approach addresses cost concerns and maintains the high-quality sensory experience that consumers expect.

For more information, visit www.iff.com

CORBION'S SOLUTIONS ADDRESS CRUCIAL CONCERNS IN MEAT PRODUCTION AND BAKERY

As meat and bakery producers face growing challenges in maintaining product quality and ensuring freshness, efficient preservation solutions and strong food safety protocols are essential. Corbion, a leader in the field, offers a robust portfolio, including the Verdad® buffered vinegar range as well as Opti.Form® Ace delivering top-shelf Listeria control, mold inhibition and extending shelf life.

Beyond ingredients, Corbion supports customers with customized service teams and training programs to address technical challenges and navigate regulatory complexities.

Key innovations are the Corbion® Listeria Control Model (CLCM), a tool that predicts Listeria growth based on product characteristics, allowing producers to choose optimal preservation solutions with ease, and the Corbion® Natural Mold

Inhibition Model (CNMIM), the baking industry's first-ever tool for predicting time to visible mold growth in label-friendly bakery products.

Corbion believes in strong partnerships, collaborating with customers to meet food safety standards and deliver high-quality products. Their commitment to sustainability and preservation makes them a trusted partner for both meat and bakery producers.



Re: Refresh Your Ideas About Preservation

You invest a lot in creating quality products and building trust in your brand. But in today's complex supply chains, pathogens and spoilage organisms can threaten your customers and your business. Corbion preservation solutions help you mitigate those risks while enhancing the very qualities they protect. With our experience, naturally derived ingredient solutions, and predictive modeling tools on your side, the freshness, safety and integrity of your products are in good hands. **Let's redefine preservation together.**

Visit us at Booth R-180 - Hall 8 at Gulfood Manufacturing

 corbion.com

 food@corbion.com

 [CorbionFood](https://www.linkedin.com/company/corbion)

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EXBERRY® BY GNT TO PRESENT COLORFUL CONCEPTS AT GULFOOD MANUFACTURING 2024

GNT will showcase its plant-based EXBERRY® color rainbow with an array of eye-catching food and drink concepts at Gulfood Manufacturing 2024 (5-7 November 2024, Dubai World Trade Centre).

EXBERRY® colors are made from non-GMO fruit, vegetables, and plants and can be used to achieve vibrant shades from across the whole spectrum. They are halal-certified and can provide an effective replacement for artificial colors and carmine in almost any application, including confectionery, baked goods, and dairy products.

At Gulfood Manufacturing, GNT (hall 6, stand B6-48) will give visitors the chance to sample popcorn, potato chip, and beverage concepts featuring a range of EXBERRY® colors.

Santhosh Thankappan, Sales Director at GNT Middle East, said: "Our vibrant rainbow of EXBERRY® coloring solutions can deliver spectacular results in food and drink while supporting natural ingredient lists. We're excited to give Gulfood Manufacturing visitors the chance to experience the power of plant-based colors through our innovative concepts."

GNT offers full support to manufacturers when making the switch to EXBERRY® to simplify the product development process. The company's experts will be available throughout Gulfood Manufacturing to discuss technical issues and beyond for specific project requirements.

Santhosh Thankappan added: "We're committed to helping food and beverage brands succeed by delivering the vibrant, high-performing, and cost-effective

coloring solutions they need. We pride ourselves on delivering exceptional service every step of the way, from color matching and stability testing through to regulatory matters and quality documentation."

For more information about, visit www.exberry.com



SWEETENED CONDENSED MILK – A KEY INGREDIENTS FOR CONFECTIONERY

Sweetened condensed milk is one of the most important milk-based ingredients for the food and confectionery industry, alongside milk powder and anhydrous milk fat. SCM is mainly used in the production of high-quality caramel fillings, chocolate bars, pralines, toffees, dessert sauces or ice cream. It not only provides the typical caramel taste, but also influences the consistency

and mouthfeel of the finished product.

WS Warsener Spezialitäten GmbH, a member of the Uelzena Group, is one of the largest manufacturers of sweetened condensed milk in Europe. The German dairy company offers a wide range of different recipes and packaging options suitable for industrial use. This includes products according to halal, kosher

and Fairtrade certification as well as blends of sweetened condensed milk with vegetable oils. All sweetened condensed milk products have a nice smooth texture, a clean taste without any 'cooked' flavour, and are technologically resilient to further processing. WS Warsener Spezialitäten will exhibit at Gulfood Manufacturing in Dubai as part of the German pavilion.

 Dairy Ingredients made in Germany



Visit us at the
German Pavillon:
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MANUFACTURING

www.warmsener.com
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Spezialitäten GmbH
Dairy Ingredients

Sweetened condensed milk

in many variations is our key product. We are a premium supplier of many great brands from the international chocolate and confectionery industries.

- Halal
- Kosher
- Fairtrade

Uelzena
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LACTOSE FREE DAIRY MARKET SET FOR RAPID GROWTH

The lactose free market is set for significant growth, driven by increasing awareness of lactose intolerance and health-conscious consumer trends. Product innovation and technological advancements are expanding the variety and quality of lactose free options, such as milk, yoghurt, flavoured drinks, desserts, and ice cream.

Digestive wellness and the rising interest in natural, and sustainable dietary choices have long been trends. These factors drive the demand for lactose free options. One-third of global consumers are struggling with digestive issues, which creates demand for lactose free options. Many common dairy products have been off-limits for the fear of digestive issues or off-putting due to bad taste or texture.

Now is the time for innovation: seize the growth in the lactose free market

With the lactose free market experiencing rapid growth and consumer demand at an all-time high, now is the perfect moment for companies to introduce innovative products. Leveraging current health trends, businesses can capture a significant share of this expanding market. By offering new and improved lactose free options with additional benefits, companies can meet the evolving needs of health-conscious consumers and drive future growth.

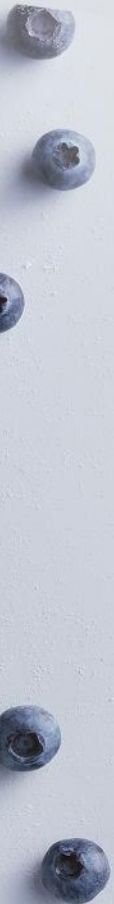
Nutritional powerhouse with more protein, added vitamins, and less sugar

Formulating lactose free products with added nutritional benefits,

makes them an attractive choice for consumers. Consumers are looking for products that not only alleviate troublesome symptoms but also combine multiple benefits. These products often include added vitamins, and probiotics, as well as higher protein content and reduced sugar levels, enhancing their overall health value. By offering these enriched options, manufacturers can cater to the growing demand for nutritious and lactose free alternatives, providing a comprehensive bundle of benefits for consumers.

Valio Fast Track™ solution for lactose free milk and yoghurt: a simple path to premium products

While regular milk sales are stable in many markets, lactose free milk sales are increasing. There is an untapped market for lactose free milk that offer all the goodness of milk nutrients without lactose.





Valio's lactose free milk technology eliminates the need to invest heavily in advanced equipment. With our expertise, we can help customers streamline their product development, optimize manufacturing processes, and develop an effective go-to-market strategy.

With over 40 years of expertise in lactose free innovation, Valio's Fast Track™ solutions have already proven effective in the lactose free milk sector, where dairies have entered the market quickly with excellent sales results. This trusted legacy now extends to yoghurt manufacturers looking to create premium, healthy products.

With Valio Fast Track™ solution for yoghurt, manufacturers can easily formulate a drinkable yoghurt with 30% less sugar or a thick Greek-style yoghurt, all lactose free. This powder solution offers customers an excellent tasting yoghurt with wellbeing benefits. Especially when

milk is scarce and there is a need to extend the yoghurt portfolio with premium options, but no lactose free technology is available. Fast Track™ for yoghurt isn't just another powdered ingredient—it's specifically designed for yoghurt production, offering superior results compared to generic milk powders.

Finnish food company Valio focuses on dairy ingredients and solutions for health-conscious consumers

With an arsenal of 300 patents, Valio knows how

to help dairy manufacturers create value-adding products, increasing the competitiveness while also responding to food trends. Valio's market-proven technologies can also assist in entering the lactose free market. Valio can help you meet the profitability, business, and sustainability objectives of the modern food industry.



For more information, visit www.valio.com

Discover how Valio Fast Track™ solutions can enhance your production. Visit our stand for tailored advice and support and take the first step towards new business.

📍 **Gulfood Manufacturing 2024, Partnering with FSL, Dubai, November 5–7, Hall 7, Stand D7-4**

📍 **Food Ingredients Europe 2024, Messe Frankfurt, November 19-21, Stand 3.0 G43**



REVOLUTIONIZING TORTILLAS: THE FLOUR MASTERS' STORY WHERE GOODNESS RISES

In the competitive landscape of gourmet food production, Flour Masters Bakery has established itself as a leader in the tortilla industry. With decades of experience from its founders, this innovative company is renowned for crafting flour tortillas that elevate culinary experiences and set a high standard for taste and freshness.

Flour Masters understands the evolving needs of the food industry, blending innovation with tradition to offer a diverse range of tortillas. Their offerings include original tortillas, whole wheat, multigrain, and flavorful options like spinach, tomato, hot 'n' spicy, and curry. Each product is made from top-quality ingredients, ensuring that flavor and quality remain paramount while catering to a wide range of dietary preferences.

What truly distinguishes Flour Masters is its unwavering commitment to excellence. The company minimizes the use of preservatives while maintaining robust flavor profiles, allowing customers to enjoy tortillas that are both delicious and wholesome.

Their flexible ordering system enables businesses to customize quantities, ensuring they always have the right amount of product without compromising quality.

The facility boasts state-of-the-art technology designed for precision and efficiency. A dedicated quality control team conducts continuous product testing, guaranteeing consistency in every batch. Flour Masters also prioritizes sustainability, employing eco-friendly practices that minimize waste and maximize

energy efficiency.

Their extensive range of traditional and flavored tortillas is tailored specifically for private-label brands throughout the region. By partnering with Flour Masters, businesses gain access to a team focused on enhancing operational efficiency while delivering exceptional products.

For those interested in witnessing their commitment to excellence firsthand, Flour Masters offers guided tours of their innovative production facility. Visitors can observe the meticulous processes from an exclusive viewing deck, gaining insight into the passion and dedication behind every tortilla.

Where Goodness Rises encapsulates Flour Masters' philosophy: every tortilla is crafted with care, using the finest ingredients to ensure that deliciousness and quality always shine. Whether you're seeking traditional options or unique flavors, Flour Masters has something to satisfy every palate.



**Mr. Hany M Haneef, Founder & CEO,
Flour Masters Bakery**

For more information, visit
www.flourmasters.com

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YEAST, A GROWING MARKET IN NEED OF PREMIUM PRODUCTS

By Dr. Yafang Sun,

*General Manager of Yeast and Strain Resource Technology Center,
Angel Yeast Company*

Baker's yeast is a thriving global market, driven by the world's increasing appetite for bread, even in cultural and geographical areas where it's not a staple. This also means that bakers and manufacturers need reliable yeast in order to constantly deliver at the expected quality and to cut down on waste. Angel Yeast, a global yeast and biotech company that develops natural ingredient solutions for the food & beverage, nutritional, and biotechnology industries, introduces a game-changing solution to the contemporary challenges facing bakers worldwide.

Market analysts expect the global yeast market to reach USD8.5bn by 2029, with a CAGR of 8.9% from 2024 to 2029 - an exceptional growth rate. According to a report published

by MarketsandMarkets, the yeast market is thriving, driven by the expanding demand for bakery products, alcoholic beverages, and animal feed. With yeast being a crucial ingredient in these sectors, advancements in biotechnology and fermentation processes have enabled manufacturers to produce high-quality yeast strains efficiently.

Moreover, the rising preference for natural and clean-label ingredients in food and beverage products has further propelled the yeast market forward. As consumer preferences continue to evolve towards healthier and sustainable options, the yeast market is expected to witness sustained growth, with innovations likely to drive further diversification in applications and product offerings.

Among the subdivisions of the market, the baker's yeast segment is projected to account for the largest share. Until 2029, the baker's segment

is expected to lead the market in terms of type, primarily due to the cost-effectiveness and extensive applications of baker's yeast across various industries, including food and feed. The expansion of the baker's yeast market correlates directly with the growing consumption of bakery products, especially bread.

Angel Yeast's Premium Dry Yeast products represent the company's answer to this growing need of the bakery industry. Available in both high- and low-sugar formulations, these variants prioritize convenience, speed, and reliability for bakery professionals.

Yeast for Each Type of Dough

Angel Yeast's Premium Dry Yeast comes in two versions, for each type of dough. The low-sugar yeast can be used for dough with 0-10% sugar, which makes it suitable for breads and pastry with low sugar content, especially for the low sugar and



sugar free European breads. It has high fermentation activity and strong fermentation endurance, which can effectively shorten the rising time. It helps bread get a good expansion in the oven and it makes the product uniform in color, even in large sizes, and tasty. It can also be used for rich dough (dough with sugar content of 10-20%) and high-sugar dough (dough with sugar content of 20% and above), which means it has a wide application range and good tolerance to sugar.

The high-sugar yeast can be used successfully for bread with 10-25% sugar. It is made from selected high activity and high osmotic pressure resistant yeast strains and is suitable for the production of a variety of bread recipes with high glucose (25%) and high oil (20%). It can effectively shorten the dough fermentation time. It allows bread to get a good expansion in the oven and meets the expansion

requirements of different fermentation processes (such as direct dough and sponge dough method). It makes the products come out uniform in color and it delivers a delicate crumb.

Yeast for All Geographical Regions

Angel Yeast's products enable bread makers from various regions globally to master the same fermentation process and achieve the same results, allowing them to create equally delicious bread. Resistant to high sugar, salt content, and weak organic acids, Angel Yeast's Premium dry yeast is also resistant to cold osmotic shock, which helps bakers in hot regions. Cold osmotic shock resistance - the products' ability to withstand low temperatures yet still achieve standard fermentation - is very important in formulas that need to add ice and cold water in order to control the speed of the fermentation.

These traits ensure the environment

is not altering the baker's outcome and output, allowing them to build sustainable businesses and keep consumers happy.

Conclusions

On an ever-growing market with ever-growing challenges, Angel Yeast's innovation addresses diverse production environments, from equatorial heat to high-sugar and oil formulations, ensuring consistent results globally. With research yielding strains capable of withstanding extreme conditions, the company empowers bakers worldwide to achieve optimal fermentation outcomes, which ensures what manufacturers and bakers want the most: predictability and proper conditions for scaling up, ready for what tomorrow brings.

For more information, visit <https://en.angelyeast.com>

RESEARCH FINDS CONSUMING WALNUTS DURING PREGNANCY SIGNIFICANTLY IMPROVED CHILD NEURODEVELOPMENTAL OUTCOMES AT AGE TWO

Optimal nutrition is critical during pregnancy for both mother and child, especially for brain development and healthy birth weight. Lack of key nutrients increases the risk for low birth weight and developmental delays in children. According to the joint UNICEF and WHO study of global, regional, and country estimates of low birth weight,

the incidence of LBW in the Middle East and the Gulf countries was reported as Oman (9%), Lebanon (6%), Syria (6%), Algeria (7%), Kuwait (7%), Libya (7%), Tunisia (7%), Bahrain (8%), Jordan (10%), Qatar (10%), Morocco (11%), Saudi Arabia (11%), Egypt (12%), and Yemen (32%)

In a randomized controlled trial published in JAMA Network Open, and supported by the

California Walnut Commission, researchers found incorporating walnuts and olive oil, in addition to following the Mediterranean Diet during pregnancy, improved child neurodevelopmental outcomes at age two, compared to those whose mothers didn't follow the diet during pregnancy.

The study, conducted in Spain, followed 1,221 pregnant women (19 to 23 weeks' gestation) at high



risk of delivering newborns who were small for gestational age were randomly divided into three groups:

- a Mediterranean diet group that included 450 grams of walnuts and two liters of free extra virgin olive oil every month
- a mindfulness-based stress reduction group
- or usual care

Among the 626 children born and eligible for the study, neurodevelopment scores at two years old were significantly higher in the cognitive and social-emotional domains in the Mediterranean diet group receiving walnuts and olive oil compared with children from the usual care group.

Dr. Dietician and Psychologist Pırl Şenol said; “Walnut consumption during pregnancy has been posited as potentially beneficial due to its rich nutrient profile, notably comprising omega-3 fatty acids, protein, vitamins, and minerals essential for maternal health and fetal development. Omega-3 fatty acids, such as alpha-linolenic acid (ALA), are particularly crucial as they play integral roles in neurological and visual development of the fetus. Furthermore, walnuts offer a source of plant-based protein and various micronutrients, contributing to overall nutritional adequacy during gestation.

While direct empirical evidence specifically linking walnut consumption to the prevention of low gestational weight babies remains limited, the broader nutritional benefits of nuts, including walnuts, are recognized in supporting maternal health outcomes. Adequate maternal nutrition is pivotal in ensuring optimal fetal growth and development, potentially

influencing birth weight outcomes. Therefore, integrating walnuts into a balanced diet during pregnancy may be advantageous, albeit specific recommendations should be guided by healthcare providers, considering individual dietary needs and health circumstances”.

This study adds to the more than 300 additional publications that have explored the role a Mediterranean diet including tree nuts, primarily walnuts (PREDIMED study), on health outcomes such as cognitive function, blood pressure, total cholesterol, and fasting blood sugar.

For people across all lifespans, walnuts provide a host of important nutrients and phytochemicals, they also provide a notable amount of plant protein at 4 grams per ounce (12-14 halves), contribute to the daily intake of fiber (4 grams) and are a good source for magnesium (45 milligrams). Walnuts can play an important role in everyone's daily eating pattern. They are the only tree nut that provide an excellent source of the plant-based omega-3

alpha-linolenic acid (2.5g/oz), which research indicates may play a role in heart health, brain health and healthy aging.

The interventions within the study were time intensive and may not be applicable for some pregnant individuals. These results need replication in further randomized clinical trials.

Here are a few key tips to put this research into practice:

- Put plant-based foods like fruits and vegetables, whole grains, legumes, nuts and seeds at the center of your plate and the focus of your meal-planning.
- Mix up your salads to keep them interesting, incorporating a variety of protein sources along with colorful produce, fresh herbs and fruits for flavor, and good fats like toasted walnuts for texture and a drizzle of olive oil to top it off.
- Enhance your meals with walnuts, like Toasted Walnut Asian Chicken and Vegetables and Walnut Spinach Chicken Masala.



HYDROSOL SHOWCASING SOFT-SERVE ICE CREAM SOLUTIONS, VEGETABLE FAT CREAMS FOR HOT CLIMATES, AND PROTEIN- RICH CHICKEN CHIPS

Worldwide sales of soft-serve ice cream have grown continuously for the last five years. According to Innova Market Insights, annual growth has been a good 7.3 percent and rising. Soft-serve ice cream is a popular and trendy category. Accordingly, at Gulfood Manufacturing in Dubai Hydrosol is presenting an established stabilizing system for the production of soft-serve ice cream. What makes it special is its simple handling. The final product can easily be made on site in the desired amount, by simply preparing a few basic ingredients and the functional system in a soft-serve ice cream machine. The result is a high-quality ice cream with creamy texture and authentic vanilla taste. The flexible recipe enables a wide range of soft-serve specialties in many different flavors.

Another highlight is a vegetable fat cream that is particularly suitable for warm

regions. A new stabilizing system from the Stabimuls ICR series makes it possible. The system and of course the final product store well even in warm temperatures. The whipped vegetable fat cream features a very high 400 percent whip volume. Another plus point is the foam stability. On tarts and cakes, the whipped cream keeps its stable consistency for a long time, even without cooling.

For hearty indulgence, Hydrosol presents new high-protein chicken chips. The basis is a proven system from the PLUSstabil series that was originally developed

for fresh meat preparations like kebab and shawarma. The system has good binding ability and prevents loss of liquid. This increases yield. This new chicken chips application is an attractive snack that can be declared as a high protein product. Visitors to Hydrosol's booth R-N11 in Sheik Rashid Hall can find out more about these and other new products.

For more information, visit www.hydrosol.de



EUROPEAN APPLES REMAIN A FIRM FAVOURITE WITH MIDDLE EASTERN CONSUMERS

A campaign to promote European apples is proving to be so fruitful in the Middle East region that the European Union and the French National Apple will be undertaking a third successive export campaign, with French apples taking centre stage.

The campaign aims to highlight European apple production's exceptional quality, variety, and eco-friendly practices, with a particular focus on apples from France. Despite global agricultural challenges, the 2024 French apple harvest has remained stable, reaching 1.463 million tonnes.

"French apples have long been appreciated for their taste and quality, and this year's harvest is no different. The apples' excellent shape and outstanding quality have made them popular with consumers and food professionals in the region," said Daniel Sauvaitre, a fruit grower from Charente and president of the French Fruits and Vegetables Trade Association Interfel in France.

While the mainstay varieties such as Royal Gala, Granny Smith, Golden Delicious, and Red Apples remain popular, there has been a noticeable surge in demand for club varieties gaining momentum in the Middle Eastern market, including Juliet, Pink Lady, Candine, Candine Organic, Joya, Pixie, Story (Lolipop), Kissabel, and Coeur de Reine.

"These specialised apples are gaining ground, reflecting a shift in consumer preferences towards distinct flavours and high-quality products," added Sauvaitre.

One of the highlights of French apple production is its eco-conscious approach. Since 2010, French apples have carried the "eco-friendly orchards" label, representing 1 million tonnes of apples grown sustainably, resonating strongly in the Middle East, where eco-friendly products are gaining increasing importance.

To further support French apple exports,

a series of promotional activities will take place across the GCC during the remainder of 2024 and into H1 2025, following the success of similar initiatives during the last two years.

Last season's campaign included over 443 in-store tasting sessions across the GCC in 182 outlets between October and March, featuring sampling, gondola brandings, and digital promotions in

major retailers such as Lulu, Panda, Monoprix and Carrefour. These efforts ensured that French apples were featured across the Middle East, offering consumers enticing price promotions and exclusive gifts. In addition, the campaign also held six interactive French Apple Pop-Up events across Jeddah, Riyadh, Muscat, Doha, and Kuwait, as well as at the Taste of Dubai festival.



Fruit and Veg
from France

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NEW MULTIVAC SITE IN BUCHENAU: CENTER OF EXCELLENCE FOR SLICING SOLUTIONS

MULTIVAC officially opened its new Center of Excellence for slicing solutions in Buchenau (Dautphetal) after a construction period of around two years. The investment amounted to approx. 15 million euros. Group presidents, Bernd Höpner (CTO) and Dr Tobias Richter (CSO), together with Jochen Ertl, Senior Director Slicing and Buchenau Site Director, greeted the guests at the inauguration ceremony.

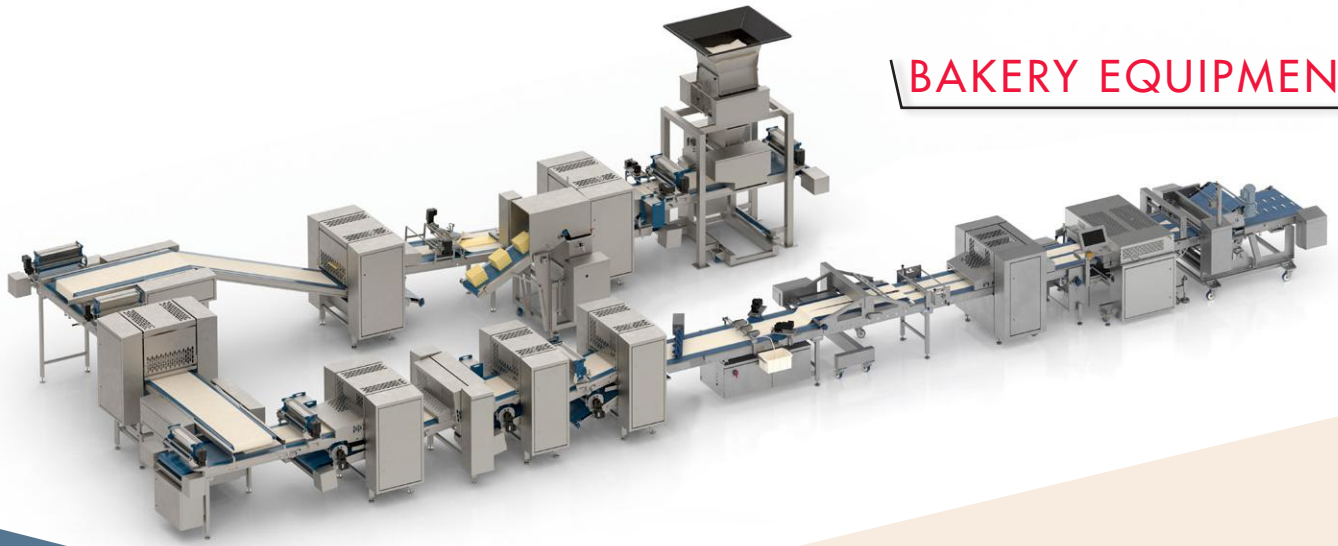
The MULTIVAC Group has been developing and designing high-performance slicers for the food industry at its Buchenau site since 2017. Following strong growth since then in its Slicing Business Unit, the new building will now expand the current capacity. Built over a surface area of around 4,700 square meters, the new building complex comprises a Customer and Application Center, as well as production areas and warehouse facilities. The new building creates a second Application Center, in addition to that at the company's headquarters in Wolfertschwenden. As part of the building's sustainable infrastructure, a number of measures have been taken to reduce greenhouse gases: The heating for the building is provided by air-heat exchangers combined with a photovoltaic system, and this is assisted by the waste heat from the air compressors, so that no fossil-fuel energy

is used.

"We have built up a range of MULTIVAC slicing equipment in record time, and this comprehensive range includes all output categories. Thanks to the new Buchenau site, we can now react even more flexibly to our customers' requirements, as well as providing yet more complete lines as tailored solutions for food processing and packaging," said Dr Tobias Richter, Director and CSO of the MULTIVAC Group. "And with the additional Application Center in particular, we can now offer our customers an even better and more accessible consultancy service in that wider region."

Bernd Höpner, Director and CTO of the MULTIVAC Group, added: "The investment is an important milestone in our growth strategy, and it is a clear recognition by the company's owners of their long-term commitment to the Marburg-Biedenkopf area."

For more information, visit www.multivac.com



UNLOCKING EFFICIENCY: RADEMAKER'S INNOVATIVE SOLUTIONS FOR LONG SHELF-LIFE PRODUCTION

Rademaker specializes in cutting-edge production lines tailored for long shelf-life croissants and pastries, designed to meet the diverse needs of bakeries. Offering both semi-industrial and fully industrial solutions, Rademaker's production lines can handle capacities starting from 250 kg to over 2,000 kg per hour, resulting in up to 70,000 products produced consistently, depending on size and weight.

The production process begins with a Laminator that produces a uniform laminated dough sheet.

This sheet is then seamlessly fed into Rademaker's Croissant and Pastry production line. This advanced system is engineered to accommodate doughs that require extended fermentation times, a crucial factor in achieving the desired long shelf-life for the final products.

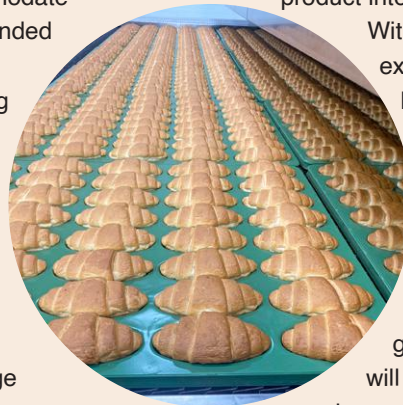
A key consideration in long shelf-life production is determining the desired shelf-life, which can range from 7 days to 6 months.

Rademaker's Long Shelf-Life Technology is guided by four essential factors that influence the quality and longevity of long shelf-life products:

- 1. Recipe:** The foundation of any product starts with a carefully crafted recipe.
- 2. Process/Procedure:** Streamlined processes enhance efficiency and consistency throughout production.
- 3. High-Quality Dough Equipment**

for Shaping Products: Investing in top-notch Rademaker equipment ensures precise shaping and quality control.

4. Proofing, Baking, and Packaging: Meticulous handling of products during these stages is vital for maintaining product integrity.



With nearly five decades of experience, Rademaker has become a trusted partner for bakeries looking to produce long shelf-life products efficiently. As a global leader in laminating production solutions, Rademaker guarantees that their lines will deliver the taste, texture, shape, and capacity that you and

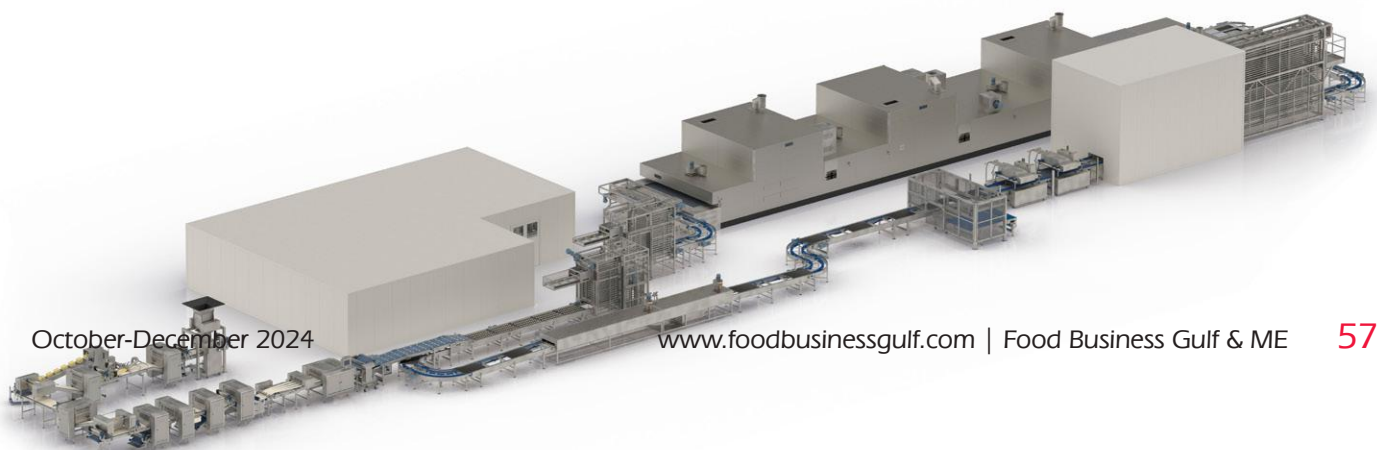
your customers expect.

Unlock the full potential of your bakery with Rademaker's innovative long shelf-life production solutions.

For more information, scan the QR code



to visit the Rademaker Long Shelf-life page or contact Rademaker directly:
Tel: +31 345 543 543
info@rademaker.nl



POULTRY AND HYGIENE: CRITICAL COMPONENTS IN FOOD FREEZING



Ensuring proper hygiene in poultry processing is paramount to safeguarding public health, maintaining product quality, and ensuring compliance with regulatory standards. Hygiene in poultry processing impacts food safety, thus measures to uphold sanitation throughout the production chain is critical. At AGF Freezers, maintaining high hygienic standards in the design and construction of our freezing and chilling equipment, plays a crucial role in upholding poultry hygiene standards.

Food Safety and Public Health Concerns

One of the most critical aspects of hygiene in poultry processing is food safety. Poultry, like other meats, can be contaminated with pathogens that pose risks to human health. Common pathogens include Salmonella, Campylobacter, and Escherichia coli (E. coli), all of which can cause severe foodborne illnesses. As of October 9, 2024, over 11 million pounds of ready-to-eat (RTE) meat and poultry products have been recalled in the USA due to possible adulteration of Listeria monocytogenes. The risk of contamination can occur at multiple stages of poultry processing, from the slaughter of live birds to the packaging of processed meat. If proper hygiene is not maintained,

bacteria, viruses, or other harmful microorganisms can spread, leading to outbreaks of foodborne illnesses.

Economic Impact and Industry Reputation

Maintaining hygiene in poultry processing also has significant economic implications for the poultry industry. Contamination events or outbreaks linked to unsafe poultry products can lead to product recalls, loss of consumer confidence, and damage to a company's reputation. Recalls are costly and can result in financial losses for producers, processors, and retailers. Moreover, the poultry industry relies heavily on its reputation for providing safe and high-quality products, from Ready-To-Eat (RTE) to various poultry products including raw and prepared. A tarnished reputation can take years to rebuild and may lead to long-term financial losses.

Prevention of Cross-Contamination

Cross-contamination is a major concern in poultry processing. It occurs when harmful microorganisms from one surface, piece of equipment, or product come into contact with another, spreading contamination throughout the processing chain. Proper hygiene practices are essential to preventing cross-contamination in poultry

processing facilities. To mitigate the risk of cross-contamination, it is crucial to implement rigorous cleaning and sanitizing protocols at every stage of the production process. This includes maintaining clean and sanitized equipment, using personal protective equipment (PPE) for workers, and ensuring that poultry carcasses are handled in a hygienic manner. Additionally, separating raw poultry from other products and maintaining proper airflow and temperature controls in processing areas can help minimize the spread of harmful bacteria.

Challenges in Maintaining Hygiene

While maintaining hygiene in poultry processing is crucial, there are several challenges that the industry faces. These include the high volume of poultry processed daily, which increases the risk of contamination, the complexity of processing equipment, and the need for constant monitoring and maintenance of hygiene practices. For example, by paying attention to hygienic conditions within spiral freezers to chill/freezing poultry, such as minimal internal surface areas, robust construction and welding, sloped floors for effective drainage, we can see a significant reduction in bacterial growth and harborage points during the freezing/chilling stage.

For more information, visit www.agffreezers.com

VISIT AGF FREEZERS AT GULFOOD MANUFACTURING, HALL 2 STAND 261

ADVANCED INDUSTRIAL CLEANING AND SANITATION SOLUTIONS FOR THE FOOD AND BEVERAGE INDUSTRY

Goodway® is a manufacturer of advanced industrial cleaning and sanitation solutions for the Food and Beverage Production sectors. Our state-of-the-art, technology-driven tools empower Sanitation and Cleaning experts globally, ensuring tasks are completed more efficiently, safely, and swiftly.

Solutions include:

Dry Steam Steamers

Dry steam sanitation solutions use the power of high-temperature, low-moisture superheated steam to super-clean surfaces. The high-temperature dry steam obliterates dirt, soils, and allergens and kills mould, mildew, viruses, bacteria, fungi, listeria, and microorganisms on contact, leaving surfaces clean. Use in food processing equipment, conveyor belts, industrial machinery, and more.

PureBelt® Conveyor Belt Cleaners

PureBelt® conveyor belt cleaning systems use low moisture, dry

steam to deliver the highest quality of cleaning and sanitation on the market. Our systems can clean flat or modular belts with various configurations, leaving belts dry and ready for use. Custom-designed solutions are available.

Speciality Industrial Vacuums

Goodway industrial vacuum cleaners are constructed with heavy-duty materials including stainless steel and aluminium, to promote high performance, long life, and reliability. Our complete line of industrial vacuum cleaners includes Certified Class II Div. 2, Class I & II Div. 1 explosion-proof, General Duty, Continuous Duty, and HEPA vacuums.

BIOSPRAY® Alcohol Sanitation Systems

Goodway surface sanitation solutions feature BIOSPRAY® alcohol atomising mist spray systems—your ultimate tool against pathogens in retail, food

service, corporate and production environments.

Our core dedication lies in elevating customer quality and food safety. We pride ourselves on offering innovative cleaning and sanitising equipment that boasts superior quality and design and ensures reduced ownership costs. Our expertise shines in automating tedious sanitation tasks, such as conveyor belt cleaning, and crafting solutions specifically engineered for distinct facility challenges.

We adopt a customer-centric methodology.

Our global team of specialists is trained in sanitation best practises by the best sanitation professionals and offers complimentary onsite consultations. This hands-on approach ensures we grasp the unique requirements of each client. Support is paramount to us. Our field service teams provide continuous assistance, ensuring our equipment operates with unparalleled reliability giving our clients peace of mind.

Goodway Technology at Gulfood Manufacturing Hall: 4 Stand: D4-41



TURNKEY PLANTS FOR OILSEEDS, OILS & FATS, STARCH & DERIVATIVES INDUSTRY

As one of the world's leading providers of integrated solutions in Oilseed, Oils & Fats, Starch & Derivatives, Meal Fermentation and Evaporation & Crystallization industries, Myande Group focuses on supplying turnkey solutions covering general layout plan, process design, R&D, equipment manufacturing, automatic control system, data integration, installation, supervision, commissioning, training and etc.

The largest oilseeds crushing facilities in China, namely the 6,000t/d soybean crushing facility, 3,000t/d canola seed crushing facility, 700t/d corn germ crushing facility, and 1,000t/d soybean white flake processing facility, one single line, are all designed and supplied by Myande. Over the past five years, Myande has become a global engineering

company and has supplied more large-scale turnkey projects, this means 5,000t/d oilseed crushing and 1,000t/d oil refinery, than any other engineering companies in the world. Myande has exported to Europe a large-scale complete oilseeds crushing line. In terms of capacity, this crushing line is the largest one among all crushing lines ever exported to Europe by any other Chinese engineering company.

Myande has an industry-leading manufacturing platform, with a manufacturing workshop area of nearly 130,000 square meters consisting of cutting, machining, welding, painting, assembly, packing and other sections. Myande intelligent manufacturing base is featured with high intelligence, automation and efficiency in which various sensors, intelligent control system,

industrial robots and automated production line are adopted.

Adhered to the core concepts of creating value for customers, Myande has provided more than 1000 projects around the world and established strategic partnership with Cargill, Wilmar, ADM, Bunge, Louis Dreyfus, COFCO and many other well-known companies. Myande's footprints have spread throughout the Middle East, South America, Africa, Europe and Asia. Myande owns a highly effective worldwide sales and service network with branches and agents in many countries.

For more information, contact
 MYANDE GROUP Co., Ltd
 No.199, South Ji'An Road, Yangzhou
 City(225127), Jiangsu Province, China
 Tel: +86-514-87849111
 Fax: +86-514-87848883
 Email: info@myande.com
 Web: www.myandegroup.com

UNDERSTANDING SHRINK SLEEVE LABELS

Shrink sleeve labels are a popular choice for product packaging due to their versatility and visual impact. These labels are made from a flexible material that shrinks tightly around the container when heat is applied. This creates a seamless and eye-catching label that conforms to the shape of the product.

Shrink sleeve labels offer several advantages. Firstly, they provide 360-degree coverage, allowing for maximum branding and messaging opportunities. They can accommodate complex shapes and contours, suitable for various types of packaging. Additionally, shrink sleeve labels offer tamper-evidence.

PVC, PET, and OPS are the most common materials used for shrink sleeves. Each material has its own unique properties, such as

shrinkage rate and transparency, which should be considered when choosing the label material.

In summary, shrink sleeve labels are a powerful tool for enhancing product packaging for many industry by conforming to the shape of the container, tamper-evidence and providing 360-degree branding.

The Installation Process: From Label Reel to Sleeve

Installing shrink sleeve labels involves a series of steps to ensure proper application. The process begins with preparing the label reel. The reel is loaded onto a label unwinder, which feeds the labels from sleever onto the containers.

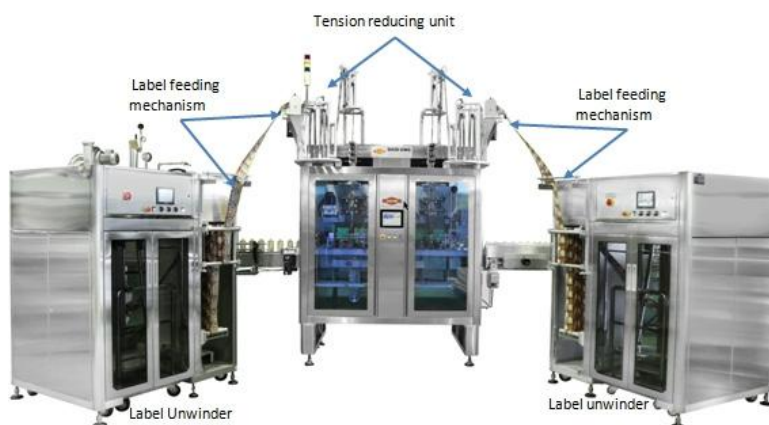
Label feeding is a critical step in the installation process. Proper label feeding ensures that the labels are applied smoothly and minimize defects. This can be

achieved through proper tension control and adjustment of the label feeding mechanism. Dase-Sing sleeve machine applies Germany IGUS rollers to ensure high quality and accuracy.

It is important to follow the manufacturer's instructions and guidelines for the installation process to ensure successful application of shrink sleeve labels. Regular maintenance of the machine is also necessary.

In conclusion, the installation process of shrink sleeve labels involves preparing the label reel, feeding the labels onto the containers, and applying heat to shrink the labels. Following proper procedures and maintaining the equipment are important.

For more information, visit www.dasesing.com



UWT-240



UWH-240

CAMA ON THE PATH TO TAKE OVER THE MIDDLE EAST

Becoming a best-in-class supplier for the MENA region. This is the goal of Cama Group at Gulfood Manufacturing 2024. The new Chief Sales Officer for the Middle East and North Africa, Ahmed Mohamed, will be attending the event. On showcase, the IF315 packaging machine.

Cama Group prepares to make a grand entrance at Gulfood Manufacturing 2024. The Italian packaging company - a longtime exhibitor at the Dubai trade show - will occupy a 112-square-meter stand this year, where the IF315 packaging machine will be showcased in a demo mode for the very first time. But it doesn't end up here: from November 5 to 7, visitors will be guided through Cama's latest technologies by Alessandro Bernini, Area Manager for the Indian market, and Lorenzo Birro, Key Account Manager. Joining them, in his first official appearance in the role, will be Ahmed Mohamed, Cama's new Chief Sales Officer for the Middle East.

The goal is clear: to become a strategic supplier of packaging technologies for the region's food industry and also to showcase the key advantage of our offering; the ability to provide fully customizable, turn-key production systems, from processing operations to palletizing.

In the Middle East and North Africa, we have several installations,

primarily in the bakery & confectionery sector. The IF315 packaging machine, specifically designed for this segment, is a monobloc unit consisting of a single compact island. The monobloc integrates multiple functions into a single frame, making it an extremely compact and versatile machine. It is capable of forming boxes, which are then loaded by two in-house delta-type robots, sealed, and sent to the next production stage.

The machine, which will be showcased in a demo mode at the Dubai exhibition, can process up to 40 boxes per minute with a maximum input of 400 products. It is equipped with Cama's most advanced BTG (BreakThrough) Generation engineering and, thanks to its quick format change capability, can adapt to a variety of product types: from bakery and confectionery to coffee, as well as other food and non-food sectors. This machine will allow visitors at Gulfood Manufacturing to experience firsthand what Cama's top technology can offer and to personally test our quality, with the on-site support of three highly qualified Cama experts. Launched in 2017, Cama's BT Generation is now in its second release, featuring a refined design and even more efficient robotics. Additionally, augmented reality packages have become "a company's signature." Over the years, we've worked on fully digitizing all aspects that contribute to efficiency and productivity, from format changes



Ahmed Mohamed

to maintenance operations. These functions have been integrated into a tablet that serves as a user interface, which we will also be pleased to showcase at the Dubai exhibition.

Among future business developments is the idea of creating a branch company exclusively to providing integrated lines, with dedicated purchasing and management logics.

One of the latest solutions presented in this regard is the MTL Monoblock: a true revolution in adaptive production, made possible through a partnership with B&R, an expert in industrial automation and mechatronics. The MTL Monoblock is capable of handling 2,000 products per minute. This is thanks to the innovative ACOPOStrak track system with independent magnetic shuttles developed with B&R, which allows maximum flexibility in managing different kinds of packaging containing up to three different types of products. The machine, built for a major client in the United States, will be on display at Pack Expo, in Chicago from November 3 to 6 at the Cama Group stand N-5152.

For more information, visit www.camagroup.com

**Visit CAMA at Gulfood Manufacturing
Sheikh Saeed Hall 2 - S2-B3**



cama Coffee

October-December 2024

ULMA PACKAGING STRENGTHENS ITS PRESENCE IN THE MIDDLE EAST



During Gulfood Manufacturing 2024, ULMA Packaging will showcase a wide range of packaging solutions designed to address the current challenges of the food industry. Visitors will be able to discover the latest innovations in industrial packaging equipment, automation, and sustainability that allow companies to improve operational efficiency, reduce environmental impact, and ensure maximum food safety.

ULMA Packaging will present two packaging machines: a tray sealer for fresh products, the TSA 540, featuring their innovative R-Skin™ technology, and a high-production vertical packaging machine, the VTC 840. Additionally, ULMA Packaging will showcase different types of packaging made with their wide range of packaging equipment.

TSA 540 Tray sealer with R-Skin™ technology

Designed for the packaging of fresh products in tray, the TSA 540

features a robust construction, hygienic design, and is completely stainless steel.

One of the key features of this machine is its versatility. It can create cut and seal packaging, skin packs, and modified atmosphere packaging (MAP) with a simple die change. This process is quick and easy, allowing production line adjustments to be made swiftly, minimizing downtime, and providing greater flexibility to accommodate different product types and packaging needs. This makes the TSA 540 an ideal solution for companies requiring dynamic and adaptable production.

Vertical packaging machine for fresh and frozen products – VTC 840

A VTC 840, one of their fastest vertical packaging machines, capable of producing compact packs with a wash down design and ergonomic format changes.

The VTC 840 features their innovative TightBag™ technology, a

system that allows the air level inside the packaging to be controlled without making any holes. The amount of air to be extracted is adjustable from the operator's control screen, allowing the bag size to be adjusted to the product being packaged. Furthermore, since there are no perforations, there is no risk of product contamination.

Innovation and proximity: the new subsidiary in Dubai

“As part of our internationalization strategy and commitment to customer proximity, we have opened a new subsidiary in Dubai. This expansion strengthens ULMA Packaging's presence in a strategic region, allowing us to offer faster, more flexible service tailored to the specific needs of customers in the Middle East. With this office, we reaffirm our commitment to providing quality service that includes technical advice, post-sales support, and customized solutions for each client.”

For more information, visit www.ulmapackaging.com

Visit ULMA Packaging at Gulfood Manufacturing 2024 – Hall 1 | Stand D1-25

KEY SUSTAINABILITY CHALLENGES FOR POTATO PROCESSORS AND THE ADVANCED SOLUTIONS SOLVING THEM

As a leading manufacturer of potato processing equipment, Heat and Control acknowledges the critical importance of sustainability in today's world. Beyond industry-leading solutions, we're also committed to helping processors in the MEASA region reduce their carbon footprint, while enhancing productivity through the transition of renewable energy.

Sustainability challenge: energy recovery

Application: french fry
Within the broader landscape of

potato processing, each product type presents unique challenges that affect sustainability goals. In the context of French Fry production — significant energy is consumed throughout the blanching, drying, and frying processes.

Ideally, much of this energy could be recovered and recycled. As drying and blanching typically take place at lower temperatures (compared to frying), it's fairly common to utilise waste heat from the fryer stack to provide some of the energy needed by the dryers and blanchers. That said — a significant amount of steam heating is still necessary, which can be costly and contributes to your carbon footprint.

To meet this challenge, our engineers developed an innovative strategy to allow potato processors to power all of their blanching and drying processes with waste heat. The system works by adding a small amount of extra (renewable) energy to the fryer exhaust, which enables the capture and recovery of a much larger portion of the

waste heat. This cutting-edge innovation provides a saving of up to 40% of the total heating requirement of the French Fry line — while also delivering an impressive 50% reduction in greenhouse gas emissions! This impressive outcome is a result of the utilisation of thermodynamic engineering and process expertise.

Sustainability challenge: energy efficiency

Application: batch frying

Driven by robust consumer demand for 'hard-bite', 'natural', and 'Kettle-style' potato chips, batch fryers remain as a favored choice among potato processors. However, a key sustainability challenge is found in the efficiency of traditional pan-fired batch fryers, which tend to consume more fuel per kilogram of product, compared to modern continuous frying systems.

We've developed and manufactured three advanced systems — which allow batch frying to approach the same level of energy efficiency found in the



Booster heater for batch fryers (BF+BH)



best continuous frying systems — while still preserving the premium product qualities inherent to the batch frying process.

#1. Booster Heater for Batch Fryers (BF-BH)

Our booster heater for batch fryers is an exciting innovation for processors of batch fried potato chips. This equipment recovers waste heat from your fryer's burner exhaust (chimney) and uses it to boost the heat input to the fryer. It can be applied to new builds, or retrofitted to your existing fryers in the field. Adapting or upgrading your production line with a Booster Heater will include an oil circulation system that offers additional benefits for product consistency, with an option for filtration.

BF-BH can reduce gas consumption by up to 30% which is a great saving in energy and greenhouse gas emissions.

#2. Thermal Oil Heater Batch Fryer (MTKF)

Our MTKF is a batch fryer heated by thermal oil, making it compatible with a highly efficient thermal oil heating system. Its suitability is particularly notable for sites employing multiple fryers, as a single thermal oil heater can efficiently heat several fryers simultaneously.

#3. Universal Product Cooker (UPC)

Our revolutionary Universal product



cooker (UPC) is a continuous frying system that has the ability to replicate batch fried product — with a higher production capacity, great consistency and high energy efficiency.

Sustainability challenge: water conservation

Application: potato chip fryers

Production of potato chips comes with its own set of sustainability challenges, particularly in regions where resources are scarce. A key challenge is the significant amount of water required for washing and preparing potatoes prior to frying. While water conservation is a global priority, its importance is even more pronounced in the Middle East, where water scarcity is a critical concern.

At Heat and Control, we're committed to enhancing the efficiency and productivity of your operation. Our latest innovations in water conservation provide a significant breakthrough in sustainability, helping you optimise water usage without compromising on quality or performance.

SWSM is a water clean-up module that removes up to 90% of the starch from a potato slice washer and allows the processor

to dramatically reduce water consumption. The cleaned-up water can be re-used directly in other processes (eg peeling and whole potato washing) without expensive external water treatment plants. Our PRSM is another water module that can remove larger particles from peeler and washer systems and minimise the amount of external water turnover required.

Earlier versions of SWSM have become standard equipment for many of the leading potato chip brands. And, with the introduction of our latest generation of SWSM, processors such as these are further enhancing their performance and sustainability outcomes.

Choosing the Right Sustainability Partner

Positive results from our sustainability solutions are gaining the attention of potato processors globally. We have fast, high-performance, and sustainable equipment solutions for every aspect of your production line, along with innovative problem-solving approaches.

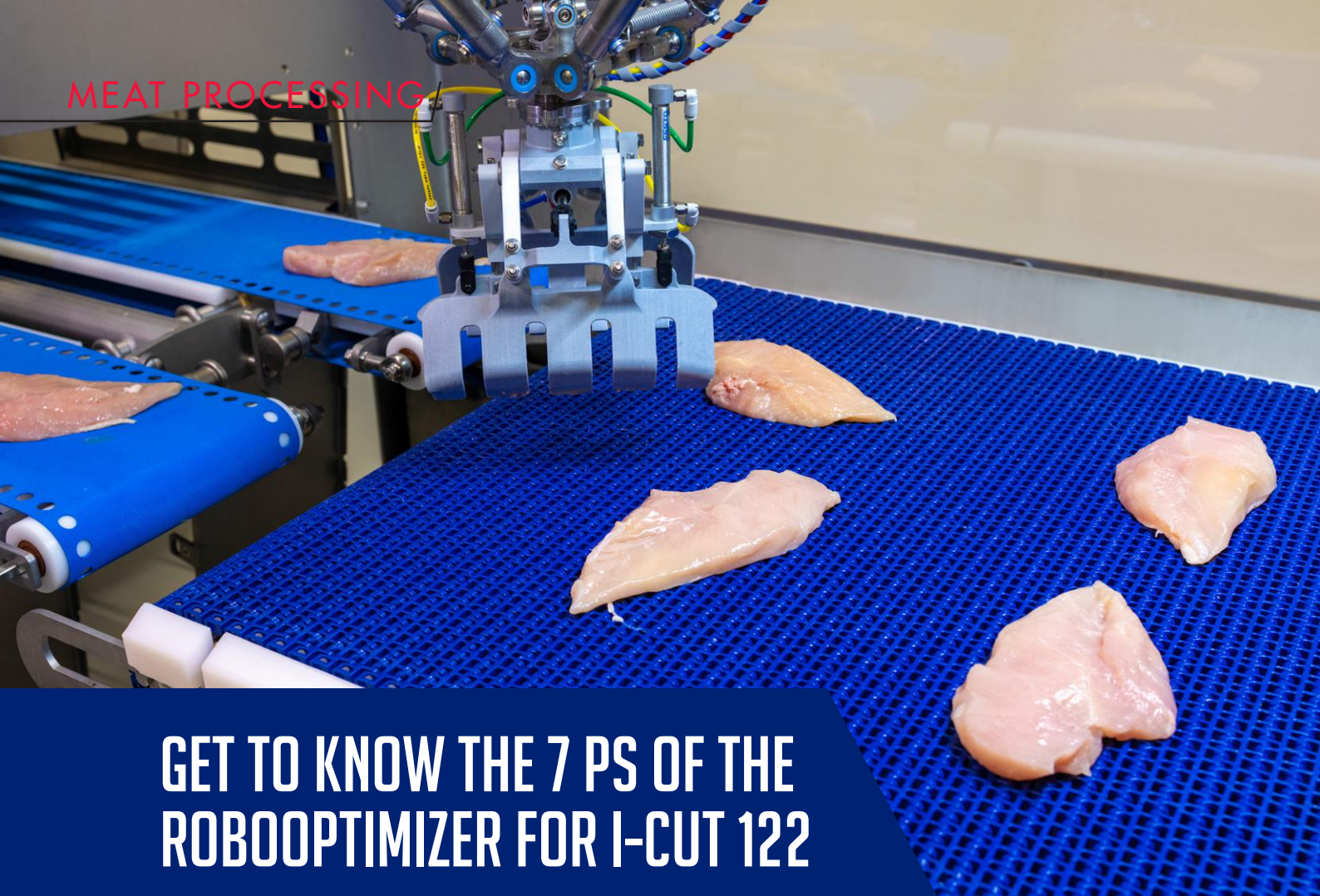
For more information, visit www.heatandcontrol.com or email info@heatandcontrol.com



Thermal oil heater batch fryer (MTKF)

October-December 2024

Visit Heat and Control at Gulfood Manufacturing 2024 in Dubai from November 5 - 7 at Hall 3, Stand #D3-4, and chat with our experts about your unique processing needs.



GET TO KNOW THE 7 PS OF THE ROBOOPTIMIZER FOR I-CUT 122

Perfect product positioning for precise portioning and peak performance

- **Perfect product positioning**

The RoboOptimizer automatically positions chicken breast fillets on the conveyor belt, eliminating the need for manual labor.

- **Precise portioning**

The robot works with Marel's I-Cut 122 to deliver uniform portions, enhancing accuracy and efficiency while meeting the exacting standards of QSR products.

- **Peak performance**

The system increases speed, precision, and yield, maintaining consistent high-quality results without human variability.

The RoboOptimizer automates

the challenging and labor-intensive task of providing the ideal infeed for portion cutting. By precisely aligning each fillet, it virtually eliminates the need for manual labor, saving the work of two operators on average.

The RoboOptimizer is also faster, more accurate, and more efficient than human operators, capable of positioning up to 110 strips or sandwich fillets per minute. It operates consistently without the fatigue or variability that affects human performance, ensuring reliable results from start to finish.

Enhances product quality and uniformity, and increases yield by up to 4%

The QSR industry requires that end products be uniform, standardized, and repeatable. The RoboOptimizer plays a

crucial role in meeting these needs by preventing fiber destruction during cutting, which can lead to damaged, irregular, and stretched-out strips. By mitigating these issues, it helps increase yield by around 2-4% for strips, maximizing the value of your raw materials and ensuring superior product quality.

Additionally, the RoboOptimizer improves efficiency by rejecting faulty and misplaced products, automatically skipping over loose trimmings and items too close together. These rejected pieces are directed to the end of the belt and fall into a bin to be used in other processes. This maintains quality standards and prevents clutter in the downstream process.

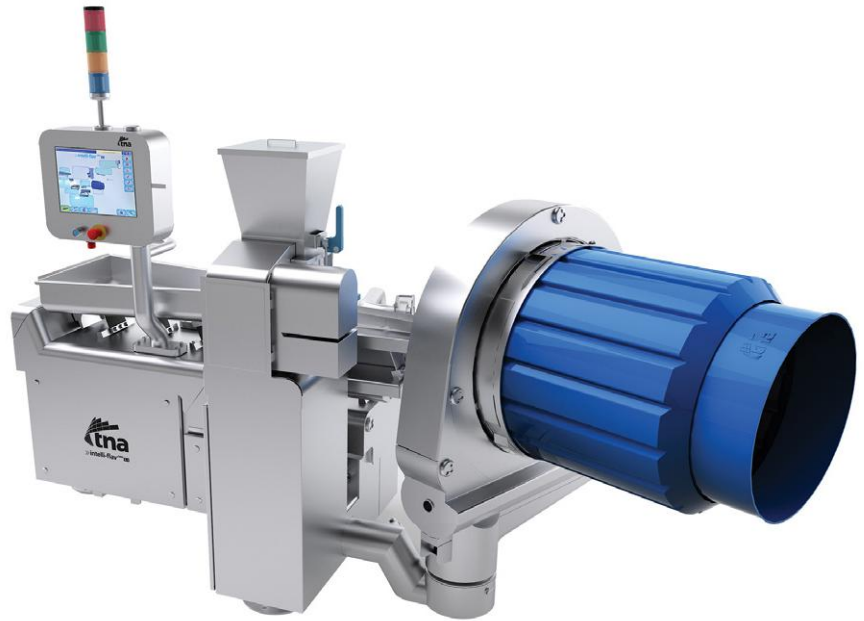
For more information, visit www.marel.com

TNA SOLUTIONS BRINGS END-TO-END SNACK & CONFECTIONERY EXPERTISE TO GULFOOD MANUFACTURING 2024

TNA Solutions, a global leader in complete processing and packaging solutions, will showcase its innovative offerings at this year's Gulfood Manufacturing.

The stand (Hall 4, Stand A4-A) will exhibit key highlights from TNA's extensive portfolio. The company's flagship tna robag® 3e vertical form fill and seal (VFFS) packaging system will be on display, allowing visitors to see the high-performance system in action. The tna robag® 3e delivers the fastest speeds in the industry, capable of producing up to 250 bags per minute with a high degree of accuracy that lowers product waste levels to 0.1%.

The tna intelli-flav® OMS 5.1 on-machine seasoning system will also be showcased. It offers snack manufacturers comprehensive control over the seasoning of their products, with a mass-based gravimetric spraying and dry seasoning control method to apply precise measures of seasoning or oil based on a pre-defined recipe. This, coupled with intelligent control and monitoring software, enables manufacturers to efficiently adapt seasoning to specific products — all while offering high speeds and load capacity. Moreover, the tna



intelli-flav® OMS 5.1 offers both powder flavouring and liquid oil in a single drum, allowing brands to effortlessly adapt to changing consumer demands.

These two systems, representing distinct stages of the snack production process, offer a snapshot into TNA's unique ability to partner complete solutions for food manufacturers.

"There is a constant need for manufacturers to innovate to stay ahead of changes in the market," explained Palani Karai, General Manager – TNA MENA. "We're seeing significant advancements in snack production coming from the Middle East, with brands

preferring to partner with global end-to-end solution providers, to reduce total cost

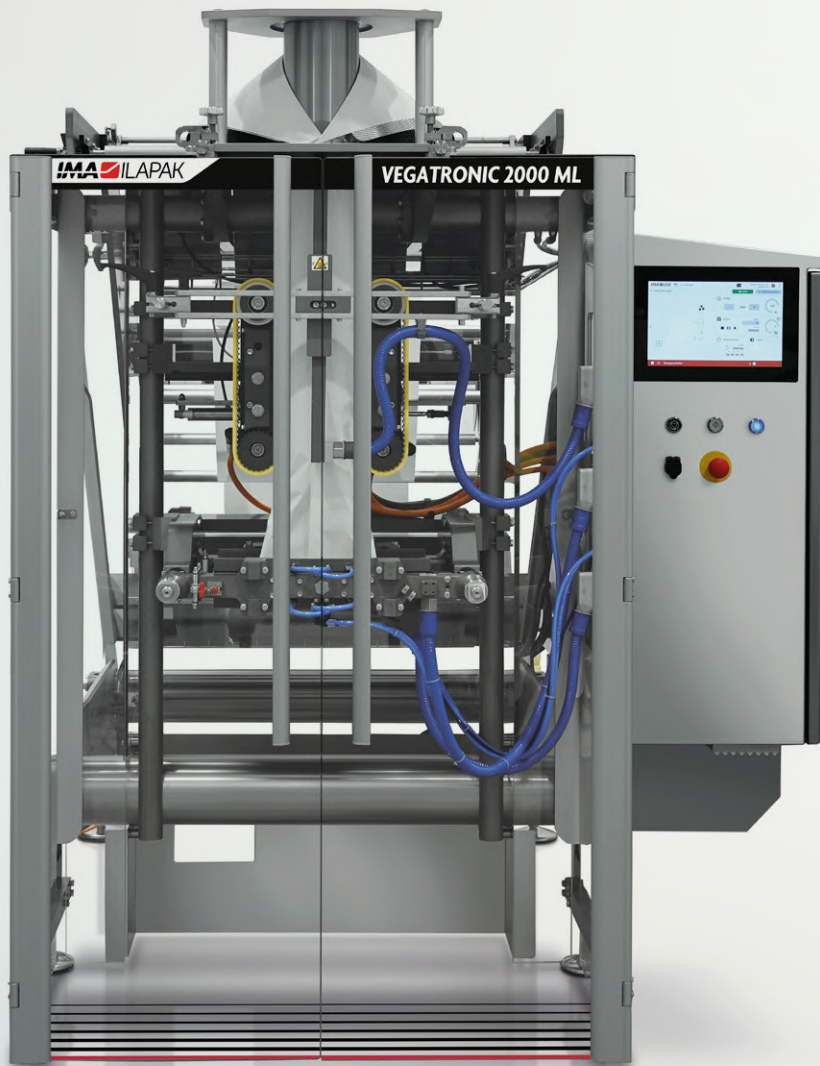
of ownership, stay ahead of market trends and support future expansion plans."

TNA's recent success in the region was a partnership with the Egyptian National Services Projects Organisation (NSPO) Ministry of Defence last year to implement two innovative lines for potato products. The first line designed for hash browns and rosti, can produce 2 metric tonnes an hour and, the second line for french fries and wedges, produces up to 10 metric tonnes per hour, for the Egyptian Army. TNA supports every step of the production process, from washing and de-stoning to final product packaging.

To learn more, visit www.tnasolutions.com or contact tnateam@tnasolutions.com



To find out more about TNA's complete line solutions for snacks and confectionery, visit TNA Solutions at Gulfood Manufacturing (Hall 4, Stand A4-A).



IMA AT GULFOOD MANUFACTURING 2024

Join us to explore the complete range of solutions for the food industry!

IMA is excited to announce its participation in Gulfood Manufacturing 2024, where we will showcase our latest processing, filling, dosing, and packaging solutions for the food market. Visit us at Hall S3 –

Booth D36 and let our specialists guide you through our offerings.

IMA in the Food Market

IMA serves the international food market with top-tier platforms designed to meet a variety of industry needs. We offer a comprehensive array of processing, filling, and packaging

technologies across key sectors, including tea and herbs, coffee, confectionery, stock cubes, dairy and baby food, bakery, protein, produce, and more. Leveraging synergies and integrations with Group companies, IMA provides fully engineered turnkey solutions that deliver highly efficient packaging lines.

Gulfood Manufacturing will allow us to present a range of specific solutions and innovations for the tea and coffee market, building on our world-leading position in the tea business and the renowned expertise of the IMA Coffee Hub in processing and packaging solutions.

Companies within the IMA FLX HUB (IMA Ilapak, IMA Eurosicma, and IMA Record) will showcase innovative horizontal and vertical solutions for flow wrapping food products. Additionally, IMA Gima's experts will highlight new developments in packaging technologies dedicated to the confectionery industry.

Our specialists from IMA Benhil and IMA Corazza will unveil processing and packaging solutions for butter, margarine, cheese, and stock cubes, while IMA Erca, IMA Fillshape, IMA Gasti, and IMA Hassia will showcase their most innovative fill & seal solutions for pre-formed cups, as well as form, fill & seal solutions for the beverage, baby food, dressings, and sauces markets.

No line would be complete without the essential technologies to finalize the packaging process. The IMA END OF LINE hub

(IMA BFB, IMA Ciemme, IMA Mespac, IMA Phoenix) will demonstrate technologies designed to preserve contents and containers while providing a variety of packaging solutions, from display boxes to wrap around cases, trays with internal or external lids, RSC cases.

Machines on Display

IMA Ilapak Vegatronic 2000 ML

The most innovative intermittent vertical bagging machine, offering high flexibility in pack formats with an open frame structure that ensures easy accessibility for cleaning and maintenance.

The Vegatronic 2000 ML is capable of switching between heat sealing films and LDPE, as well as between pillow packs and stand-up pouches, featuring easy, tool-free changeovers. This machine is designed for producers seeking a high level of flexibility and includes a straightforward film path, installed tutorial videos for operational procedures, and the ability to retrofit the screen onto a remote portable device.

IMA Corazza PDP24 - High-Speed Press for Bouillon Cubes

The PDP24 is the latest in a long line of IMA Corazza solutions for the food industry. Like any cube, there are six sides to the story and the PDP24 boasts as many reasons for making it the number one choice. Equipped with just 24 punches, the PDP24 processes up to 4000 ppm, ensuring consistent quality and cube weight thanks to separate pre- and final compression stations. With a minimal

footprint, it also guarantees excellent hygiene standards, keeping the production area segregated from the mechanical housing. Through a more efficient design, maintenance costs and requirements are much lower and punches and dies can be easily replaced. Able to adapt reliably to different powder types, the press allows for fast format changeovers between 4 and 13 grams as well as non-standard sizes.

IMA's Commitment to Sustainability

IMA OpenLab is the IMA Group's network of technological laboratories and testing areas focused on research in sustainable materials, technologies, and production optimization processes. OpenLab aims to create partnerships, discover new sustainable materials, share

expertise, and foster synergy with packaging manufacturers and customers. The Lab is dedicated to maximizing equipment efficiency, reducing waste while maintaining pack presentation and seal integrity, and testing new, more sustainable packaging materials.

IMA ZERO is the evolution of the IMA commitment to Sustainable Development. Its ultimate goal is minimizing environmental impact in industrial manufacturing and promoting a working habitat that always puts people at the center. During Gulfood Manufacturing, the focus will be on IMA NOP (No Plastic program) and on the sustainable packaging solutions developed for the food industry.

For more information, visit www.ima.it or contact dairyfood@ima.it



Visit us in Dubai from November 5th to 7th at Hall S3 – Booth D36 to learn more!

SUCCESSFUL STUDY TOUR OF UAE FOOD DISTRIBUTORS, JOURNALISTS, AND INFLUENCERS TO POLAND

From September 24 to 28, 2024, a delegation of food distributors, importers, influencers, and journalists from the United Arab Emirates (UAE) visited Poland, invited by the National Association of Processors and Producers of Organic Products "Polska Ekologia."

This initiative was part of the "EU Organic Food - Good Choice" campaign, co-financed by the European Union and focused on the UAE market. At the POLAGRA Fair, the group explored advancements in EU organic farming and engaged in B2B meetings.

"During the study tour, we visited numerous organic food production sites, uncovering EU standards in sustainability, certification, and quality while forging valuable business connections," said M. Matt, managing editor of Food Business Gulf & Middle East (www.foodbusinessgulf.com) and a dedicated member of the delegation.

From September 24 to 28, 2024, a delegation of food distributors, importers, influencers, and journalists from the United Arab Emirates (UAE) visited Poland. The delegation was invited by the National Association of Processors and Producers of Organic Products "Polska Ekologia" as part of the promotional and informational campaign "EU Organic Food - Good Choice," co-financed by the European Union and targeted at the UAE market.

During the study tour, the delegation attended one of the most significant events for the food and HoReCa sectors in Poland – the POLAGRA Fair in Poznań. At the fair, the guests visited the stand of the Polish Ministry of Agriculture and Rural Development and the National Support Center for Agriculture (KOWR), as well as selected stands of European food companies.

One of the main highlights of the tour in Poznań was

a seminar dedicated to organic farming in the European Union. Experts gave presentations on topics such as organic food processing and production ("Polska Ekologia"), the status and prospects of organic farming (Ministry of Agriculture and Rural Development), accreditation in organic farming (Polish Centre for Accreditation), and the transformation of food systems (IDFS Sp. z o.o.). After the presentations, a panel discussion took place, followed by a series of B2B meetings with European organic food producers, which provided opportunities not only for exchanging experiences but also for establishing valuable business contacts.

The delegation members also had the opportunity to visit facilities producing organic food, including producers of freeze-dried organic food and mills specializing in organic



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STUDY TOUR TO POLAND



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flour production. They were introduced to the high standards and principles of sustainable production, certification processes, and the quality of organic products from the EU.

Additionally, throughout the study tour, the guests enjoyed European

cuisine specialties prepared with organic ingredients at selected renowned restaurants. They also participated in a specially organized cultural and artistic program.

Due to the high interest in the study tour and the limited number of spots, another edition has been

scheduled for December. Media and companies interested are invited to contact us for further details.

For more information on the "EU Organic Food - Good Choice" campaign, please visit:
www.euorganicfood.eu



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How does IC² tailor its digital transformation approach to fit the unique needs of each client, especially in highly regulated sectors like F&B?

At IC², we understand that each client, particularly in highly regulated sectors like F&B, faces unique challenges. We start with an in-depth discussion to assess the client's strategy, business objectives and KPIs and the related use cases. We also offer SIRI (Smart Industry Readiness Index) assessment for those who want to dive even deeper into what their current situation looks like. We then design tailored solutions that integrates software and industry best practices, ensuring both compliance and operational transparency. This approach allows us to optimize business and manufacturing processes while meeting stringent regulatory standards.

What's the role of connecting people and data in IC²'s solutions, and how does this integration improve overall business performance?

Connecting people and data is central to IC²'s approach. Our solutions provide real-time actionable insights across the organisation, empowering teams to make informed decisions and work more efficiently. By linking operations, technology, and personnel, we improve collaboration, optimize processes and improve the organisational capabilities leading to reduced downtime and enhanced business performance. This is a key component for companies to evolve into what is called an intelligent digital enterprise.



IC² DRIVES INNOVATION FOR F&B AND CPG INDUSTRIES

In an interview with Food Business Gulf & Middle East, **Nader El Hammad**, Marketing Director at AITS, shares his views on how IC², a new division of AITS, provides innovative software solutions designed to tackle the unique challenges faced by the F&B and CPG industries.

How does IC² support businesses in achieving sustainability goals while ensuring efficiency is either maintained or improved?

At IC², we believe sustainability and efficiency go hand in hand. We use advanced analytics and automation to optimize resource use and monitor environmental impact in real-time. By improving visibility and streamlining operations, we help businesses reduce waste and energy consumption while improving productivity, ensuring they meet sustainability targets without compromise.

How does IC² help companies 'future-proof' their operations and maintain a competitive edge in the F&B and CPG markets?

IC² focuses on continuous innovation and improvement. We leverage cutting-edge technology and offer flexible SaaS-based solutions to ensure agility. By evolving with our clients and pushing beyond traditional business models, we help them stay competitive in a fast-changing market.

For more information, visit www.icsquare.com



What kind of ongoing support does IC² provide to ensure its clients stay competitive in a rapidly changing tech landscape?

IC² offers continuous support to help clients remain agile. Our seamlessly integrated solutions allow for faster time-to-market and flexible production, enabling clients to quickly respond to market changes, consumer demands, and supply chain disruptions. We provide real-time monitoring, predictive maintenance, and ongoing consultation to ensure businesses remain competitive.

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PDP24 | SIX SIDES TO EVERY STORY



PDP24 | Reliable and flexible hard bouillon cube pressing machine for consistent, high-quality results.

Flexibility | Quick and easy replacement of punches and dies.

Hygienic Design | Segregation between production area and mechanical housing.

Reduced and Easy Maintenance | 24 punches and operator-friendly access.

Reliability | Separate pre and final compression stations for consistent product quality.

Design | Compact footprint and appealing style.

Productivity | Up to 4000 ppm.

We'll be at
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ima.it/foodanddairy
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