

Focused Trade Mission to The Middle East for Retail and Foodservice

December 4–9, 2024 | Dubai & Kuwait



www.foodexport.org

Early registration deadline: August 21, 2024

Early registration price: \$425

Registration link: <https://www.foodexport.org/events/market-entry/focused-trade-missions/m24dtm/>

Description:

The Middle East has proven to be an appealing and profitable market for U.S. companies for many years.

The Middle East regional market covers the Gulf Cooperation Council (GCC-6) members Bahrain, Kuwait, Oman, Qatar, the United Arab Emirates (UAE), and Saudi Arabia. Euromonitor International, a market research provider, has estimated 2023 retail sales in the GCC-6 region packaged food market to be nearly US\$40 billion, representing an increase of 24.4% and US\$7.8 billion from 2019. Euromonitor also forecast sales of packaged food in the GCC-6 region to reach US\$57.1 billion by 2028, an increase of US\$14.2 billion and 33.2% from 2024.

Mission itinerary:

- Dec. 3: Arrive to Dubai
- Dec. 4: Briefing and Retail Tour
- Dec. 5–6: One-on-One Meetings with Buyers
- Dec. 7: Arrive to Kuwait and retail tour
- Dec. 8: Briefing in Kuwait, one-on-one meetings, & lunch reception
- Dec. 9: Depart

Focused Trade Mission Services Provided:

- One-on-one meetings with qualified buyers
- Pre-event custom product research including market overview, importation and distribution analysis
- Market briefing by local USDA, Foreign Agricultural Service
- Retail store tour
- Table top showcase
- Brochure containing your company profile, contact details, and product lines
- On-site assistance by Food Export's In-Market Representative
- Identifying top leads

If you have any questions or need assistance, please don't hesitate to reach out to your Food Export Liaison at <https://www.foodexport.org/about/liasons/>.

Products of interest:

- Sweet Biscuits, Snack Bars and Fruit Snacks
- Processed Meats
- Seafood
- Meat Alternatives
- Baked Goods
- Confectionery
- + More