



**GLOBAL FOOD
SECURITY SUMMIT**

القمة العالمية للأمن الغذائي

GLOBAL FOOD WEEK

الأسبوع العالمي للفضاء

ABU DHABI
INTERNATIONAL
FOOD
EXHIBITION
معرض أبوظبي الدولي للغذاء

ABU DHABI
DATE
PALM
EXHIBITION
معرض أبوظبي للتمور

ABU DHABI
COFFEE
HUB
منصة
أبوظبي للقهوة

26 - 28 NOVEMBER 2024 | ADNEC CENTRE ABU DHABI

POST SHOW REPORT



Held under the patronage of
H.H. Sheikh Mansour bin Zayed Al Nahyan,
Vice President, Deputy Prime Minister, Chairman of the Presidential Court,
and Chairman of the Board of Directors of Abu Dhabi Agriculture and
Food Safety Authority (ADAFSA)

GLOBAL FOOD WEEK STATS

General statistics

Countries participating for
the 1st time

29

Participating Countries

67

Number of days

3

Exhibition Space

32,000 sqm

Visitors

34,437

New Exhibitors

170

Total Exhibitors

720

Exhibitors & Brands

1,900

Signed Deals & MOUs

AED 6.2B

Conference Delegates

3,500

Global & Local Speakers

80

Additional deals discussed

AED 1,7B

Percentage increase in
exhibition space

15%

Percentage increase in
the exhibitors & brands

46%

Percentage increase in
the number of visitors

103%

Percentage growth in
signed deals

59%

STRONG SUPPORT FROM THE UAE LEADERSHIP

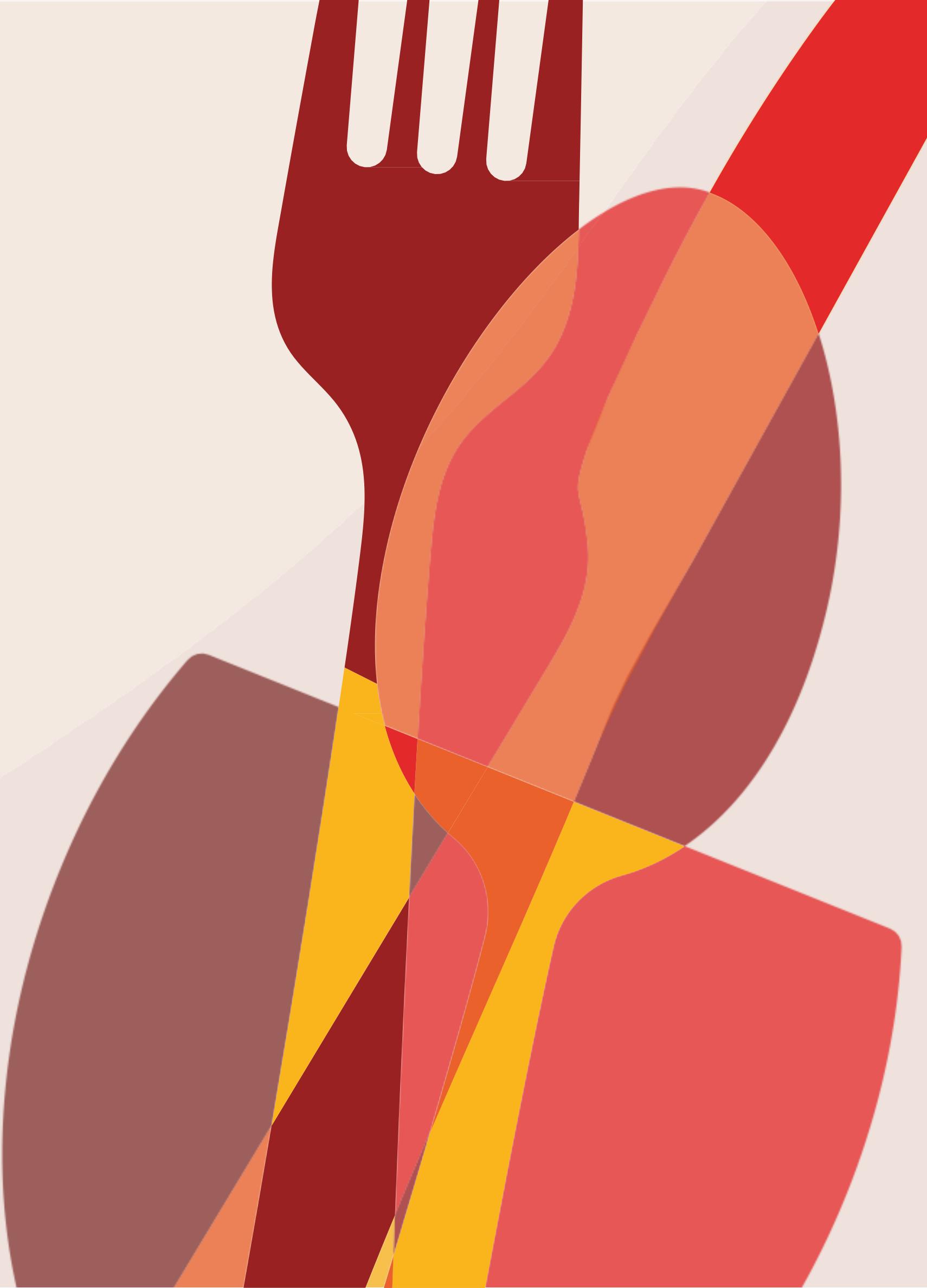
- > **H.H. Sheikh Hamdan bin Mohamed bin Zayed Al Nahyan**,
Deputy Chairman of the Presidential Court for Special Affairs
- > **H.E. Abdullah bin Touq Al Marri**
Minister of Economy, UAE
- > **H.E. Dr. Amna Bint Abdullah Al Dahak**
Minister of Climate Change and Environment, UAE
- > **H.E. Alia bint Abdulla Al Mazrouei**
Minister of State for Entrepreneurship, UAE
- > **H.E. Sultan Ahmed Al Jaber**
Minister of industry & advanced technology
- > **H.E. Alaa Eddine Farouk Zaki El-Sayed**
Minister of Agriculture and Land Reclamation, Egypt
- > **H.E. Abdulla Balalaa**
Assistant Minister Of Foreign Affairs for Energy and Sustainability, UAE Ministry of Foreign Affairs (MOFA)
- > **H.E. Mariam Al Mheiri**
Head of the International Affairs Office at the Presidential Court
- > **H.E. Dr. Obaid Saif Hamad Al Zaabi**
Chairman of Board, Arab Authority for Agricultural Investment and Development
- > **H.E. Ambassador Berik Aryn**
Director General, Islamic Organization for Food Security (IOFS)
- > **H.E. Muhammad bin Abd Rabbuh Alyami**
Director General, Union of News Agencies of OIC (UNA)
- > **H.E. Mr. Azar Bayramov**
Director General of OIC Labour Centre
- > **H.E. Abdulhakim Elwaer**
Assistant Director-General, Food and Agriculture Organization



FEATURED EVENTS

ADIFE

ABU DHABI
INTERNATIONAL
FOOD
EXHIBITION
معرض أبوظبي الدولي للأغذية



ADIFE NUMBERS OVER THE YEARS

| | 2024 | 2023 |
|-----------------------------|------------------|------------------|
| Total Visitors | 34,437 | 16,899 |
| Brands | 1,900 | 1,300 |
| Exhibitors | 720 | 550 |
| Signed Deals & MOUs | AED 6.2 B | AED 3.9 B |
| Country Pavilions | 30 | 26 |
| Global & Local Speakers | 60 | 30 |
| Thought leadership sessions | 40 | 26 |
| Participating Countries | 67 | 50 |
| Exhibition Space | 32,000 | 28,465 |



TOP VISITING COUNTRIES



VISITORS NATURE OF BUSINESS

- | | |
|--------------------------------------|---|
| Government officials | Researcher or academics |
| NGO representatives | Corporate executives |
| Farmer or agricultural producers | Entrepreneur or startup founder |
| Consultant or advisors | Retailers and Distributors |
| Buyers and Procurement Professionals | Hospitality and Foodservice Professionals |
| Government and Trade Representatives | Food and Beverage Manufacturers |
| Chefs and Culinary Professionals | Investors and Entrepreneurs |

REASONS TO VISIT

- Learn about the economic impact of food security initiatives and investment opportunities in the UAE.
- Participate in interactive panel discussions focused on practical strategies and innovative solutions to improve food security.
- Gain insights into the varied and complex food security challenges faced by different regions around the world.
- Connect with a global network of leaders and innovators to forge partnerships that will shape the future of global food security.
- Connect with global industry professionals, suppliers, manufacturers, distributors, and retailers.
- Explore a wide range of F&B products including ingredients, packaging, and ready to eat items.
- Gain access to emerging markets in the Middle East, Africa, and Asia with growing demand for food products.
- Access business development opportunities and increase brand visibility in a global marketplace.
- Discover the latest trends in F&B, and food technology, including plant-based and sustainable products.
- Attend Food Talks on food security, market trends, and business development, led by industry experts.

VISITOR FEEDBACK

83%

Intended to revisit next year, well above the industry benchmark said that attending the event is important or very important, well above the industry benchmark

78%

Said that attending the event is important or very important, well above the industry Benchmark

76%

Are very satisfied with the show, well above the industry benchmark

TESTIMONIALS



"Keep going with having more and more exhibitors who are doing quality products".

"It is a very beneficial and fruitful exhibition ADIFE was held at a great location"

"ADIFE talks segment and the MOU signing promoting Public Private Partnership was impressive"

"It is an overwhelming experience and uplifting career advancement in food safety"

EXHIBITOR PROFILE



Bakery



Ingredients



Beverages



Dairy Products



Meat & Poultry



Food Technology



Confectionery &
Snacks



Grocery



Coffee



Fruits & Vegetables



Fish & Seafood



Organic & Healthy

WHAT OUR EXHIBITORS HAVE TO SAY

,

"We've seen and met many interested buyers and partners with whom we found common interests together. We are looking forward to developing more partnerships in the coming editions."

Rudolph Elias Founder of Agreen Organics"

"76% -of exhibitors intend to revisit next year"

"This is our second participation at the Abu Dhabi International Food Exhibition, and it was an effective participation. ADIFE is making great progress from one year to another. I'd like to thank the government of Abu Dhabi for hosting and inviting us as a Syrian Pavilion to do business here." Bilal Kalaaji Export Manager of Haseeb Coffee"

"80% -of ADIFE exhibitors are very satisfied with the show"

EXHIBITING COUNTRIES



GERMANY



UNITED KINGDOM



BELGIUM



UNITED STATES



NETHERLANDS



NAMIBIA



MEXICO



JORDAN



TUNISIA



UAE



JAPAN



LIBYA



ALGERIA



HONG KONG



INDONESIA



MOROCCO



KUWAIT



POLAND



SAUDI ARABIA



ITALY



AZERBAIJAN



COLUMBIA



INDIA



TURKEY



THAILAND



UKRAINE



FRANCE



RUSSIA



LEBANON



UZBEKISTAN



CHINA



EGYPT



MALAYSIA



GREECE



OMAN



LITHUANIA



PAKISTAN



IRAN



PALESTINE



MAURITANIA



AUSTRALIA



SYRIA



ETHIOPIA



DENMARK



SPAIN



SWITZERLAND



BRAZIL



SOUTH AFRICA



KENYA



IRELAND



CANADA



NORWAY



SINGAPORE



PHILIPPINES



VIETNAM



MACEDONIA



MAURITIUS



NIGERIA



SENEGAL



MADAGASCAR



BAHRAIN



KAZAKHSTAN



QATAR



RWANDA



GHANA



BRUNEI



ERITREA



HUNGARY



PORTUGAL

New Countries

Total Countries

29

67

LEADING BRANDS AT THE SHOW



MAJOR DEALS & MOUS SIGNED

Signed Deals & MOUs

AED **6.2B**

No of MOUs signed

140



SPONSORS AND PARTNERS

Organised By



Strategic Partner



هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY

Strategic Partner of ADDPE



جائزة خليفة الدولية لتخيل التمر والابتكار الزراعي
KHALIFA INTERNATIONAL AWARD FOR DATE PALM
AND AGRICULTURAL INNOVATION

Headline Partner



Destination and Cultural
Sponsor



مجموعة موانئ أبوظبي
AD PORTS GROUP

Logistics Partner

Host Sponsor



دائرة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT

Host Partner of GFSS



وزارة التغير المناخي
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MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

Market Access
Sponsor



Food & Technology
Partner



FMCG Partner



Quality and Conformity
Partner



مختبر الفحص المركزي
Central Testing Lab

Sustainable Food
Partner



Retail Partner



Gold Sponsor



Key Partner of GFSS



IGO Partner



Knowledge Partner



HOSTED BUYERS PROGRAM

Our exclusive **Hosted Buyer Program** unites the F&B sector, offering a platform for essential face-to-face meetings, enabling professionals to maintain connections, and foster growth of sustainable business relationships tailored for companies in the F&B sector. This edition brought together 396 pre-screened buyers from over 35 countries, engaging in over 1,700 pre-screened meetings with a purchasing power exceeding \$43.5 million.

KEY STATS

\$43.5M

Purchasing Power

396

Total Hosted Buyers

120

Total International buyers

276

Total Local buyers

1,700

Number of Meetings

35

Number of Countries



UAE 1ST PAVILION

The **UAE First Pavilion** was led by key ministries, showcasing the nation's unified ecosystem and innovative initiatives in food security, advanced technologies, and global collaboration. Visitors explored groundbreaking CEPA agreements, pioneering ventures in the global food metaverse, and the UAE's strategic leadership in driving the future of the food sector. Supported by leading UAE companies, the pavilion highlighted the nation's role as a hub for innovation and ecosystem collaboration.

KEY STATS

20

Exhibitors



HONEY PAVILION

The **Honey Pavilion** was a celebration of the UAE's finest honey producers, bringing together top tier exhibitors. The space spotlighted award-winning techniques and innovations from the best honeybee breeders in the country. Visitors explored the incredible diversity of local honey, learning about the sustainable practices and craftsmanship behind every jar. The Honey pavilion was captivating and showcased excellence in honey production, offering a glimpse into the heart of the UAE's thriving industry.

KEY STATS

16

Exhibitors



UAE FARMERS PAVILION

The **UAE Farmers Pavilion** was a vibrant showcase of the nation's agricultural excellence. Featuring visionary farmers, the pavilion highlighted cutting-edge farming technologies, innovative techniques, and the finest harvests from across the Emirates. With several winners of the Sheikh Mansour Agri Awards participating, it was a true testament to the UAE's commitment to advancing sustainable agriculture.

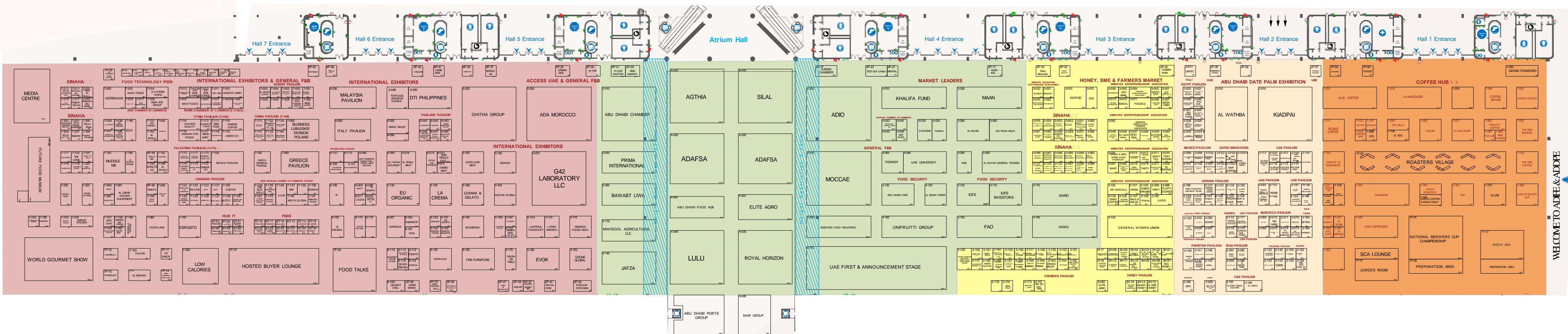
KEY STATS

25

Exhibitors



GFW FLOOR PLAN



EXPLORE ADIFE 2024 FEATURES & EXPERIENCES



FUTURE FOOD MUSEUM

Future Food Museum was a groundbreaking feature dedicated to exploring the latest trends, innovations, and future possibilities in the global food industry, curated by the Plat Institute of Barcelona. Through this collaboration renowned for its expertise in food innovation and design, this feature showcased visionary concepts and practical solutions aimed at shaping the future of food systems, advancing sustainable practices within the culinary and agricultural sectors. It featured interactive displays, live demonstrations, and curated exhibits from selected startups that covered a range of topics, including zero-waste practices, and the future of food design.



FOOD TALKS

Food Talks provided a dynamic platform to showcase innovative strategies for advancing global food security. The program featured keynotes, thematic panels, fireside chats, and cluster presentations, all emphasizing collaboration and sustainable solutions.

A key highlight was **NutriMark**, a groundbreaking initiative aimed at promoting transparency and traceability in food labeling. This initiative empowers consumers with vital information to make healthier and more sustainable choices.

TOP SPEAKERS

H.E Dr Farah Al Zarooni

Assistant undersecretary for the Standards and Regulations Sector, Ministry of Industry & Advanced Technology

H.E. Maria Hanif Alqassim

Assistant Undersecretary, Policies and Economic Studies Sector, Ministry of Economy

KEY STATS

40

Thought Leadership Sessions

60

Global & Local Speakers



WORLD GOURMET SHOW

The **World Gourmet Show** featured live masterclasses, interactive cooking demonstrations, and cutting-edge culinary techniques, spotlighting top chefs and food experts from around the world. Attendees savored exquisite dishes, explored the latest trends, and celebrated the finest in gourmet cuisine from diverse countries.

FEATURED MICHELIN CHEFS



BRANDO MOROS



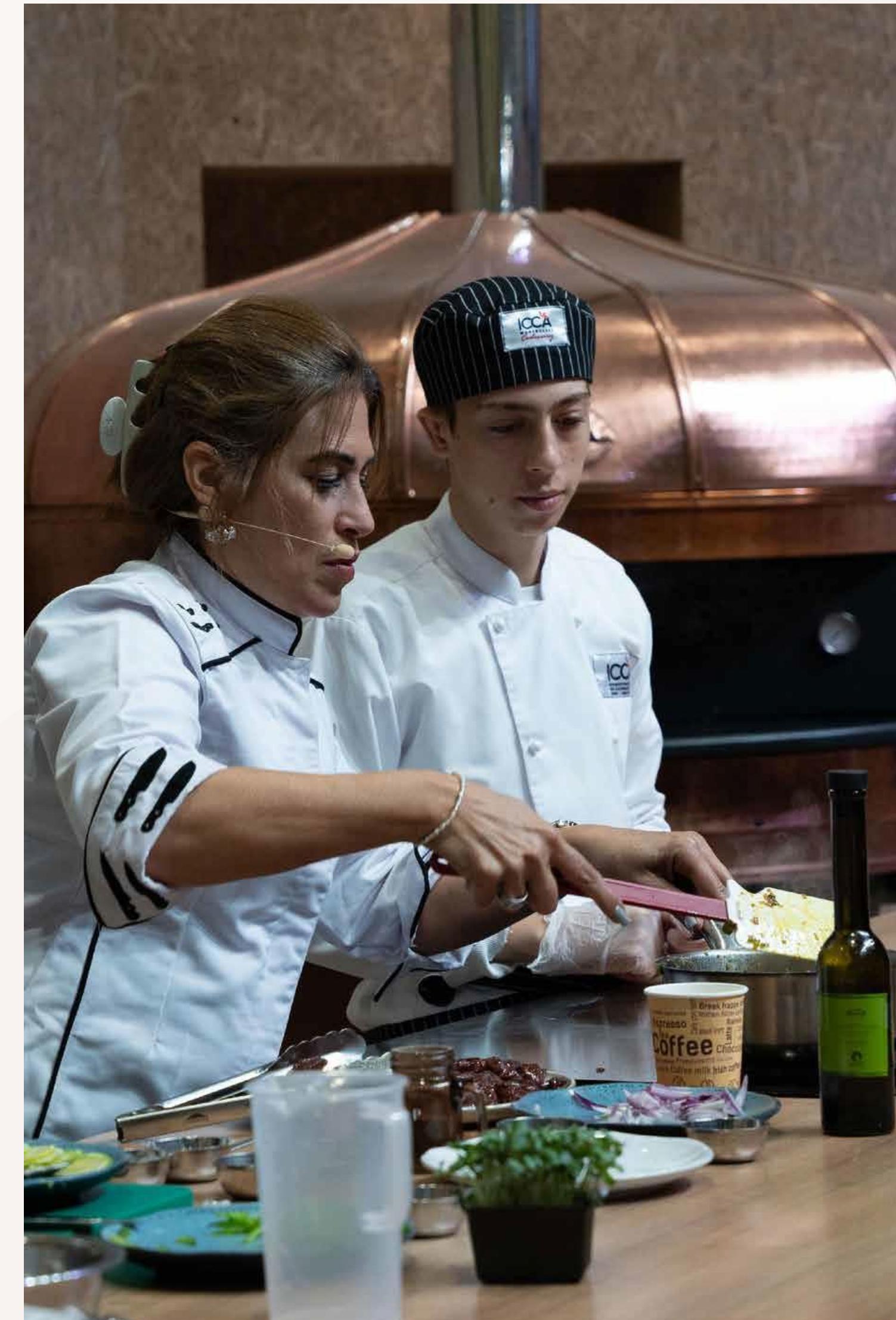
ILYA EVDOKIMOV



LUIGI STINGA



RUEBEN GUERRERO



SOMETHING FOR EVERYONE TO ENJOY



FEATURED EVENTS

ABU DHABI DATE PALM

EXHIBITION(ADDPE)



ABU DHABI DATE PALM EXHIBITION (ADDPE)

The 10th edition of **Abu Dhabi Date Palm Exhibition (ADDPE)** was held in strategic collaboration with the Khalifa International Award for Agricultural Innovation and Date Palm (KIDPAI). The event attracted leading global buyers and trade professionals from the Middle East region. This edition featured exhibitors from a variety of date-producing nations, offering exceptional facilities and support for major date growers, producers, and importers. ADDPE provided unmatched opportunities for networking, market exposure, and establishing industry leadership.

KEY STATS

100

Global Exhibitors

20

Exhibiting Countries

15

Country Pavilions



FEATURED EVENTS

ABU DHABI COFFEE HUB



ABU DHABI COFFEE HUB

The **Abu Dhabi Coffee Hub** was the ultimate destination for coffee lovers and professionals alike. From interactive brew bars and an authentic coffee market to live latte art competitions and a unique coffee art zone, the hub offered something for everyone. Visitors sampled specialty coffees from around the world, enjoyed international street food, and relaxed in open-air lounges while soaking in the exciting atmosphere. With educational workshops, brewing and sensory classes, and even the Coffee Cup Journey workshop, attendees gained new insights into the art and science of coffee. The Hub was buzzing with excitement, featuring barista throwdowns and live competitions.

KEY STATS

100

Local Exhibitors

FEATURING

Brew Bar

UAE National Brewers Cup Championship





FEATURED EVENTS

GLOBAL FOOD SECURITY

SUMMIT



**GLOBAL FOOD
SECURITY SUMMIT**

القمة العالمية للأمن الغذائي

GLOBAL FOOD SECURITY SUMMIT

The inaugural **Global Food Security Summit** brought together global leaders, experts, and innovators to discuss and shape the future of food security. Inaugurated by Amna Bint Abdullah Al Dahak, UAE Minister of Climate Change and Environment, the summit featured 21 ministers and over 80 experts who explored sustainable solutions, climate-smart agriculture, and strategies to enhance global food systems.

The UAE government unveiled more than 30 initiatives aimed at strengthening food security, with a focus on research, development, and cross-sector collaboration. The summit also emphasized efforts to reduce food waste and promote sustainable, resilient food systems, fostering partnerships to combat hunger and advance global food security.

KEY STATS

 **350**
Registered CEOs

 **3,500**
Conference Delegates

 **80**
Global & Local
speakers

 **70**
Visiting Countries

 **21**
Ministers



UAE MINISTERIAL LEADERSHIP



H.E. Dr. Amna Bin Abdullah Al Dahak
Minister
Ministry of Climate Change and Environment



H.E. Abdullah Bin Touq Al Marri
Cabinet Member & UAE Minister of Economy
Ministry of Economy



H.E. Alia bint Abdulla Al Mazrouei
Minister
Minister of State for Entrepreneurship



H.E. Sultan Al Jaber
Minister
UAE Minister of Industry and Advanced Technology



H.E. Abdulla Balalaa
Assistant Minister of Foreign Affairs for Energy and Sustainability
UAE Ministry of Foreign Affairs (MOFA)

KEY SPEAKERS



HRH Princess Basma bint Ali
Regional Goodwill Ambassador for the
Near East and North Africa FAO



Dr. Abdul Hakim Elwaer
Assistant Director- General and Regional
Representative for the Near East and
North Africa FAO



H.E. Dr. Obaid Hamad Saif Al Zaabi
Chairman of Board Arab Authority for
Agricultural Investment and Development



H.E. Ambassador Berik Aryn
Director General IOFS



H.E. Mariam Al Mheiri
Head of the International Affairs Office at
the Presidential Court



Steve Harvey
American comedian and television host



H.E. Alaa Eddine Farouk Zaki El-Sayed
Minister of Agriculture and Land
Reclamation



Khuloud Al Nuwais
Secretary General and Chief
Sustainability Officer, ne'ma and
Emirates Foundation



Dr. Stefan Schmitz
Executive Director, Global Crop
Diversity Trust



H.E. Maria Hanif Al Qassim
Assistant Undersecretary of Economic
Policies and Studies UAE Ministry of
Economy



Sylvia Vitale Rotta
CEO Team Creatif



Daniel Khachab
CEO Choco



H.E. Khalid Al Nuaimi
Director of the Federal Youth Authority



Dr. Tarifa Alzaabi
Director General, International
Center for Biosaline Agriculture



H.E. Fahed Al Qassim
Director General Awqaf Abu Dhabi



H.E. Mr. Azar Bayramov
Director General OIC Labour Centre



Sheikh Dr. Majid Sultan Al Qassimi
Sub Regional Office for the GCC
States and Yemen, FAO



Dr. Marios Roccaro
Senior Programme Manager Education
EIT Food

RECORD BREAKING IMPACT

Social Media Impressions

19,038,526

Reach

5,697,490

Engagement

8,921,745



MEDIA COVERAGE



PRESS NEWS

15

Media Attended

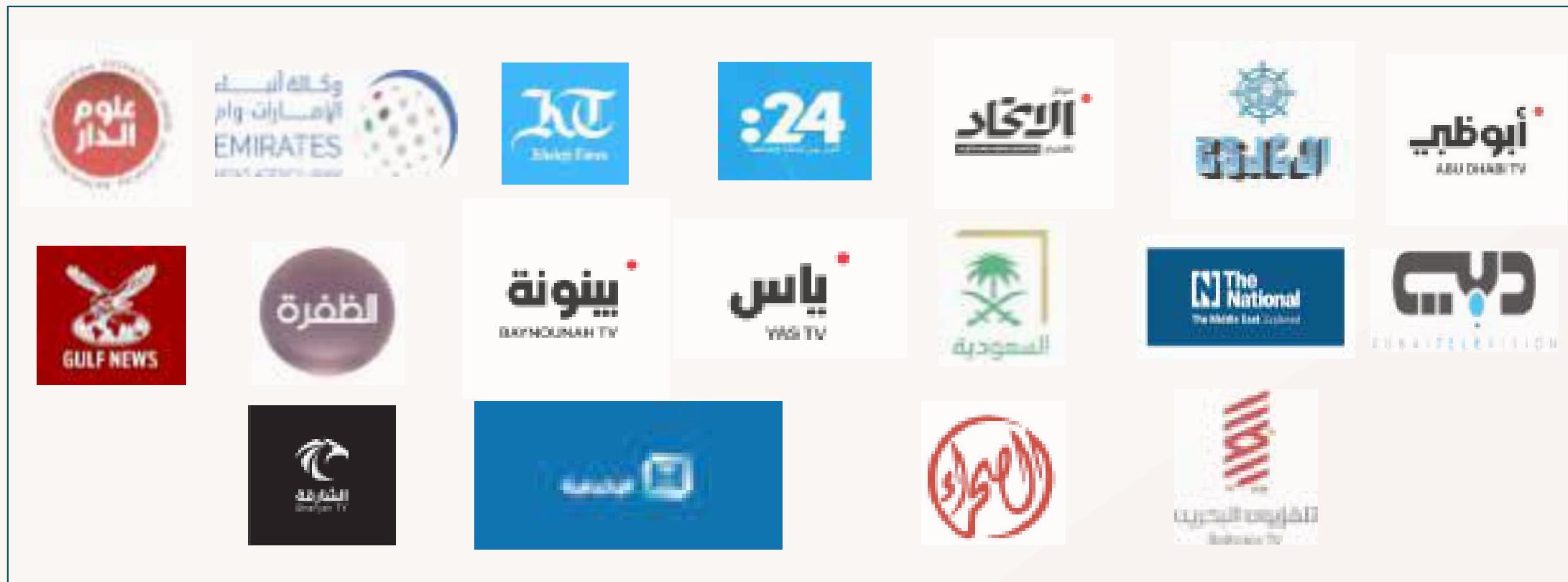
AED 1,3 M

378,8 M

Press Release Reach

28

Country Reached



The Australian Herald logo features the word "AUSTRALIAN" in blue and "HERALD" in red, separated by a horizontal line. Below it, the tagline "National news for the world" is written in a smaller font. The background of the logo is a photograph of two kangaroos jumping against a sunset sky.

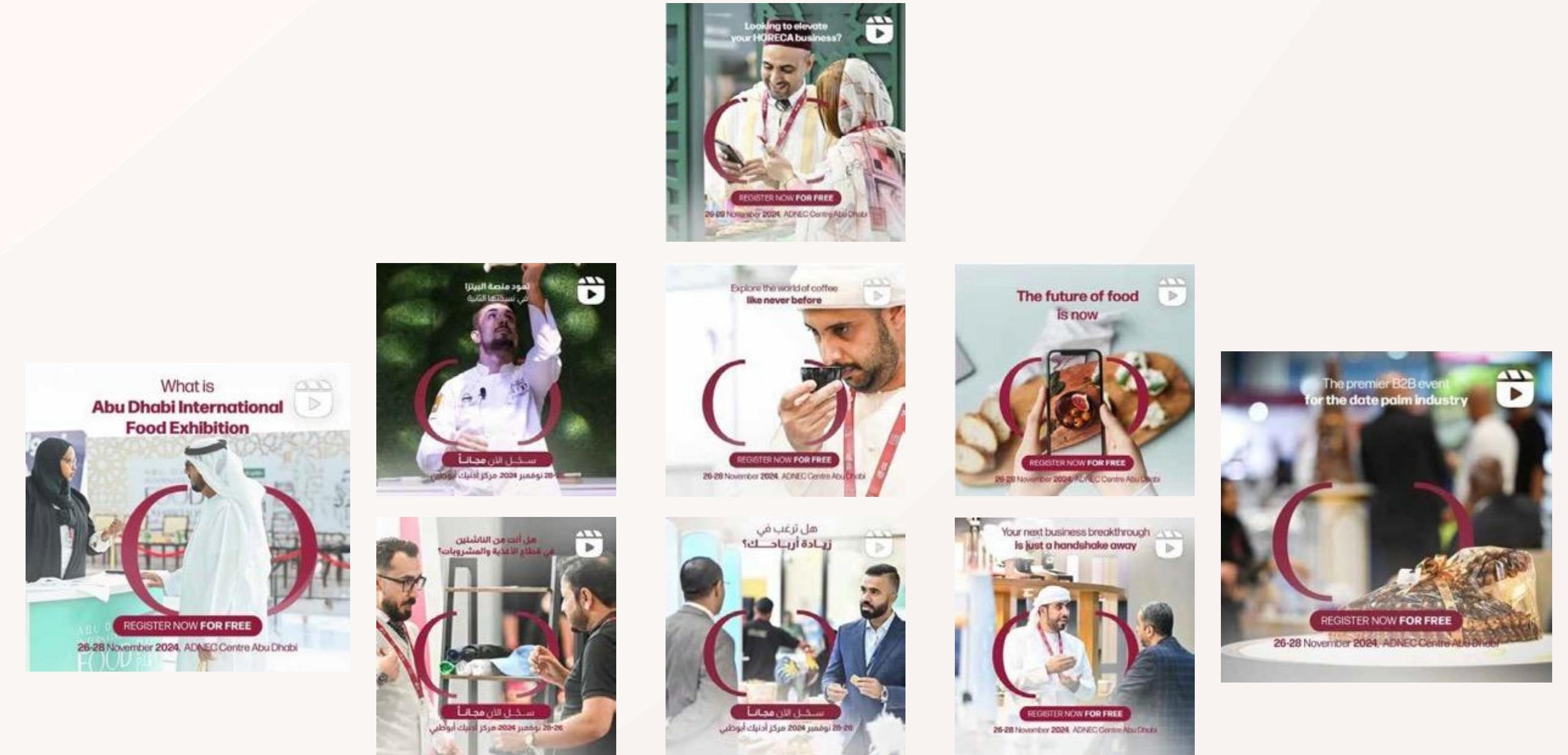
SOCIAL MEDIA

22,5 M
Digital Impressions

5,6 M
Reach

100,791
Clicks

19,4
Engagement



| FB Followers 10.917 | | Followers 5 | Followers 5,731 | Followers 200 | Impressions 4,007,555 |
|------------------------|--|----------------------|----------------------|---------------------|-----------------------|
| IG Followers 7,865 | | Impressions 5,428 | Impressions 233,895 | Impressions 16,977 | Engagement 3,747,037 |
| Impressions 17,325,163 | | Engagement rate 4.9% | Reach 120,430 | Watch time 107.1H | Reach 2,998,022 |
| Engagement 15,640,632 | | Tweets 315 | Engagement rate 7.8% | Video Views 4,430 | Clicks 43,479 |
| Reach 6,719,235 | | Clicks 894 | Registrations 259 | Number of posts 132 | Registrations 11,272 |
| Clicks 45,274 | | Registrations 259 | Number of posts 164 | Number of posts 164 | |
| FB Number of posts 164 | | Number of posts 164 | | | |
| IG Number of posts 159 | | | | | |

SHOW DAILIES

180,237

Total Delivered

38,930

Total Opened

21.5%

Open Rate

12.7%

Unique Opens

61,641

Total Clicks





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معرض أبوظبي للنخلة

ABU DHABI
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منصة أبوظبي للقهوة

21 - 23 OCTOBER 2025 | ADNEC CENTRE ABU DHABI

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MUSAB ABDO

Show Manager

musab.abdo@adnec.ae

+971 2 406 3622

+971 50 817 9727

RITA ZIADE

Sales Manager

rita.ziade@adnec.ae

+971 2 406 3634

+971 55 363 8684