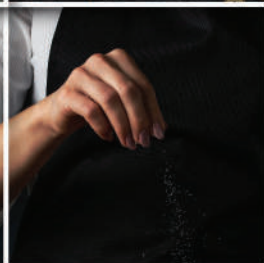


ABU DHABI INTERNATIONAL FOOD EXHIBITION

معرض أبوظبي الدولي للأغذية

Co-located with
ABU DHABI
**DATE
PALM**
EXHIBITION
معرض أبوظبي للتفاح

**6 - 8
December
2022**



**SALES
BROCHURE**



Strategic Partner



Strategic Partner
of ADDPE



Organised By

**CAPITAL
EVENTS** كابيتال
للفعاليات



PART OF



المراكز



مركز العين للمؤتمرات
AL AIN CONVENTION CENTRE

EXCeL
LONDON

المعارض



الفنادق



الخدمات



السياحة



Under the Patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan

Deputy Prime Minister, Minister of Presidential Court, and Chairman of the Board of Abu Dhabi Agriculture and Food Safety Authority (ADAFSA)

3 Days of food innovation and networking opportunities

INAUGURATION OF ABU DHABI INTERNATIONAL FOOD EXHIBITION (ADIFE)

Under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Presidential Court, and Chairman of the Board of Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), Abu Dhabi International Food Exhibition (ADIFE) will take place from 6 to 8 December 2022 at Abu Dhabi National Exhibition Centre.

The exhibition is organised by Abu Dhabi National Exhibitions Company (ADNEC) in cooperation with Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) and is expected to witness wide-scale local and international participation by major companies specialising in the food, catering, and hospitality sectors. The event will attract experts, specialists and experts, specialists, and decision-makers across these vital industries.





The launch of the first edition of Abu Dhabi International Food Exhibition (ADIFE) reflects the growing importance of the F&B industry

With an international presence and a growing sector on the local and international markets, ADIFE will provide a real opportunity for major global companies to showcase the latest technologies in the food industry as well as explore investment opportunities that will help consolidate food security and ensure the future of coming generations.

Why exhibit at ADIFE?

Abu Dhabi International Food Exhibition (ADIFE) is more than just an exhibition. It will provide you with a platform to successfully promote your brand through our different digital marketing channels, social mediums, website, collaterals and much more.

ADIFE offers unique and exclusive networking opportunities with industry experts and leaders in the F&B sector through the Hosted Buyers Programme

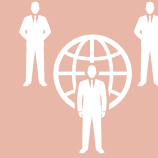
Showcase your latest innovations to the right target market players and get a chance of recognition and rewards through ADIFE Innovation Awards

High Return of Investment; conduct meetings with key decision makers with high purchasing power to reveal your products across the market buyers

Benefits of Exhibiting at Abu Dhabi International Food Exhibition (ADIFE):



Develop business opportunities



Meet decision makers in the F&B and HORECA sector



Position your company towards the competitors



Launch new products



Grow your sales network



The quality of buyers at Abu Dhabi International Food Exhibition (ADIFE) is of utmost importance to us, Abu Dhabi International Food Exhibition is a trade-only event.

Abu Dhabi International Food Exhibition (ADIFE) focuses on 4 main industry pillars



F&B



HORECA



Coffee & Chocolate

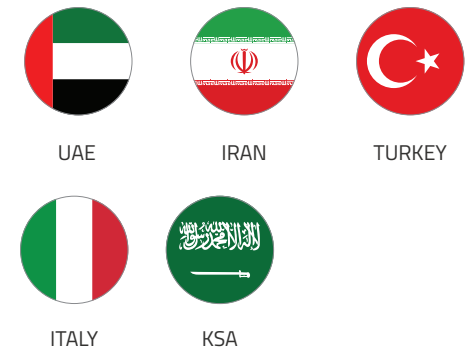


Dates

Expected Countries to Exhibit at Abu Dhabi International Food Exhibition (ADIFE)



TOP 5 VISITORS COUNTRIES



Event Features and Activities

The inauguration of Abu Dhabi International Food Exhibition (ADIFE) will provide a real opportunity for major global companies to showcase the latest technologies in the food industry as well as explore investment opportunities that will help consolidate food security and ensure the future of coming generations.





Hosted Buyers Programme:

The Hosted Buyers Programme is a unique and exclusive program that allows key buyers to conduct business meetings with a selected batch of exhibitors that match their sourcing requirements in structured 'Speed Networking Sessions' along with giving a place for exhibitors to meet and discuss their needs.



World Gourmet Show, Abu Dhabi:

Features Michelin star chefs and the best chefs in the capital to deliver masterclasses, exciting competitions and demonstrations. Moreover, exhibitors can showcase their products and services to the Michelin star chefs for brand recognition and exposure.





Latte Art Grading Battle:

Join the Latte Art Arena for an exciting challenge among the country's best Latte Artists: the first ever in Abu Dhabi.

THE LAGS BATTLE is one the most important national and international latte art competitions.





UAE National Coffee Championship:

Promoting the culture of specialty coffee, exciting coffee competitions will return to Abu Dhabi this year as part of UAE National Coffee Championships



ADIFE Talks & Conference

Variety of talks and sessions to be held at Abu Dhabi International Food Exhibition across 3 days of the event, including World Chefs coming together to share their expertise along with the top industry leaders.

THE ABU DHABI DATE PALM EXHIBITION (ADDPE)

The 7th edition of Abu Dhabi Date Palm Exhibition (ADDPE) will be held alongside Abu Dhabi International Food Exhibition (ADIFE) this year and will provide the biggest international platform for exhibitors to showcase their products and boost their presence in the global market. ADDPE is a dedicated platform for date trading, which is a key element of ADIFE.

ABU DHABI
DATE
PALM
EXHIBITION
معرض أبوظبي للتجارة

ADDPE 2021 AT A GLANCE

87

Exhibitors

specialising in date palm fruit products from

12

Countries

with impressive trade buyers from the Middle East region

Strategic Partner
of ADDPE



MARKETING & PROMOTION

Aiming for the right buyers to come to Abu Dhabi International Food Exhibition (ADIFE).

Abu Dhabi International Food Exhibition (ADIFE) marketing campaign is a mix of trade focused advertising and direct marketing to the core industry. We have a qualified database of 30,000+ food, beverage and hospitality buyers across the MENA region.



Media Partner

Become part of the events media partner for Abu Dhabi International Food Exhibition (ADIFE), and gain the advantage of having a high-value exposure for a wide range of the industry key players and influencers. This mutual benefit will help you in gaining high recognition on all relevant marketing channels.

Sponsorship opportunity

Get your message across and promote your company, or product through a tailored sponsorship packages to meet your needs and get the highest exposure.



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