



**"CONSUMER ATTITUDES HAVE SIGNIFICANTLY EVOLVED IN RECENT YEARS AND WE NEED TO RESPOND WITH SPEED, EFFICIENCY AND NEW SOLUTIONS"**

"We believe that the world doesn't need another flavour and fragrance company; it needs a partner that's willing to fight for more. Our booth at Gulfood Manufacturing 2019 will showcase this shift, sharing everything from samples of our latest taste technologies to advanced insights from our IFF Futures research."

A raft of new exhibitors are debuting at this year's show, setting the agenda for change and progress from the outset. Swiss flavours manufacturing powerhouse Givaudan, is using the event as a regional platform to 'co-create and innovate'. "Some of the challenges we're seeing include changing consumer attitudes towards ingredients, origin, labelling, authenticity, sustainability, health and wellness," says Antoine Khalil, Givaudan's Commercial Head, Africa & the Middle East. "Consumer attitudes have significantly evolved in recent years - not only in mature markets - and we need to respond with speed, efficiency and new solutions."

"Affordability in developing markets where consumers are becoming more conscious about how to spend their money is also another key issue," he adds. "We are stepping up our collaborative efforts to tackle these challenges as part of a global innovation ecosystem, while leveraging our market-leading knowledge and expertise for scalability to drive the necessary speed, efficiency and new solutions."

Looking towards alternatives, Dubai's Food Specialities Limited (FSL) will be focusing on innovative meat, dairy and sugar substitutes as well as healthier

fat solutions. The company is a major ingredients supplier to the Middle East and North Africa's F&B manufacturers, as well as being an established supplier for aggro and dairy commodities.

"We are now venturing into the plant-based ingredients sector to create meat and dairy analogues in addition to sugar replacers and trans-free fats to build a healthier and more sustainable food and beverage ecosystem in the region," says Dhruv Dhawan, FSL's Head of Marketing. "We are very excited to feature our plant-based innovations with meat alternatives for burgers, nuggets and sausages and with dairy alternatives such as oat, almond, cashew and soy milk. We will also house our own Innovation Lab at the show where we will be featuring innovative products and trends on the global food scene with the intent of developing these products for the region and customising their taste profiles to the local market preferences."

FSL will be sharing a stand with some of the industry's most exciting disruptors from around the world, including DuPont, Agrana, Austria Juice, AAK, Friesland Campina, Great Giant Pineapple, Van Hees and Aromatec, which will be offering solutions for juice and beverages, bakery and confectionery, meat, culinary and snacks, flavours and dairy ingredients. Swiss company Firmenich, the world's largest privately-owned fragrance and flavour company, will be showcasing a selection of its latest innovations for fat and salt reduction, MSG replacers, taste enhancers and alternative 'green' protein solutions - harnessing the global trend for more

'natural' ingredients and reduced sugar. "In tackling today's malnutrition crisis, our latest technology TastePRINT can reduce up to 100 per cent of added sugar naturally while keeping an equal taste experience. This year alone with our taste modulation technologies we removed 215 metric tonnes of sugar from products that consumers love, taking 870 billion calories out of their diets," says Thoger Larsen, VP Flavors IMA, Firmenich. The company's VP of Taste, Imad Farhat, will also be discussing the latest innovations for reducing or replacing sugar at the Foodtech Summit.

For a true glimpse of the future, this year's Gulfood Manufacturing show will host the second edition of the Foodtech Summit - a platform for industry thought-leaders, innovators and disruptors to share their ideas and tackle the latest challenges, in order for the industry to become more efficient, more productive and produce a higher quality output. Other key show features include the Big Buyers Programme, hosting up to 2,000 pre-selected buyers, Innovation Tours which provide deep insights into artificial intelligence, machine learning, blockchain and robotics with an exclusive insight into the world's most innovative companies, and the Gulfood Manufacturing Industry Excellence Awards, taking place tonight, which will recognise the best in the business. And don't miss a visit to Ingredients Lab, where select flavour and fragrance exhibitors will be showcasing their latest innovations - a unique opportunity to meet them face-to-face and sample their latest products.

To maximise visitors' show experience, this year's Gulfood Manufacturing is co-located with three key events: Private Label and Licensing Middle East Exhibition, the MENA region's exclusive exhibition for food and non-food FMCG product mix expansion and brand placement; yummex ME, the MENA region's leading event for the sweets and snacks industry; and SEAFEX Middle East, the only professional seafood event for the Middle East, Africa and Asia.

**Gulfood Manufacturing 2019 is open from 10 am to 6 pm on 29<sup>th</sup> and 30<sup>th</sup> October and 10 am to 5pm on 31<sup>st</sup> October. The show is open to food and beverage industry professionals and visitor attendance is free of charge.**

**For more information about the show, visit [www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.com)**