



BIGGER, BETTER, BUSINESS

21 - 24 February 2010

Dubai International Convention and Exhibition Centre

Gulfood is the Middle East's leading dedicated event for the foodservice and hospitality sectors and is now bigger than ever before, bringing your business **a wider choice of unique suppliers and inspiring new products** from a worldwide market.

Gulfood delivers business benefits, make sure you visit and take the time to develop new market opportunities, learn from business leaders, identify the latest trends and enjoy a wide range of inspiring features.

The Top 10 Trends: The Industry Debates."

4.00pm

If change brings opportunity then the last twelve months have arguably brought opportunities aplenty! How has our industry coped with a much changed business landscape? And more importantly, what does the next decade hold in store? Our expert panel representing the retail, foodservice and supply industries come together to discuss past, present and future, share opinions and describe how their markets will be shaping up to tackle the challenges ahead.

Chair

Richard Hall

Chairman

Zenith International

Virginie De Beco,

Marketing Director

Del Monte Middle East

Alfred Abi Moussa

F&B Manager of the Year

Crowne Plaza Hotels

What Flavours Will Appeal To The Next Generation Of Consumers."

5.00pm

How to fox the consumer from first impression to last impression. This session will appeal to anyone who needs to understand what exotic flavours are coming into the Middle East market, what the regional consumer really wants, and what the next generation will demand from your products. **Alexander Smertz**

Global Head Of Product Management

Doehler