

DTI calls on food producers to participate in Gulfood Exhibition

The Department of Trade and Industry (DTI) is urging companies in the agro-processing sector to apply for financial support to participate in the Gulfood Exhibition, taking place in Dubai in February 2018.



Image credit: PotatoPro via Twitter

Qualifying South African companies will be assisted through the DTI's Export Marketing and Investment Assistance (EMIA) scheme, with the aim of increasing exports of South African products to the Middle East region and beyond. The objective of the scheme is to develop export markets for South African products and services and to recruit new foreign direct investment into the country.

Gulfood 2018 will display a full range of food and beverage products from around the world. The annual exhibition, one of the world's largest annual food and beverage fairs in the region, brings together exporters, importers, distributors, retailers, wholesalers, food producers and restaurateurs from more than a hundred countries. Almost 100,000 visitors attend the show annually.

According to the deputy minister of Trade and Industry, Bulelani Magwanishe, participating in the fair will afford South African companies an opportunity to highlight their products and services in order to gain access to the multi-billion-rand Middle East food and beverage market.

Last year the DTI supported 35 companies in their participation in the exhibition. The companies generated export sales valued at more than R220 million. More information can be [found here](#).