

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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POLICY

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## United Arab Emirates

**Post:** Dubai

### Reverse Trade Mission to the NRA 2015 Show in Chicago

**Report Categories:**

Trade Show Evaluation

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**Report Highlights:**

Fifteen representatives of major food importing companies based in Qatar, Kuwait, and the United Arab Emirates attended the National Restaurant Association Show in Chicago this year. Five companies completed the evaluation survey, and they reported a projected \$1,640,000 USD in imports of U.S. food products in the next 12 months, a direct result of their visit to the show.

**General Information:**

NAME OF SHOW: National Restaurant Association Show  
DATES: May 16 - 19, 2015  
CITY, COUNTRY: Chicago, USA

**I. STATISTICAL SUMMARY**

**A. Participants**

The Office of Agricultural Affairs (OAA) in Dubai recruited food buyers to attend the National Restaurant Association Show from the 4 GCC countries covered by this office (Kuwait, Qatar, Oman, and the UAE). OAA was able to recruit a total of 15 participants, representing 12 major food companies from the UAE, Qatar, and Kuwait. An OAA Dubai staff accompanied the group to the show.

Country	Participant
UAE	13
Kuwait	1
Qatar	1

OAA received only 6 surveys from the 12 recruited companies.

**Participants Rating of Various Aspects of the Event:**

Criteria	Rating			
	Excellent	Good	Poor	N/A
Effectiveness of the Show	3	3		
Quality of Exhibitors	4	2		
Pre-Show Assistance	4	2		
On-Site Show Assistance	3	3		
Quality of Seminars if Applicable	3			3

**A. Results**

Following is a data summary. Statistics are based on the feedback received from the 6 participants that attended the show, and it doesn't reflect all imports from the USA.

- Value of confirmed orders at the show \$0
  - Number of contacts generated during the show 22
  - Value of current imports from the United States \$8,500,000
  - Combined expected increase in imports over the next 12 months \$1,640,000
- Note: One of the six participants declined to provide annual food import value from USA

## II. FAS FIELD EVALUTATION

### A. MARKET CONSTRAINTS AND OPPORTUNITIES

#### CONSTRAINTS:

- U.S. Exhibitors' limited knowledge of the GCC market, rules and regulations and the prevailing consumers' culture in the GCC markets.
- This exhibition appears more suitable for U.S. and other surrounding markets. It allows exhibitors to receive orders from buyers within the American continent, as they are not required to prepare special labels, provide label translations or production and expiry dates that are mandatory in GCC states.

#### OPPORTUNITIES:

- The show exposed new U.S. exhibitors who have never traveled to the GCC to new GCC business contacts and opportunities.
- The show offered a wide range of new to GCC market products.
- The show provided the opportunity for GCC importers to work with U.S. consolidators who are able to fill a container with mixed items that they source on behalf of the importer(s).
- The show offered a platform for affluent societies with great disposable income for purchases of goods, including food.
- The show provided open, stable and growing markets for food exporters, including those from the United States.

### B. MISSION OBJECTIVES

- a) The ultimate objective of OAA Dubai is to organize and execute marketing activities that would help increase sales of U.S. food products to the GCC-4 States.
- b) Increase U.S. food exporters' awareness of the importance of GCC-4 market.
- c) Assist GCC-4 food importers to increase their imported food items from the U.S., particularly new-to-market products.