

Event Brochure

THE REGION'S DEDICATED **RESTAURANT & CAFÉ** EVENT



“GCC’s dining market was worth \$18.8 billion in 2014 and will grow at a compound annual growth rate of 6.8 per cent to reach \$24.5 billion in 2018.”

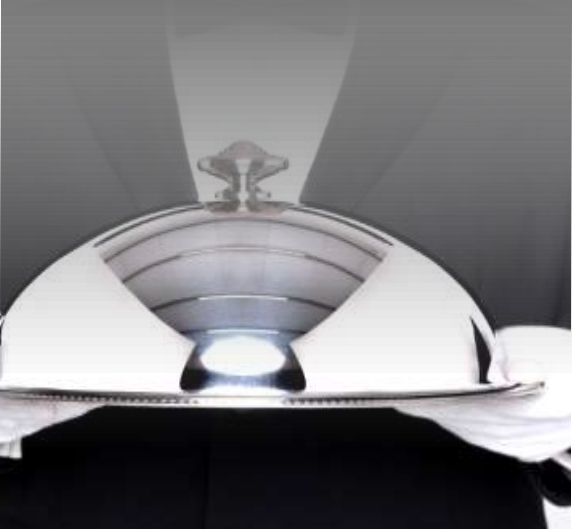


www.dineexhibition.com



Welcome to **Dine Exhibition & Conference 2017**

The **only** dedicated **Restaurant** and **Café** show attended by over **7,000** professionals in just **2 days!**



Dear Industry Colleagues,

Welcome to the region's only dedicated event for restaurant, café and F&B outlet owners and suppliers – **Dine Exhibition & Conference** on **4th-5th March 2017** at **The Address Hotel – Dubai Marina, Dubai, United Arab Emirates**.

Saudi Arabia led the region with total dining market sales of \$8.9 billion in 2014. The UAE was the second-largest contributor, with total sales of \$5.3 billion, generating a 28 per cent share in the region, followed by Kuwait (\$1.9 billion), Qatar (\$1.3 billion), Oman (\$1.1 billion) and Bahrain (\$0.4 billion).

Dine Exhibition & Conference is the region's only dedicated business event for business owners and suppliers of restaurants and cafés. The exhibition will showcase over 150 products and services at over 1,500sqm of exhibition space and will be attended by over 7,000 visitors in just 2 days. Alongside will be conferences on restaurants and cafes innovation in the MENA region.

For companies looking to be part of the billion dollar market, meet new or existing customers, showcase your products and services for the dining industry or reconfirm your position as a leading supplier for restaurants and cafés, Dine Exhibition & Conference is the platform for you.

If you would like to be part of Dine Exhibition & Conference 2017, please contact us at dine@atexinternational.com or **+971 4 431 2734**

We look forward to seeing you at the event.

Sincerely,



Jeano Pangan
Director – Middle East

7,000+
Attendees

1,500+
Sqm exhibition space

150+
Exhibitors

2
Day industry conference

2

SAVE THE DATES | MARCH 4-5, 2017 | DUBAI, UAE | www.dineexhibition.com



The region's dedicated **RESTAURANT** and **CAFÉ** show

Dine Exhibition & Conference is a one of a kind business event dedicated for local and international business owners and suppliers of restaurants and cafés to showcase their products and services to over 7,000 potential business partners.

The event is a unique platform featuring over 150 exhibitors showcasing their latest products and services for restaurants, and cafés. An event of unparalleled business opportunities, learning and networking, all under one roof.

At Dine Exhibition & Conference 2017, attendees will have the opportunity to network with potential suppliers and distributors, explore expansion options, discover new or existing F&B outlets locally and internationally, get exclusive offers and deals, meet top culinary experts and network with industry professionals.

Be part of one of the industry's largest and fastest-growing sector – **the dining market**.

THE MARKET

- GCC's dining market was worth \$18.8 billion in 2014 and will grow at a compound annual growth rate of 6.8 per cent to reach \$24.5 billion in 2018.
- Saudi Arabia led the region with total food service sales of \$8.9 billion in 2014. The UAE was the second-largest contributor, with total sales of \$5.3 billion, generating a 28 per cent share in the region, followed by Kuwait (\$1.9 billion), Qatar (\$1.3 billion), Oman (\$1.1 billion) and Bahrain (\$0.4 billion).
- Online food-delivery market to reach US\$ 218 million by 2020 in the Middle East.*
- In 2015, the dining market continues to be one of the strongest performing sectors in the UAE with currently 6021 restaurants, approximately 1,600 new restaurants are expected to open by the end of 2016 and additional 19,000 restaurants and cafés by 2019.*

**Sources: Euromonitor International, KPMG, The National, ATKearney, IMB, Alpen Capital, Al Masah Capital*





YOUR GATEWAY TO THE **BILLION DOLLAR** SECTOR

Are you an owner or supplier for restaurants, cafés or F&B outlets and looking to promote your business in the region or explore expansion opportunities abroad? Dine Exhibition & Conference is the only event of its kind that can offer your company a business platform to showcase your products and services to over 7,000 potential customers and business partners in just 2 days. Dine Exhibition & Conference is your gateway to one of the industry's largest and fastest-growing sectors – the dining market!

WHY EXHIBIT

- **MEET** over 7,000 targeted business partners and professionals within the region
- **DISCOVER** an effective medium for raising your business profile
- **LAUNCH** your newly established restaurant, café or product to profitable sectors
- **EXPAND** your business locally or internationally
- **RE-AFFRIM** your position as one of the leading product/service provider across the region
- **SOURCE** potential customers who are looking to purchase products and services onsite
- **SHOWCASE** products and services to a captive audience and close long term deals there and then
- **LEARN** the latest trends in the dining market
- **GENERATE** trade and consumer press coverage
- **ACCESS** the entire dining market all in one place

EXHIBITOR PROFILE

Suppliers:

- **Equipment: Ovens, Grills, Refrigeration, Coffee Machines, Smoothie Makers**
- **Crockery, Cutlery, Place Settings, Glassware**
- **Food & Beverage**
- **Information Technology, POS Systems**
- **Furniture, Decor and Interior Design**
- **Lights and Sounds**
- **Security and Insurance**
- **Cleaning and Maintenance**
- **Brand Consultancies and Professional Services**
- **Publications**

Restaurants & Cafés:

- **Casual Dining, Fast-Casual Dining, Fine Dining**
- **Pastries and Bakeries**
- **Café, Coffee and Tea House**
- **Destination Restaurants**

BUSINESS MATCHMAKING



Our Business Matchmaking program has been an effective B2B platform and has been proven to be one of the most successful feature in all our events. The program attracts decision makers from different public and private sectors who are carefully matched with exhibitors according to their business types and profile.

How our Business Matchmaking works?

- Visitors will be able to request unique individual pre-arranged business meetings with exhibitor during the event
- Meeting requests is sent directly to exhibitor for confirmation
- Confirmed meetings are conducted during the event
- Take orders and close long term deals there and then

Over 150+ Suppliers for **RESTAURANTS** and **CAFÉS** in 2 day!

Dine Exhibition & Conference 2017 offers visitors the opportunity to discover over 150+ local and international restaurants, cafés and suppliers to do business with.

WHY VISIT?

1. **SOURCE** new or existing partners
2. **NETWORK** with professionals to discuss potential business opportunities
3. **COMPARE** hundreds of products and services under one roof
4. **DISCOVER** the launch of up-and-coming restaurants, cafés and F&B outlets in the region
5. **SEE** the latest technologies and product launches in the dining industry
6. **LEARN** from industry experts during live demonstrations and conferences
7. **GET** a chance to win amazing prizes

VISITOR PROFILE

- Business Owners
- Suppliers, Distributors & Wholesalers
- Investor and Investment Officers
- Directors
- Operators
- Restaurant Managers
- Banquet Managers
- Event Managers
- Hotels and Hotel Groups
- Airline Catering
- Online & Print Food Media Network
- PR and Marketing



MARKETING ACTIVITIES



Email Sent out to potential attendees 6-7 months before the event	Direct Mail Invitation to attend the event sent out by post	Website Regular updates on the website with relevant industry news	Online Advertising Web banners placed on top event and community portals	PR Partnership with top PR and companies in the region	Print Advertising Ads published in leading magazines and newspaper relevant to the event
TV Event is covered by leading TV stations	Radio Local and international radio campaigns	SMS Partnership with SMS companies inviting targeted audiences	Social Media 24/7 activities on social media inviting attendees and posting relevant news	Telemarketing Event promotion via telephone to decision makers and industry experts	Media Partnership Partnership with top marketing, media and PR companies in the region



Sponsorship

By sponsoring at Dine Exhibition & Conference 2017 or by taking advantage of the various branding opportunities, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

If you are interested in our different sponsorship or branding opportunities, please contact dine@atexinternational.com or call us **+971 4 431 273**

PLATINUM PACKAGE

- ✓ Company logo as Platinum Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Platinum Sponsors in all onsite branding
- ✓ 2x exclusive e-shots
- ✓ 2 full-page advertisement in the official show catalogue
- ✓ 2 floor tiles
- ✓ Live demonstration opportunity
- ✓ Thank you e-mail post event to all attendees

GOLD PACKAGE

- ✓ Company logo as Gold Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Gold Sponsors in all onsite branding
- ✓ 1x exclusive e-shots
- ✓ 1 full-page advertisement in the official show catalogue
- ✓ 1 floor tile
- ✓ Live demonstration opportunity
- ✓ Thank you e-mail post event to all attendees

SILVER PACKAGE

- ✓ Company logo as Silver Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Silver Sponsors in all onsite branding
- ✓ Thank you e-mail post event to all attendees



2 DAYS of CPD ACCREDITED CONFERENCES & WORKSHOPS

The Dine Exhibition 2017 will present an outstanding conference with an agenda focused on Restaurants and Cafes and the rapidly growing food and beverage market. The aim of the Conference is to bring together hundreds of industry leaders and experts, business owners, chefs, food professionals, and food enthusiasts and give them a platform to connect, collaborate, share knowledge, and build partnerships.

Highly regarded industry experts and food visionaries will make up the speaking faculty. Our key note speakers will guide you through the ever changing landscape of the highly competitive food and beverage industry. They will explore the opportunities available to you and your business within this growing sector as well as educate on advancements in best food practices, service, techniques and technology.

The comprehensive agenda will feature varied topics from setting up a food business in the Middle East to franchising and other business concepts as well as focusing on best practices, areas of growth, and new innovations for established businesses. The speaker's knowledge, experience, insight and practical know-how will prove invaluable information for any food & beverage related business that wants to capitalise on this hugely profitable growth sector which in the UAE alone is forecast to reach \$12.6 billion by 2017.

WHY ATTEND?

Conferences are one of the most powerful industry specific educational tools. You can learn from keynote speakers who have exceptional knowledge and experience in both theory and practice.

- Connect, collaborate, share knowledge, build partnerships and create solutions within the food and beverage industry.
- Network with industry experts and business leaders, and build your own profile within this sector.
- Dedicate yourself to continual learning and stand out from your peers.
- CPD points awarded.



SAVE THE DATES

4th - 5th

March 2017

The Address Hotel – Dubai Marina
Dubai, United Arab Emirates

**BOOK
YOUR STAND
TODAY**

If you are interested to know more about Dine Exhibition & Conference, please contact us at dine@atexinternational.com or +971 4 431 2734 or get in touch with:

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atex International[®]
Exhibitions

ATEX is an international exhibitions & events company that has evolved into one of the leading organisers of exhibitions, conferences and events in the Middle East & Africa. A full member of UFI, the Global Association of the exhibition industry, in the category of exhibition organisers, also received a certificate from UFI for Libya Build, one of the largest International Building & Construction Exhibition in the African continent. Now operating in Dubai as the headquarters for the Middle East & African regions.

Our events attract over thousands of participants every year and provide unique platforms to do business, network and learn. For more information about us and our events, please visit www.atexinternational.com

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