



Market Penetration into New & Emerging Markets
Gulfood – Dubai World Trade Centre, Dubai, UAE
18 - 22 February 2018

Enterprise Mauritius has been organising a Mauritian Pavilion at **Gulfood** for the last two years. **Gulfood**, which keeps attracting large number of visitors' year by year, is one of the world's major food and beverage exhibition and undoubtedly, the biggest event for the Middle East and North Africa (**MENA**) region. The MENA region accounts for a significant and growing portion of worldwide food imports. The region's dependence on food imports is expected to rise from 56% in 2000 to 63% by 2030 (World Bank) as a result of an unbalanced increase in supply and demand.

Domestic exports for the Food & Drink sector to the MENA region amounted to Rs 232.8 million in 2016 and represented an increase of 50% as compared to the previous year. Major products exported included special sugars, animal feed and fresh fish. Other products like fish oil,

pineapples, litchis and honey were exported in smaller volumes. Saudi Arabia positioned itself as the biggest market in the MENA region with a share of 38%, followed by Israel (23%), UAE (21%), and Egypt (9%).

Participation in **Gulfood 2016** and **2017** has been very successful and allowed participating companies to develop export of special sugars, jams, honey and instant noodles to new markets in the Middle East, mainly UAE. Enterprise Mauritius is therefore renewing the organisation of the third Mauritian Pavilion at **Gulfood 2018**.

