



GLOBAL  
FOOD WEEK 20  
25  
الأسبوع العالمي للغذاء

21 – 23 OCTOBER 2025 | ADNEC CENTRE ABU DHABI

# 2<sup>nd</sup> Edition POST SHOW REPORT

من تنظيم  
ORGANISED BY

**ADNEC**  
مجموعة أدنيك GROUP  
A MUDON Company

الشريك الاستراتيجي  
STRATEGIC PARTNER

  
هيئة أبوظبي للزراعة والسلامة الغذائية  
ABU DHABI AGRICULTURE AND FOOD  
SAFETY AUTHORITY



HELD UNDER THE PATRONAGE OF  
**H.H. SHEIKH MANSOUR BIN ZAYED AL NAHYAN,**

VICE PRESIDENT, DEPUTY PRIME MINISTER, CHAIRMAN OF THE PRESIDENTIAL  
COURT, AND CHAIRMAN OF THE BOARD OF DIRECTORS OF ABU DHABI AGRICULTURE  
AND FOOD SAFETY AUTHORITY (ADAFSA)

# GFW OVERVIEW





# GFW 2025 – 2<sup>ND</sup> EDITION

Building on Abu Dhabi's rich agricultural heritage and its legacy of innovation, GFW is a platform that brings together a series of high-impact international events, each designed to foster collaboration, showcase innovation, and address the most pressing challenges facing the global food and agriculture sector with a farm to fork approach. The event brings together F&B industry leaders and enables buyers and suppliers to access local and international markets. GFW presented the AgriTech sector, showcasing the latest sustainable food innovations and smart agricultural technologies transforming the F&B industry.

## PILLARS:



Global thought leadership for a food secure future



Technology and innovation across the food value chain



Celebrating Abu Dhabi's legacy of sustainable practices and food security

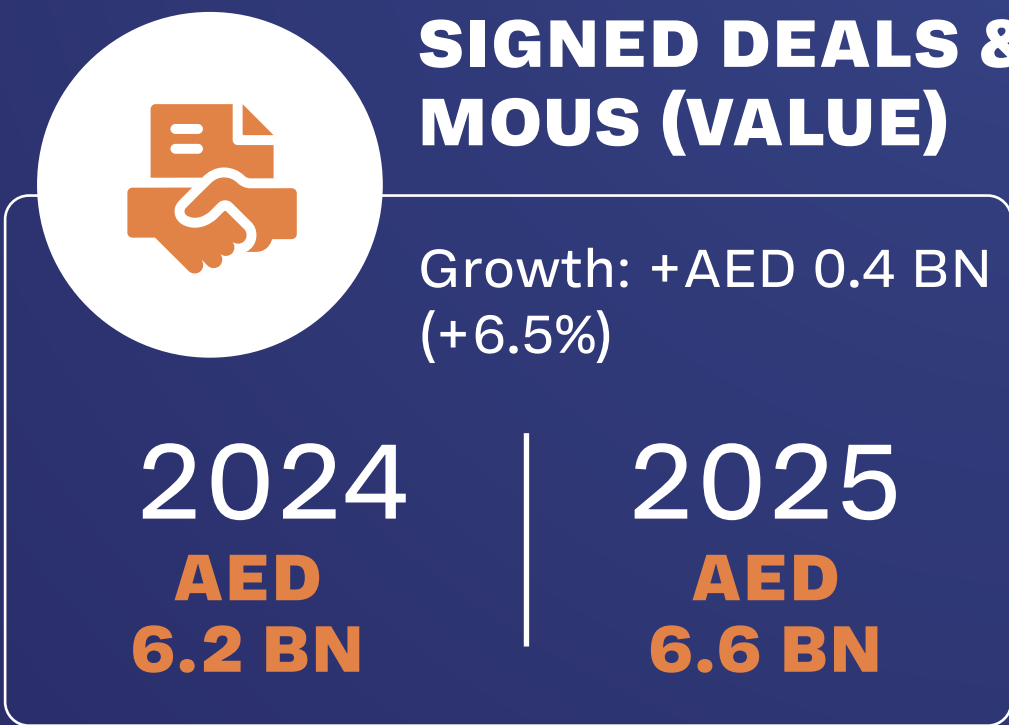


A platform driving investment to strengthen food security and build more resilient systems

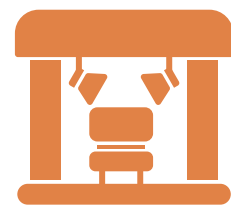


A world-class event experience on the future of food

# GFW OVER THE YEARS



# GFW 2025 IN NUMBERS



EXHIBITORS  
& BRANDS

↑ **2186** WITH **639** NEW  
+15% GROWTH



PARTICIPATING  
COUNTRIES

↑ **75** WITH **18** NEW  
+12% GROWTH



EXHIBITION  
SPACE

↑ **33,542 SQM**  
+15% GROWTH



VISITORS

↑ **40,108**  
+16% GROWTH



GLOBAL & LOCAL  
SPEAKERS

↑ **148**  
+88 SPEAKERS



SIGNED DEALS  
AND MOUS

↑ **6.6 BN**  
+6.5% GROWTH



## UNDER THE PATRONAGE AND SUPPORT OF UAE LEADERSHIP

**H.H. SHEIKH HAMDAN BIN MOHAMED  
BIN ZAYED AL NAHYAN**

DEPUTY CHAIRMAN OF THE PRESIDENTIAL COURT FOR SPECIAL AFFAIRS

**H.H. SHEIKH THEYAB BIN MOHAMED  
BIN ZAYED AL NAHYAN**

DEPUTY CHAIRMAN OF THE PRESIDENTIAL COURT FOR DEVELOPMENT AND FALLEN  
HEROES' AFFAIRS AND CHAIRMAN OF THE INTERNATIONAL HUMANITARIAN AND  
PHILANTHROPIC COUNCIL

**H.E. DR. AMNA BINT ABDULLAH AL  
DAHAK**

MINISTER OF CLIMATE CHANGE AND ENVIRONMENT, UAE

**H.E. ENG. MANSOUR  
AL MUSHAITI**

MINISTER OF ENVIRONMENT, WATER AND AGRICULTURE –  
KINGDOM OF SAUDI ARABIA

**H.E. DR. MAITHA SALEM  
AL SHAMSI**

MINISTER OF STATE, UAE FEDERAL GOVERNMENT, UAE

**H.E. DR. ABDULLA HUMAID  
AL JARWAN**

CHAIRMAN OF THE ABU DHABI DEPARTMENT OF ENERGY

# VISITORS PROFILE



# VISITORS PROFILE

## TOP 10 COUNTRIES IN 2025



UAE



MOROCCO



INDIA



EGYPT



ITALY



JORDAN



MALAYSIA



CHINA



SAUDI ARABIA



PHILIPPINES

## TOP 10 REASONS TO VISIT

1

Networking with industry professionals

2

Staying updated on the latest F&B trends

3

Sourcing new and innovative products

4

Exploring multiple opportunities in one place

(products, networking, trends, new suppliers, current suppliers, and investment opportunities)

5

Discovering a variety of unique offerings under “Other” interests

6

Networking while learning about emerging F&B trends

7

Finding new suppliers to expand business options

8

Meeting with current suppliers to strengthen partnerships

9

Exploring investment opportunities in the F&B sector

10

Sourcing products while growing your professional network

*\*According to findings from a third-party independent survey system.*

# VISITORS PROFILE

## GFW ATTENDEE MIX: SECTOR REPRESENTATION



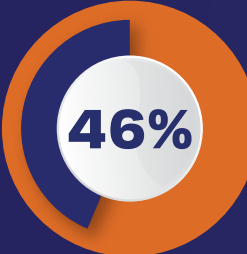
|                                                    |                                        |                            |
|----------------------------------------------------|----------------------------------------|----------------------------|
| IMPORT /<br>EXPORT TRADE<br><b>17.43%</b>          | AGRITECH<br><b>6.02%</b>               | PACKAGING<br><b>3.63%</b>  |
| GOVERNMENT /<br>TRADE ASSOCIATION<br><b>16.22%</b> | DISTRIBUTOR /<br>AGENT<br><b>5.41%</b> | WHOLESALER<br><b>3.60%</b> |
| FOOD<br>MANUFACTURER<br><b>14.16%</b>              | FOODTECH<br>PROVIDER<br><b>4.82%</b>   | HORECA<br><b>2.79%</b>     |
| RETAILER<br><b>9.94%</b>                           | SUPERMARKET<br><b>4.41%</b>            |                            |
| TECHNOLOGY<br>PROVIDER<br><b>7.50%</b>             | DUTY FREE<br><b>4.06%</b>              |                            |

# VISITORS PROFILE

## VISITOR SPENDING INTENTIONS – SUMMARY



68% plan to spend



46% expect to spend up to 50,000 usd



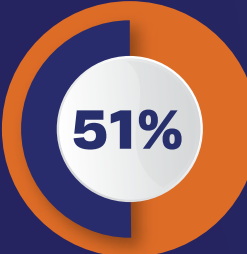
32% plan to spend over USD 50,000, including 7% targeting USD 250K–1M



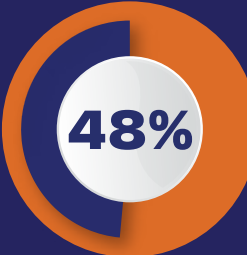
Strong mix of small, mid-tier, and high-value buyers, reinforcing GFW's trade potential



## PROFILE AND PERCEPTION – SUMMARY



51% of attendees are trade professionals, confirming strong B2B relevance



48% are first-time visitors, showing expanding reach



52% are returning visitors, reflecting continued loyalty



Event perception is positive with an average rating of 3.52, and 51% say it is as good as or better than last year



\*According to findings from a third-party independent survey system.

# HOSTED BUYERS PROGRAMME

## HOSTED BUYER LOUNGE



|                                                                                                                                   |                                                                                                                                                                                      |                                                                                                                                                                |                                                                                                                                                  |                                                                                                        |                                                                                                                                     |                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| من تنظيم<br>Organised by                                                                                                          | الشريك الاستراتيجي<br>Strategic Partner                                                                                                                                              | الشريك الاستراتيجي لجمعية أبوظبي للتجارة<br>Strategic Partner of ADPE                                                                                          | الرأي الرئيسي<br>Headline Sponsors                                                                                                               | الرأي السياحي والثقافي<br>Destination and Cultural Sponsor                                             | الرأي الماسي<br>Platinum Sponsor                                                                                                    | رأي البيئة الآمنة والمستدامة<br>Safe and Sustainable Environment Sponsor                                             |
| <br>ADNEC<br>مجموعة أدنيك<br>A MOCON Company | <br>هيئة أبوظبي للزراعة والسلامة الغذائية<br>ABU DHABI AGRICULTURE AND FOOD<br>SAFETY AUTHORITY | <br>الهيئة العامة للغذاء والدواء<br>ADPE                                  | <br>اغدية<br>aldahra                                        | <br>سلال<br>silal | <br>abudhabi<br>Convention & Exhibition Bureau | <br>مزارع العين<br>Al Ain Farms |
|                                                                                                                                   |                                                                                                                                                                                      | الرأي الرسمي للجودة والمطابقة<br>Quality and Conformity Sponsors                                                                                               | الرأي المضيف<br>Host Sponsor                                                                                                                     | شريك الأغذية المستدامة<br>Sustainable Food Partner                                                     | رأي التجزئة<br>Retail Sponsor                                                                                                       | الرأي الفضي<br>Silver Sponsor                                                                                        |
|                                                                                                                                   |                                                                                                                                                                                      | <br>M2<br>Advancing Innovation<br>in Health, for People<br>and the Planet | <br>وزارة الشؤون الاقتصادية<br>Ministry of Economic Affairs | <br>Spinneys      | <br>LuLu<br>RETAIL                             | <br>MOCON                       |

# GEOGRAPHICAL BREAKDOWN OF PARTICIPATING COUNTRIES

- GCC & MENA** Saudi Arabia, Kuwait, Oman, Bahrain, Palestine, Jordan, Egypt
- EUROPE** Cyprus, Spain
- AFRICA** Kenya, Mauritius, Uganda
- ASIA** Azerbaijan, China, India, Indonesia, Malaysia, Pakistan, Philippines, Singapore, Thailand, Vietnam.



## ACROSS KEY FOOD & BEVERAGE SECTORS

TOTAL  
BUYERS

341

INTERNATIONAL  
BUYERS

81

COUNTRIES  
REPRESENTED

23

TOTAL MEETINGS  
CONDUCTED

7,346



## TOP SECTORS REPRESENTED



DISTRIBUTOR, WHOLESALER,  
TRADER, RETAILER



CATERING SERVICE  
OPERATORS



MANUFACTURER



INDUSTRY PROFESSIONALS



IMPORTER & PROCUREMENT



## ACROSS KEY FOOD & BEVERAGE SECTORS

TOTAL  
BUYERS

**341**

COUNTRIES  
REPRESENTED

**23**

INTERNATIONAL  
BUYERS

**80**

TOTAL MEETINGS  
CONDUCTED

**7,346**

With broad representation from  
the MENA, GCC, Europe, Asia, & Africa  
resulting in:



## SIGNED + POTENTIAL

DEALS & MOUS = 143  
WORTH = AED 60M+



### SIGNED DEAL VALUE

AED 1,744,437.50



### POTENTIAL DEAL VALUE

AED 58,943,625.00





# **KEY EXHIBITORS, PARTNERS & SPONSORS PROFILE**

## KEY EXHIBITORS & BRANDS

aldahra

سلاسل  
silal



غرفة أبوظبي  
ABU DHABI CHAMBER

مكتب أبوظبي للاستثمار  
ABU DHABI INVESTMENT OFFICE

مجموعة كيزاد  
KEZAD GROUP



M2

مجلس أبوظبي  
للجودة والمطابقة  
Abu Dhabi Quality &  
Conformity Council

أدكووب  
ADCOOP

صندوق خليفة  
KHALIFA FUND

مركز أبوظبي للأغذية  
ABU DHABI FOOD HUB  
كيزاد KEZAD

أغذية  
agthia

UAEU  
جامعة الإمارات العربية المتحدة  
United Arab Emirates University

unifrutti

EAG  
ELITE AGRO  
HOLDING

الأفق  
الملكي  
ROYAL  
HORIZON

مزارع العين  
Al Ain Farms

Nestlé

غرفة تجارة وصناعة الشارقة  
Sharjah Chamber of Commerce & Industry

مارموم  
marmum

LuLu  
RETAIL

Spinneys

غذاء  
Ghitha



# PARTNERS AND SPONSORS

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ORGANISED BY

**ADNEC**  
مجموعة أدنيك  
**GROUP**

A **MUDON** Company

الشريك الاستراتيجي لمعرض  
أبوظبي للتمور  
Strategic Partner of ADDPE

  
جائزة خليفة الدولية لنخيل التمر والابتكار الزراعي  
KHALIFA INTERNATIONAL AWARD FOR DATE PALM  
AND AGRICULTURAL INNOVATION

الراعي الرئيسي  
Headline Sponsors

 أغذية  
aghia

 aldahra

الراعي السياحي والثقافي  
Destination and Cultural  
Sponsor

 سلال  
silal

 abu dhabí  
Convention & Exhibition Bureau

الراعي البلاطيني  
Platinum Sponsor

 مزارع العين  
Al Ain Farms

راعي البيئة الآمنة والمستدامة  
Safe and Sustainable  
Environment Sponsor

  
مركز أبوظبي لإدارة المواد الخطرة  
Abu Dhabi Hazardous Materials Management Centre

شريك الابتكار والبحث العلمي  
Innovation and Research Partner

الشريك الحكومي  
Government Partner

شريك الناقل الرئيسي  
Flagship Carrier Partner

الراعي الرسمي للجودة والمطابقة  
Quality and Conformity Sponsors

الراعي المضيف  
Host Sponsor

 جامعة خليفة  
Khalifa University

 دائرة الطاقة  
DEPARTMENT OF ENERGY

 ETIHAD  
BEYOND BORDERS

 M42

Advancing Innovation  
in Health, for People  
and the Planet

 مجلس أبوظبي  
للجودة والمطابقة  
Abu Dhabi Quality &  
Conformity Council

 وزارة التغير المناخي  
والبيئة  
MINISTRY OF CLIMATE CHANGE  
& ENVIRONMENT

الشريك الإستراتيجي  
STRATEGIC PARTNER

  
هيئة أبوظبي للزراعة والسلامة الغذائية  
ABU DHABI AGRICULTURE AND FOOD  
SAFETY AUTHORITY

شريك الأغذية المستدامة  
Sustainable Food Partner

 Spinneys

راعي التجزئة  
Retail Sponsor

 LuLu  
RETAIL

الراعي الفضي  
Silver Sponsor

 ROYAL  
HORIZON

الشريك الرئيسي  
Key Partner

 FAO  
Food and Agriculture  
Organization of the  
United Nations

شريك المعرفة  
Knowledge Partner

 F&B  
مجموعة مصنعي الأغذية والمشروبات  
UAE FOOD & BEVERAGE  
BUSINESS GROUP  
Inspiring Sustainable Wellbeing

مدعوم بالطاقة النظيفة  
Powered by Clean Energy From

 EWEC  
Emirates Water & Electricity Co.

# KEY FEATURES AND PROGRAMMES



# ANNOUNCEMENT STAGE

## Major Deals & MOUs Signed

AED  
6.6BN

SIGNED DEALS & MOUS

58 DEALS



# GLOBAL FOOD TALKS

51  
SPEAKERS

14  
MODERATORS

22  
PANELS &  
SESSIONS



**H.E DR. AMNA BINT  
ABDULLAH AL DAHAK**

Minister, Climate Change  
and Environment



**H.E DR. ABDULLA HUMAID  
SAIF AL JARWAN**

Chairman, Department  
of Energy



**DR TAREQ AHMED  
MOHAMED AL AMERI**

Acting DG, ADAFSA



**H.E. DR. FARAH ALZAROONI**

Assistant Undersecretary for  
the Standards and Regulations  
Sector, Ministry of Industry  
and Advanced Technology



**DR AHMED MUKHTAR**

Regional, Representative FAO



**H.E DR. OBAID SAIF  
HAMAD AL ZAABI**

Chairman of the Board AAAID



**SOREN KANNIK**

Minister Counsellor for  
Food, Agriculture & Fisheries  
MENA, Ministry of Foreign  
Affairs Denmark



**HASSAN SAFI**

Group Chief Executive Officer,  
Al Ain Farms Group



**REGINA SCHMIDT**

Head of SDG2, Accelerator,  
UN WFP



**ARNOUD VAN  
DEN BERG**

Group Chief Executive Officer,  
Al Dahra Group (UAE)



# PROGRAMME HIGHLIGHTS

## DAY 1



- **Welcome Address:** H.E Dr. Amna bint Abdullah Al Dahak, Minister of Climate Change and Environment.
- **Welcome Note:** H.E Dr. Abdulla Humaid Saif Al Jarwan, Chairman, Department of Energy.
- **Opening Address:** Dr. Tareq Ahmed Mohamed Al Ameri, Acting DG, ADAFSA (UAE).
- **Panel Discussion:** From Global to Local – How Multinationals Shape Impact Through Localization and Collaboration.
- **Fireside Chat:** ADAFSA's Experience in Developing and Managing the Alternative National Service Program for the Food Security Sector.
- **Panel Discussion:** Using AI to Predict Supply & Demand Shocks.

- **Keynote Presentation:** Building Resilience in Food Manufacturing.
- **Fireside Chat:** Data-Driven Delights: Turning Consumer Insights into Winning Products.
- **Panel Discussion:** How AI is Cutting Food Waste Before It Starts.
- **Panel Discussion:** Sustaining the Buzz – UAE's Local Efforts and Success Stories in Honeybee Development.
- **Presentation:** SOFI Presentation.
- **Presentation:** The Role of Renewable Energy in Advancing Global Food and Agriculture Security.



## DAY 2

# AGRITECH & FARMERS

103   
LOCAL  
FARMERS

15   
AGRITECH  
EXHIBITORS

The AgriTech & Farmers feature served as a dedicated platform to spotlight local growers and their produce, giving farmers the opportunity to showcase their offerings directly to visitors, buyers, and industry stakeholders. The space highlighted fresh, high-quality locally grown products and encouraged meaningful connections between producers and consumers, reinforcing the importance of supporting local agriculture and strengthening the UAE's farming community.

# AGRITECH & FARMERS AGRITECH FORUM

27  
SPEAKERS

4  
MODERATORS

30  
PANELS & SESSIONS



**DR TAREQ AHMED  
MOHAMED AL AMERI**  
Acting DG, ADAFSA



**H.E KHULOOD HASAN  
AL NUWAIS**  
CSO, Emirates Foundation &  
Secretary General of Nema National  
Steering Committee



**IBTISAM ALSAADI**  
Director of Industrial Policies and Legis  
Ministry of Industry and Advanced  
Technology Department, MoIAT



**PROF. SALWA KARBOUNE**  
Dean, McGill University



**DR. JUAN LOOR**  
Professor, University of  
Illinois Urbana-Champaign



**DR. ANDREW LEE,**  
Operations Director, National  
Alternative Protein Innovation  
Centre (NAPIC)



**DANIEL ANNEROSE**  
CEO, Manobi Africa



**DR EMAN SOLIMAN**  
Irrigation Specialist, FAO



**DR YUS ANIZA YUSOF**  
Professor & Director, Halal Products  
Research Institute, University Putra  
Malaysia



# PROGRAMME HIGHLIGHTS

DAY 1



- **WELCOME ADDRESS:** H.E Dr. Amna bint Abdullah Al Dahak, Minister of Climate Change and Environment.
- **WELCOME NOTE:** H.E Dr. Abdulla Humaid Saif Al Jarwan, Chairman, Department of Energy.
- **OPENING ADDRESS:** Dr. Tareq Ahmed Mohamed Al Ameri, Acting DG, ADAFSA (UAE).
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- **PANEL DISCUSSION:** Using AI to Predict Supply & Demand Shocks.

SCIENTIFIC  
AGRICULTURE  
RESEARCH DAY



DAY 3

AGRICULTURE  
INVESTMENT  
FORUM



DAY 2



The Proteins Alternative feature delivered an immersive experience spotlighting the future of food, showcasing how innovation and emerging technologies are shaping sustainable protein systems and global food security.

### Key highlights:



Engaging showcase of future food innovations, featuring tastings, live demonstrations, and expert-led discussions.



Exposure to next-generation protein solutions, including plant-based, cultured, and precision-fermented proteins.



Zero-waste smoothie bar, highlighting sustainable consumption and circular food practices.



Plant-based butcher shop, demonstrating viable alternatives to conventional meat.



Exhibition of 10 novel protein exhibitors, presenting cutting-edge innovations reshaping sustainable food systems.

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مكتب أبوظبي للاستثمار  
ABU DHABI INVESTMENT OFFICE

# PROTEIN ALTERNATIVE CONFERENCE

44  
SPEAKERS

11  
MODERATORS

15  
PANELS &  
SESSIONS



**SHEIKH DR. MAJID  
ALQASSIMI**  
Founding Partner CEO,  
SomaMater



**FATIMA AL DHAHERI**  
Head of AGWA Cluster, ADIO



**DR. ARIF KALANTAR**  
DG Advisor, ADAFSA



**JIM MELLON**  
Executive Chairman,  
Agronomics



**GUSTAVO BURGER**  
CEO, BelieverMeats



**JEREMIAH HUX**  
Chief Financial Officer,  
UPSIDE Foods



**MUSSAAB ABOUD**  
Chief Executive  
Officer,Grandiose



**DR. SIMON MILLER**  
Regulatory Specialist, Abu Dhabi  
Quality and Conformity Council



**VEENA HAUSEN**  
Director - Innovation  
Acceleration, ASPIRE



# PROGRAMME HIGHLIGHTS

## DAY 1

- **PANEL DISCUSSION:** Diversify to De-Risk — The UAE's Food Agenda.
- **KEYNOTE:** The Era of Future Foods.
- **PANEL DISCUSSION:** Pick the Right Tool — Why These Technologies Win.



- **PANEL DISCUSSION:** Grow Feed at Home — Novel Approaches to Animal Feed
- **PANEL DISCUSSION:** Win Together — Mission Partnerships That Scale



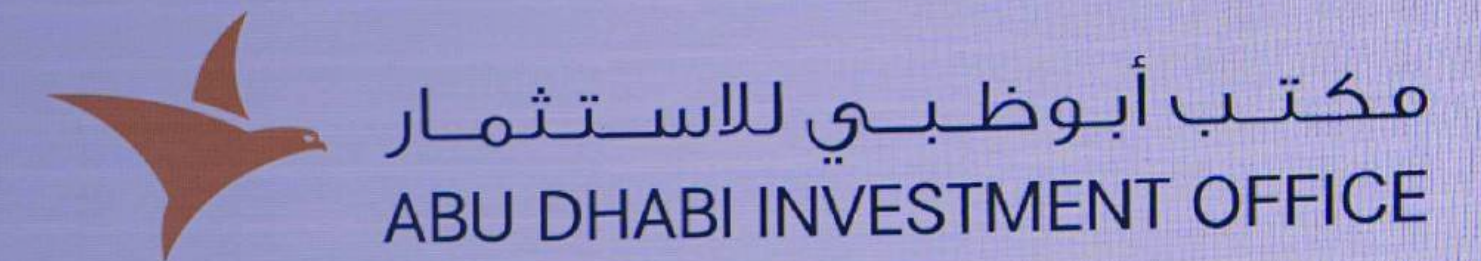
## DAY 3

- **PANEL DISCUSSION:** Abu Dhabi's Food Innovation Engine.
- **KEYNOTE:** Unify the Rules — From Fragmentation to Flow.
- **PANEL DISCUSSION:** Establish and Scale — Building Infrastructure in Abu Dhabi



## DAY 2

# PROTEIN ALTERNATIVE HIGHLIGHTS



A major highlight at the **Protein Alternative (PALT)** platform was the announcement of a collaboration between the Abu Dhabi Investment Office (ADIO) and New Agrarian Company Limited to explore establishing a large-scale protein fermentation centre in Abu Dhabi.



The project supports the emirate's AGWA cluster, targeting **AED 90 billion in GDP impact by 2045**, and positions Abu Dhabi as a future leader in the production and export of next-generation alternative proteins.



# WORLD GOURMET SHOW



## MICHELIN STAR CHEF PROGRAMMING OVERVIEW

As part of the culinary programme at Global Food Week 2025, the event successfully featured **three Michelin Star Chefs**, each delivering exclusive masterclasses, live demonstrations, and interactive sessions throughout the three-day schedule.

### PARTICIPATING MICHELIN STAR CHEFS:



CHEF BRANDO



CHEF LUIGI STINGA



CHEF VINCENZO GUARINO

## PROGRAMME SCHEDULE & FORMAT

Daily activity blocks were organised between 10:00 AM and 5:00 PM, offering visitors:



- Live cooking demonstrations
- Professional culinary masterclasses
- Meet-and-greet opportunities with Michelin chefs

These activities ran consistently across all three days, ensuring steady engagement and multiple touchpoints for attendees and exhibitors.

## SPECIAL FEATURE: PIZZA COMPETITION

Participating restaurants included:

LOCALINO  
IL FORNO  
RECCO  
NAUGHTY PIZZA  
JBR Palm 3 Cort



## VIP HOSPITALITY EXPERIENCE

A **VIP Lounge** was available daily from **1:00 PM to 3:00 PM**, hosted by **Michelin Star Chefs and restaurants**.

# COFFEE COMPETITION & BREW BAR

DAY 1  
**48**  
COMPETITORS

DAY 2  
**18**  
QUALIFYING PARTICIPANTS

DAY 3  
**6**  
FINALISTS

COFFEE  
**18**  
SPECIALIZED EXHIBITORS

The National Cup Tasters Competition and Brew Bar formed a central hub for coffee excellence, bringing together industry experts and enthusiasts to experience advanced brewing techniques and sensory evaluation. Through blind tasting challenges and specialty coffee demonstrations, the programme highlighted precision, craftsmanship, and the rising appreciation for high-quality coffee across the community.



# ABU DHABI DATE PALM EXHIBITION

## EXHIBITORS

88



The Abu Dhabi Date & Palm exhibition 11th edition, held in strategic partnership with the Khalifa International Award for Date Palm and Agricultural Innovation, highlighted the cultural and economic significance of dates in the UAE.

The space showcased premium varieties, value-added products, and advancements in sustainable cultivation and processing. Visitors had the opportunity to meet producers, explore innovative applications, and experience the depth of heritage, quality, and industry development surrounding the UAE's date sector.



ABU DHABI  
DATE  
PALM  
EXHIBITION  
معرض أبوظبي للتـمـور



# LOCAL F&BS - SMES'

EXHIBITORS  
66



A vibrant platform celebrating the UAE's food landscape, bringing together local market leaders, coffee exhibitors (local and international), and manufacturing & HORECA suppliers. Showcasing authentic flavors, entrepreneurial excellence, and a growing production ecosystem.



# MEDIA COVERAGE

## GLOBAL FOOD WEEK 25 COVERAGE HIGHLIGHTS



**6.6M** USD  
TOTAL AVE

**2.2BN** ONLINE MEDIA + SOCIAL  
MENTIONS DURING GFW

**183K** ESTIMATED INFLUENCER  
REEL VIEWS

**45** INFLUENCER  
VISITS

**1734** MEDIA  
HITS

**103** MEDIA INTERVIEWS  
CONDUCTED

## CONTENT & MEDIA OUTPUT

**16**

**PUBLISHED PRESS  
RELEASES**

**1**

**PUBLISHED OP-ED**

**44**

**SHOW DAILY ARTICLES**

**44**

**PUBLISHED ARTICLES ON  
SHOW DAILY PLATFORM**

# SOCIAL MEDIA COVERAGE

DIGITAL PERFORMANCE  
SUMMARY



IMPRESSIONS

12,391,207

LEADS

11,113

REACH

8,791,195

LINK CLICKS

192,093

OF TARGET DIGITAL  
AUDIENCE REACHED

65%+

• PLATFORMS USED:



META,



TIKTOK,



SNAPCHAT,



GOOGLE,

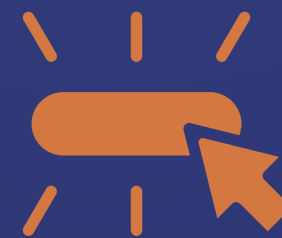


LINKEDIN

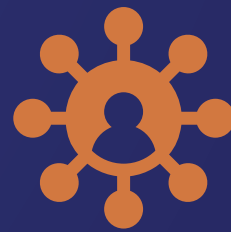
## ON-GROUND DIGITAL PERFORMANCE SUMMARY



17,117,865  
IMPRESSIONS



5,168,742  
REACH



54,094  
LINK CLICKS /  
INTERACTIONS

# SHOW DAILIES



# DAY 1



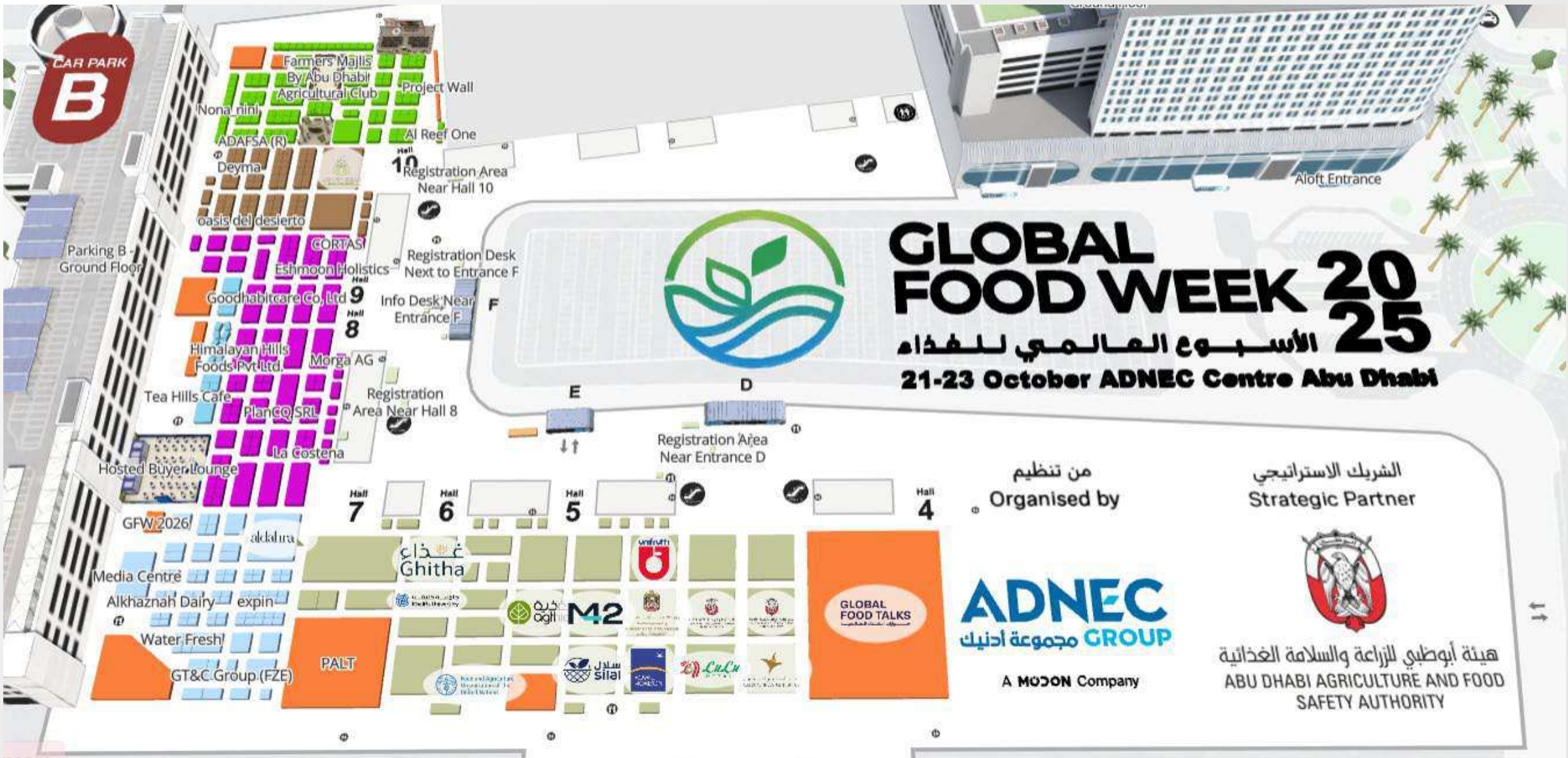
## DAY 2



## DAY 3

# SHOW FLOOR

ACCESS INTERACTIVE MAP





21 – 23 OCTOBER 2025 ADNEC CENTRE ABU DHABI

Stay tuned for the next edition, taking place from  
6 – 8 October 2026.

ممن تنظيم  
ORGANISED BY

**ADNEC**  
مجموعة أدنيك GROUP  
A MUDON Company

الشريك الإستراتيجي  
STRATEGIC PARTNER



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