Demystifying the Middle East Market: Inform-Connect-Export
Agenda

- Overview of the region
- Socio-economic and trade stats
- Consumer Demographics
- Food Service & Retail Dynamics
- Food Manufacturing and AgTech
- Regulatory and import requirements
- Routes to Market
- Business and Cultural Nuances
About GMA Marketing Management

www.gmadubai.com
About US

GMA Marketing Management is a Dubai-based, market entry strategy firm whose main objective is to support international companies, government bodies and trade associations that intend to start a new venture in the GCC region.

We also assist GCC-based companies in improving their current business practices through benchmarking, in-house retail training and by opening new opportunities in the Gulf market and beyond.
Our Work – Trade (Gulfood 2022)
Our Work – Trade  (Chef Masterclass at ICCA Dubai)
Our Work – Trade (Emirates Culinary Guild)
Our Work – Online Retail Promotions

www.goodbasket.com
www.luluhypermarket.com
Our Work – Retail Promotions
Our Work – Economic and Investment Forum
Our Work – Country of Origin Branding
1. Iran
2. Afghanistan / Pakistan
3. India
4. Southeast Asia
5. Australia
6. Pacific Ocean
7. West Coast USA
<table>
<thead>
<tr>
<th>Country</th>
<th>Population (Million)</th>
<th>GDP (PPP) Per Capita</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCC</td>
<td></td>
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</tr>
<tr>
<td>1. Saudi Arabia</td>
<td>34.2</td>
<td>$56,817</td>
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<tr>
<td>2. UAE</td>
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<td>$70,441</td>
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<tr>
<td>3. Kuwait</td>
<td>4.6</td>
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<tr>
<td>4. Qatar</td>
<td>2.6</td>
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<tr>
<td>5. Oman</td>
<td>4.9</td>
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<tr>
<td>6. Bahrain</td>
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<tr>
<td>Egypt</td>
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<td>Algeria</td>
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<tr>
<td>Morocco</td>
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<tr>
<td>Tunisia</td>
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<td>Jordan</td>
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<tr>
<td>Lebanon</td>
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<td>$15,049</td>
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<td>Additional MENAT Countries</td>
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<tr>
<td>Turkey</td>
<td>83.2</td>
<td>$29,326</td>
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<tr>
<td>Iran</td>
<td>83.2</td>
<td>$17,662</td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td>9.2</td>
<td>$40,336</td>
<td></td>
</tr>
<tr>
<td>Palestine</td>
<td>4.8</td>
<td>$5,795</td>
<td></td>
</tr>
</tbody>
</table>
Gulf Cooperation Council (GCC)

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Oman
- Qatar
- Bahrain

The GCC is a political and loose economic union, sharing cultural and linguistic ties.
GCC Population & Forecast (Source IMF)

CAGR: 2.3%

<table>
<thead>
<tr>
<th>Country</th>
<th>2018E</th>
<th>2019F</th>
<th>2021F</th>
<th>2023F</th>
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</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>2.7</td>
<td>2.8</td>
<td>2.8</td>
<td>2.8</td>
</tr>
<tr>
<td>Qatar</td>
<td>4.3</td>
<td>4.4</td>
<td>4.7</td>
<td>5.0</td>
</tr>
<tr>
<td>Oman</td>
<td>4.6</td>
<td>4.7</td>
<td>5.0</td>
<td>5.2</td>
</tr>
<tr>
<td>Kuwait</td>
<td>10.4</td>
<td>10.7</td>
<td>11.4</td>
<td>12.1</td>
</tr>
<tr>
<td>UAE</td>
<td>33.2</td>
<td>33.9</td>
<td>35.2</td>
<td>36.7</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>2.0%</td>
<td>2.8%</td>
<td>3.1%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

CAGR 2018-2023
- Bahrain: 2.0%
- Qatar: 0.5%
- Oman: 3.2%
- Kuwait: 2.8%
- UAE: 3.1%
- Saudi Arabia: 2.0%
GDP Per Capita (PPP) 2020 in GCC

- **KSA**: $46,273
- **Qatar**: $138,910
- **UAE**: $70,441
- **Kuwait**: $63,051
- **USA**: $67,891
- **Bahrain**: $52,129
- **Oman**: $47,366
Life in the early years
1970’s to 90’s
Today

Abu Dhabi Coastline

Burj Khalifa

DXB Airport
Regional Macro Issues

- Diversification of economies: Trade, Tourism, Transportation
- Water Conservation
- Future of oil and future energy needs
- Managing population growth in a sustainable manner
- Securing the food supply = a matter of national security
GCC Food Industry Challenges

• 85-90% of all food imported

• Exposure to food price fluctuations and adverse changes to socio-political environment in source countries. Vital trade routes is also a threat/consideration to food imports.

• Recent economic slowdown due to decrease in oil prices as well as global trade disruptions and pandemic.

• VAT 5% in UAE, Bahrain and Oman. Increase of VAT to 15% in KSA.

• UAE Income tax 9% 2023
COVID-19 Fully Vaccinated Population

Source: Our World in Data (OWID)
UAE Covid Impact

- UAE open for travel & tourism!
- Masks compulsory indoors and monitored
- PCR testing no longer required (easily accessible and affordable) but changes daily
- 82% of population vaccinated in UAE
- “Live” conferences and events are back
- Ports unaffected but worldwide shortage of containers; Air freight constrained due to reduced passenger flights
- Restaurants across the UAE open with restrictions
- Retail segment gained share during COVID. Food sampling possible but limited
- Online, apps and home delivery rapid growth
KSA Covid Impact

• Opened borders Feb 2022 for most nationalities
• Borders opening and closing at short notice
• Malls and dine-in restaurants are open, with some limitations on capacity, mandatory wearing of masks and social distancing measures in place
• F&B companies shifting focus away from the hospitality sector, towards retailers and online channels. QSR still had good business. Fine dining trying to recover.
• Increasing demand for healthy food and beverage products
• In-person international tradeshows and events have been postponed but restarting as of 2022
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## U.S. Exports of Agricultural Products to GCC -6
Values in USD

<table>
<thead>
<tr>
<th>GCC-6</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAUDI ARABIA</td>
<td>3,259,940,565</td>
<td>1,476,566,441</td>
<td>1,206,478,368</td>
</tr>
<tr>
<td>UAE</td>
<td>1,206,478,368</td>
<td>1,284,162,654</td>
<td>960,662,052</td>
</tr>
<tr>
<td>KUWAIT</td>
<td>230,488,814</td>
<td>245,360,546</td>
<td>227,979,244</td>
</tr>
<tr>
<td>QATAR</td>
<td>148,426,649</td>
<td>143,711,276</td>
<td>153,819,509</td>
</tr>
<tr>
<td>OMAN</td>
<td>114,519,730</td>
<td>171,683,568</td>
<td>84,738,957</td>
</tr>
<tr>
<td>BAHRAIN</td>
<td>83,460,563</td>
<td>72,531,417</td>
<td>75,729,835</td>
</tr>
</tbody>
</table>

### U.S. Ag Exports by Market Segment, 2020

- **Consumer Oriented Total, 59%**
- **Intermed., 22%**
- **Bulk, 15%**
- **Agricultural products, 4%**
# KSA Food Industry Snapshot

## List of Top 10 Growth Products in KSA
1. Processed Meat & Seafood
2. Baby Food
3. Baked Goods
4. Ice Cream & Frozen Treats
5. Breakfast Cereals
6. Processed Fruits & Veggies
7. Ready Meals
8. Savory Snacks
9. Fruit Pie Fillings
10. Beverages

## Top U.S. Processed Foods Exported to KSA
1. Fats & Oils
2. Processed Veggies
3. Pulses
4. Processed Dairy Products
5. Condiments & Sauces
6. Food Preparations
7. Snack Foods
8. Potato Chips
9. Jams and Jellies
10. Beverages

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Imports of Consumer-Oriented Products = US $7.8 billion

### Total Ag Exports to Saudi Arabia

- **Brazil** 10%
- **UAE** 9%
- **India** 9%
- **U.S.** 8%
- **France** 4%
- **Others** 60%
UAE Food Industry Snapshot

10 Top Consumer-Oriented Products Imports

<table>
<thead>
<tr>
<th>Product</th>
<th>Imports (US$ Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy</td>
<td>$1.4 billion</td>
</tr>
<tr>
<td>Food preparations</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Fresh fruit</td>
<td>$815 million</td>
</tr>
<tr>
<td>Poultry meat &amp; products</td>
<td>$804 million</td>
</tr>
<tr>
<td>Tree nuts</td>
<td>$762 million</td>
</tr>
<tr>
<td>Beef &amp; beef products</td>
<td>$582 million</td>
</tr>
<tr>
<td>Chocolate &amp; cocoa prod</td>
<td>$475 million</td>
</tr>
<tr>
<td>Fresh vegetables</td>
<td>$430 million</td>
</tr>
<tr>
<td>Meat products (NESOI)</td>
<td>$368 million</td>
</tr>
<tr>
<td>Wine &amp; beer</td>
<td>$375 million</td>
</tr>
</tbody>
</table>

Imports of Consumer-Oriented Products (2019) = US$ 5.4 billion
Consumer Demographics UAE

Growing middle Class

Everyone is from somewhere else
International
Tech Savvy
Transient
Taste of Home = Comfort foods

Quality and Trust
Band Conscious
Segmentation
Consumer Demographics KSA

- Growing middle Class
- Young & Affluent
- Quality and Trust
- Band Conscious
- Segmentation
- Demand for Western Products
- Multi-ethnic (8 mill expats)
- International
- Tech Savvy
- Largest market in the GCC
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GCC Food Trends

• Shifting preference towards a healthier lifestyle. High levels of “diabesity” & metabolic syndrome, which augment demand for healthy food

• Wide variety of culinary preferences... “Everyone is from somewhere else”

• Increased focus on food processing. In addition to local producers, international manufacturers also set up shop to satisfy regional demand (JAFZA). Raw materials imported

• Growing importance of Ag Tech

• Growth in PL, fueled by growth in “modern” retail trade
Food Service Dynamics

- Food and dining out an important part of the culture
- Growing by 8.4% annually until COVID
- UAE: concentration of existing 4 and 5 star hotels UAE + pipeline projects
- KSA: ongoing and future projects to diversify economy
- High end restaurants, unique recipe development
- QSR and franchising model. Importance of brands. UAE leader. KSA catching on
- Large scale catering such as EKFC, ship chandlery (Costa cruises), mega projects like World Expo 2020, Global Village, Theme Parks, World Cup Soccer 2022

### Eat-in versus e-Commerce Food Service Sales 2014 to 2019

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive-Through</td>
<td>0.7</td>
<td>0.8</td>
<td>0.8</td>
<td>0.8</td>
<td>0.8</td>
<td>0.9</td>
</tr>
<tr>
<td>Eat-In</td>
<td>74.4</td>
<td>74.2</td>
<td>74</td>
<td>74</td>
<td>73.9</td>
<td>73.3</td>
</tr>
<tr>
<td>Home Delivery</td>
<td>11.3</td>
<td>12.1</td>
<td>12.7</td>
<td>12.9</td>
<td>13.1</td>
<td>13.5</td>
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<tr>
<td>Takeaway</td>
<td>13.6</td>
<td>12.9</td>
<td>12.5</td>
<td>12.3</td>
<td>12.2</td>
<td>12.4</td>
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</table>
## Consumer Foodservice Chains in the UAE (2019)

<table>
<thead>
<tr>
<th>Outlets</th>
<th>Independent</th>
<th>Chains</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cafes/Bars</td>
<td>2,538</td>
<td>836</td>
<td>3,374</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>9,697</td>
<td>624</td>
<td>10,321</td>
</tr>
<tr>
<td>Limited-Service Restaurants</td>
<td>1,523</td>
<td>1,706</td>
<td>3,229</td>
</tr>
<tr>
<td>Self-Service Cafeterias</td>
<td>16</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>Street Stalls/Kiosks</td>
<td>389</td>
<td>47</td>
<td>436</td>
</tr>
<tr>
<td>Consumer Foodservice</td>
<td>14,163</td>
<td>3,219</td>
<td>17,382</td>
</tr>
</tbody>
</table>

### Major U.S. Casual Dining Restaurants
- Applebee's
- Chili's
- TGI Fridays
- Long Horn House, Red
- Oliver Garden, Red
- Lobster
- Fuddruckers
- Texas Roadhouse/Red
- Cheesecake Factory
- California Pizza Kitchen

### Major U.S. Fast Food Restaurants
- Shake Shack, Starbucks
- Subway
- McDonald's
- Burger King
- Pizza Hut
- KFC
- Domino's Pizza
- Hardee's
- Wendy's
- Hardee's, Baskin Robins, Krispy Kreme
- Five Guys
- Jollibee
- Tim Hortons
- NY Fries
- Papa John's

### Major Local Casual & Fast Food Restaurants
- The Steak House
- Herfy
- Kudu
- AlBaik
- Al Taza BBQ Chicken
- Shawaya House
- Maestros Pizza
- House of Donuts
- Piatto
- Shawarmer
- Jan Burger
- Nando’s
- Salt
- Zaatar wa Zait

## KSA Major QSR and Casual Dining Chains

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## Hotel/large scale catering (UAE 2020)

<table>
<thead>
<tr>
<th>Category</th>
<th>U.S. Hotel Chains</th>
<th>UAE Hotel Chains</th>
<th>Major International Hotel Chains</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marriott (59)</td>
<td>Jumeirah Group (15 hotels)</td>
<td>Sofitel (6)</td>
</tr>
<tr>
<td></td>
<td>Hilton WW (35)</td>
<td>Emaar Hospitality (3 brands)</td>
<td>Rixos (3)</td>
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<tr>
<td></td>
<td>Hyatt (14)</td>
<td>Damac Properties (5 plus Trump)</td>
<td>Novotel (10)</td>
</tr>
<tr>
<td></td>
<td>Intercontinental (33)</td>
<td>Al Habtoor (Grand, Waldorf Astoria, Polo)</td>
<td>Ibis (25)</td>
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<tr>
<td></td>
<td>Radisson (13)</td>
<td>Majid Al Futaim</td>
<td>Shangri-La (4)</td>
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<tr>
<td></td>
<td>Sheraton</td>
<td></td>
<td>Fairmont (6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Atlantis</td>
</tr>
</tbody>
</table>

Airline Catering

Ship Chandlery

Mega Amusement Parks
TOURISM Underpins Food Service Growth

- UAE: Dubai Expo 2020: 20 million VISITS. 2019: 12 Million tourists
- Abu Dhabi cultural center (museums and HNW Chinese tourists)
- RAK: Outdoor tourism (213 new hotels)
- Hospitality infrastructure
- Ramadan food sales increase by 10%
- KSA: 16.1 million in 2018 Haj/Umrah. 22.5 million by 2023. Aim is 30 million religious pilgrims by 2030
- Relaxation of tourism visas rules. Qiddiya for non religious tourism
Tourism reinvents Opportunities UAE

United Arab Emirates Pavilion at EXPO 2020 Dubai

Museum of the Future
# Saudi Giga-Projects

<table>
<thead>
<tr>
<th>NEOM</th>
<th>AMAALA</th>
<th>RED SEA PROJECT</th>
<th>QIDDIYA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Located on northwestern edge of Saudi Arabia.</td>
<td>Located on northwestern Red Sea coast</td>
<td>Located along the northwestern Red Sea coast</td>
<td>Located in southwest Riyadh</td>
</tr>
<tr>
<td>26,500 sq km project area</td>
<td>3,300 sq km project area</td>
<td>34,000 sq km project area</td>
<td>334 sq km project area</td>
</tr>
</tbody>
</table>

### Vision 2030 flagship project:
- $500bn mega-city of the future
- Hub for innovation, and sustainable ecosystem for living and working
- GDP contribution projected to top $100bn by 2030
- Will host a population of more than 1m
- Expect to attract up to 5m visitors annually

### NEOM
- Ultra-luxury tourism project
- Resort and wellness destination with an airport
- 2,500 luxury hotel rooms and 700 residential villas
- Will feature an equestrian club and four yacht marinas
- Recently merged with the Red Sea Project

### AMAALA
- Luxury tourism venture along 200 km of pristine coastline
- 9 islands backed by vast desert landscape and mountains
- 50 hotels, new international airport and a town for 35,000 residents
- To run on renewable energy, 100% carbon neutral, with a zero waste-to-landfill policy

### RED SEA PROJECT
- Will create 70,000 jobs and contribute $5.5bn per year to the economy

### QIDDIYA
- $8bn city for entertainment, sports and the arts
- Biggest entertainment city in the world, three times the size of Walt Disney World Resort, Florida
- Will include 20,000-seat cliff-top stadium, F1 racetrack, Six Flags theme park
- Estimated 14.5m visitors per year will contribute $4.5bn to GDP
Retail Segment Dynamics

• Shifting preference towards a healthy lifestyle. High levels of “diabesity” and metabolic syndrome augment demand for healthy food and healthier cooking methods. (Air Frying)...but pleasure still dominates

• Packaged food sales exploded during COVID...and home delivery...

• Challenges include: competition from everywhere, greater price sensitivity, changing taste patterns, shelf life and need for adequate infrastructure/equipment in the supply chain such as controlled ambient temperature

• Private Label growth and discount retailers emerging

• Opportunity in retail prepared foods
Retail post COVID

• Cautious Optimism: vaccination roll outs around the world, borders re-open, trade and tourism resumes, oil demand recovery.
• Risk for new variants?
• Food delivery segment still expanding rapidly and traditional dining reopening.
• UAE: Expo 2020 brought tourism
• Qatar FIFA World Cup Nov 2022
Food Deliveries on the Rise

Sales of Food and Drink E-Commerce in United Arab Emirates
Retail Value RSP excluding Sales Tax - AED million - Current - 2006-2025

Source: Euromonitor
Contactless Payment Set to Stay

Contactless vs. Non-contactless Breakdown Trend
2020 to 2021 YTD (Sep 2021)

Source: POG data 2020 to 2021 (excludes e-commerce)
Marketing at Retail

• Trade Marketing practices
  • Slotting, % of sales EOY, promotions
  • Support your brand
  • Technical training/PR

• Consumer
  • Highly brand conscious consumers
  • Digital and traditional strategies
  • High penetration of Smart phones
  • Social Media: FB, Insta, LI, Twitter...snapchat, Tik Tok
Retail – Organic / Healthy / Ag Tech
Retail – Seafood
Retail – Carrefour Mall of the Emirates
Retail – Fresh Seafood

[Images of fresh seafood displayed in a retail setting, including crabs, fish, and other seafood items on ice.]

www.gmadubai.com
Retail – Frozen Seafood
Retail – Pet Store
Retail – Social Distancing
Retail – Alcohol
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GCC Food Processing Industry

• Relies heavily on imported commodities and ingredients and plays a major role in the government’s efforts to enhance food security and self-sufficiency in basic commodities.

• UAE:

  • 568 food and beverage processors
  • Imports of bulk and intermediate agricultural products totalled $2.5 billion, ten percent ($248 million) of these imports came from the United States

• KSA

  • Investment in the sector is projected to reach $59 billion in 2021 (64% increase over 2013)
  • Manufacturers include major multinational and domestic companies such as PepsiCo and SAVOLA
  • Imported $2.7 billion worth of intermediate food products in 2019, mostly for further processing. U.S. suppliers provided approximately 13 percent, $350 million
AgTech

• Addressing food security issues
• AgTech = “transforming the global food system through digital technology” and “smart farmers getting smarter using digital technology”
• Encompasses advanced agricultural methods that differ from traditional ways of farming
• Aquaculture, vertical farming, drone use and sensors are four of the technologies utilised to maximise crop production while ensuring good husbandry of resources
• JV’s with local GCC companies
• Opportunity to demonstrate “world-class science knowledge and progressive food and farming supply chain learnings” of U.S. companies to the Gulf region
## UAE Considerations for U.S. Food Suppliers

### Strengths

- UAE is a modern transit hub for the broader MENA region. Gateway to the region.
- U.S. products are considered high quality
  - USA brand recognition is prevalent among consumers
- Fixed exchange rate with US$
- Excellent intermodal shipping infrastructure

### Weaknesses

- Distance
- Long shipping time and high freight costs
- Specialized labelling and shelf-life requirements
- Requires dedicating resources to branding and consumer outreach

### Opportunities

- Import regulations are transparent and not complex
- Health-conscious consumers with growing incomes
- Expanding e-commerce and food delivery sectors
- Prevalence of U.S. food franchises
- Multi-ethnic consumer base

### Threats

- Developing rules, subject to change without prior notice
- Proximity to India, Europe, and other MENA agricultural producers with cheaper prices
- Market oversaturation and strong branding from competitors
# KSA Considerations for U.S. Food Suppliers

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Dependent on food imports and U.S. food is considered high-quality</td>
<td>- Distance</td>
</tr>
<tr>
<td>- Growing population, a strong food service sector, a maturing retail sector</td>
<td>- Freight costs from the United States are higher than competitors</td>
</tr>
<tr>
<td>- Large, young population, with high disposal incomes</td>
<td>- Preference for smaller introductory orders</td>
</tr>
<tr>
<td>- Fixed exchange rate with US$</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Retail, food service and food processing sectors are growing</td>
<td>- Price competitiveness of local products and imports from other markets</td>
</tr>
<tr>
<td>- Religious tourism (Hajj)</td>
<td>- Regulators routinely issue complicated rules</td>
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<td>- Developing tourism &amp; entertainment industry (domestic and international)</td>
<td>- Volatile oil prices and the effects of COVID-19.</td>
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<td>- Becoming more open to business and international tourism over the past several years (e-visa)</td>
<td>- Some consumers perceive U.S. food products as promoting a relatively unhealthy lifestyle.</td>
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<td>- Large number of U.S. franchises operate here</td>
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UAE Food Laws & Import Procedures

• Standardization amongst GCC countries = goal
• Most food products have 5% duty....some ag products duty free.
• Alcohol 50% duty. Tobacco 100% duty. Sugar tax of 50%
• Halal certification for required products (meat).

• Before importing, product must be registered by importer (FIRS)
• Lab testing by UAE.
• Import documents can be in English.
• Required docs: Airway Bill, original health certificate from USA, packing list, commercial invoice, certificate of origin, halal certificate
UAE Labeling requirements

• Required: product name, ingredient list, food additives, nutritional declaration, net wet, name of manufacturer, country of origin, production AND expiry date.

• Can be in English with Arabic translation of key information on adhesive label affixed manually.

• Production and expiry date must be printed, or stamped directly onto original label using indelible ink. (dd/mm/yyyy)

• Nutritional labeling.

• USDA certification is recognized.

• Shelf life is regulated by UAE authorities.
F&B Import Regulations in the UAE & KSA

- Import duties
- Customs documents
- Meet product regulations (not haram)
- Product registration and compliance
- Packaging requirements/label approval
- Halal, kosher and organic certifications
- Import clearance and required documentation
- KSA Some of SFDA’s regulations are not compatible with U.S. regulations or are costly to enforce or implement
Agenda

- Overview of the region
- Socio-economic and trade stats
- Consumer Demographics
- Food Service & Retail Dynamics
- Food Manufacturing and AgTech
- Regulatory and import requirements
- Routes to Market
- Business and Cultural Nuances
Routes to Market

There are four main routes to market companies can choose, depending on their brands and products:

**Importers and Distributors**
Importers act as your agent by helping to build the brand, with marketing support from your company.

**Consolidators**
Most consolidators are sole regional agents, covering the entire Middle East and African regions.

**Selling direct**
Large chain supermarkets often prefer to import directly from foreign suppliers.

**Private label**
Private label is a growth area in retail and retailers are increasing the range of products under private label from basic ingredients and spices to high-end gourmet products.
Supply Chain, Logistics & Freight

- Most consumer ready products enter through Jebel Ali Port in Dubai, the world’s ninth busiest seaport, and the biggest and the busiest port in the Middle East. BUT 3rd largest trading hub
- A container takes roughly 4 – 6 weeks coming from the U.S.
- Transportation from the UAE to other GCC countries takes roughly one week by air or sea
- High value products and perishables that come in small volumes are usually brought in via air cargo through Dubai International Airport, located in the heart of Dubai city
“Don’t they know it’s Friday” ....and “When does yes mean yes...”

Social interactions  Contract negotiations
Next Steps & Opportunities

- Inform-Connect-Export
- Come to the Market!
- Gulfood 2023
- Foodex Saudi
- Work with your partners such as WSDA or WUSATA

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