



Hosted by:



**UAE Food & Beverage
Manufacturers**

19-20 OCTOBER 2021 | DUBAI EXHIBITION CENTRE, EXPO 2020 DUBAI

BRINGING THE WORLD OF FOOD AND BEVERAGE
MANUFACTURING LIVE AND IN-PERSON

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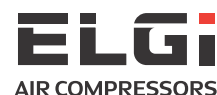
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“

It was an interesting experience as from 3 years, I have been working closely with UAE food and beverage manufacturers' group and I can see that their visibility has increased over time. Organizing Future Food 2019 must be a big challenge, and at the same time it gives manufacturers the confidence in knowing what's going on behind the scenes

”

Dr. Mohamed Ali
Head of food trading
Emirates International Group

“

I am excited to be at the Future Food 2019. This is the first time the F&B industry in the UAE has come together and I think the event has gone beyond my expectations. In 2 days we have seen a lot of collaborations, shared interests and very valuable conversations within the industry players but also with the right government department to put forth the opportunities and challenges faced by the industry and I'd like to add we have got very good reception from the stakeholders. I hope we continue making progress not only in UAE but overall in GCC itself

”

Sumeet Mathur
MD
Friesland Campina



“

Excellent opportunity to gather both the industry and authorities

”

Eyad Attari
Head of scientific and regulatory affairs
Fonterra

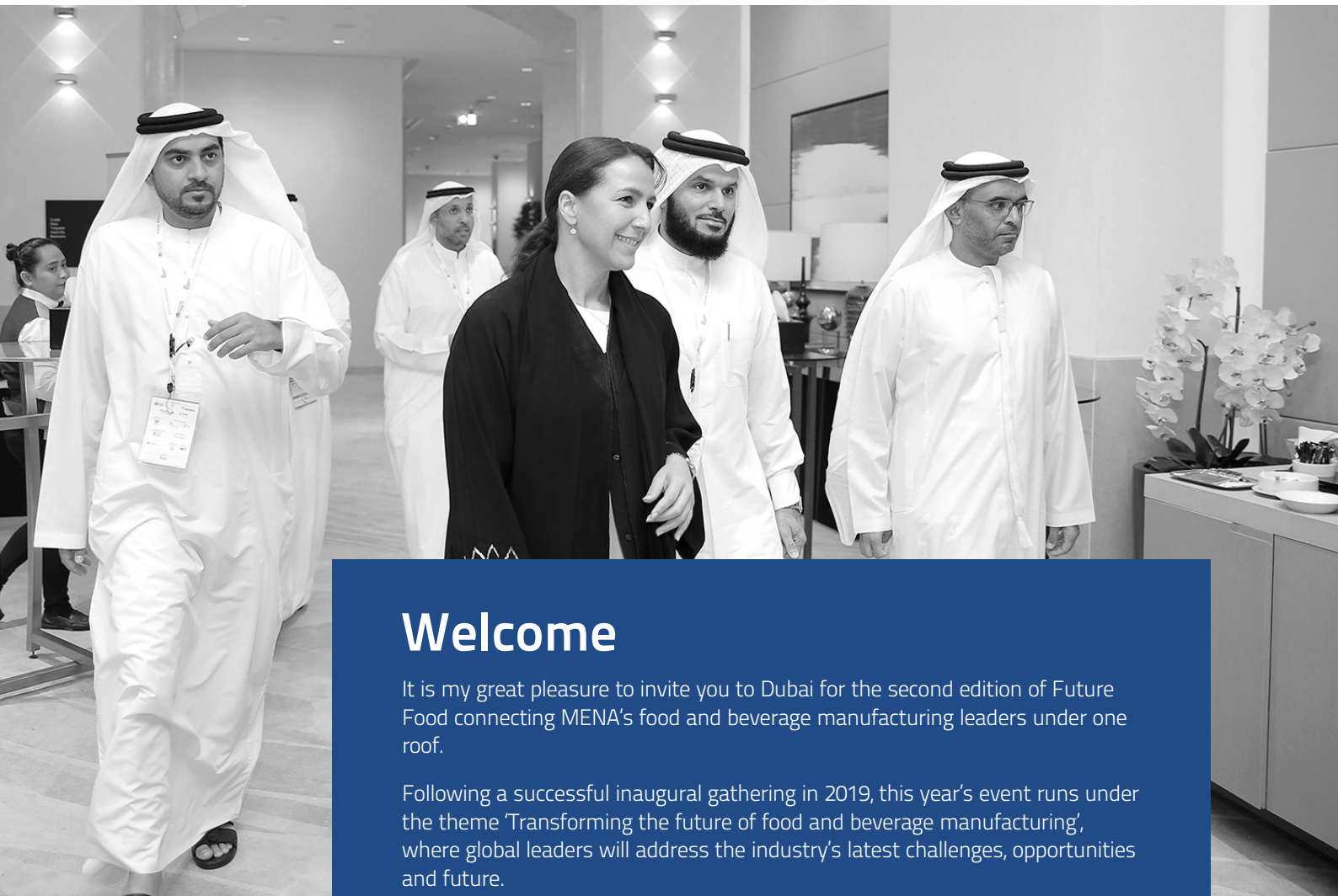
“

The panels are really good. There's a lot of transparency, experiences which are brought to the table. Engagement with the ministers and the government has been amazing. Next time, maybe ministers can have a discussion with regulators, this way we hear the voice from the food industry and from the government too. Overall, it was amazing as we are able to take knowledge, experience and motivation to work on the regulatory challenges for the future.

”

Radwa Medhat
Scientific & regulatory affairs
Kellogg's





Welcome

It is my great pleasure to invite you to Dubai for the second edition of Future Food connecting MENA's food and beverage manufacturing leaders under one roof.

Following a successful inaugural gathering in 2019, this year's event runs under the theme 'Transforming the future of food and beverage manufacturing', where global leaders will address the industry's latest challenges, opportunities and future.

A new and innovative outcome-driven format is introduced to engage the senior delegation in key debate, ensuring all attendees the event inspired and equipped with fresh ideas central for business development and understanding.

The agenda focuses on the critical issues and opportunities in the food and beverage industry, grouped to follow a logical sequence across the two days. Speakers will be selected based on their thought leadership contribution and ability to present their subject in an inspirational and compelling manner.

For our sponsors, the event in Dubai will provide a rare and valuable opportunity to engage with an expected 500+ delegates from all over the world, but also to directly establish a presence in the MENA region, at a time where the scope and importance for food and beverage industry is very promising.

I look forward to your participation at Future Food 2021 where we can meet, network and hear first-hand the insights and visions of international thought leaders. This is an opportunity for us all to assess the challenges faced by both government and private sector as we work to ensure a better working environment and drive further for progress.

Regards,

Saleh Lootah

Chairman

UAE Food & Beverage Manufacturers Group



The Future Food 2021 is hosted by the UAE Food and Beverage Manufacturers Association; it aims to connect and develop the food and beverage manufacturing industry and leaders and empower industry growth.

The outlook for the food and beverage manufacturing business in the region is positive.

Thanks to the increase in the population, per capita disposable income, food consumption is increasing and at the same time going through a change in consumption pattern due to: new dietary habits, health consciousness is creating demand for unique and diverse foods. Regional food manufacturers have to play a massive role in overcoming the ever-increasing dependency on imported foods which is often leading to food shortages and pricing issues.

Government stakeholders need to work with the local manufacturers and value-added resellers to create the right balance. A combination of all these factors open up the need for a platform that brings together with all stakeholders of the food business in the MENA region today to examine and answers for some of the critical challenges faced by the food and beverage manufacturers today.

The forum will discuss how regional, corporate and government institutions face different issues by the food and beverage industry. Furthermore, with interactive panel sessions, CEO roundtables, and other activities, Future Food 2021 strives to become a one stop platform to learn the best practices by being actively a participant in such an event.

Future Food 2021 highlights:

50⁺

world class thought leaders who will share their ideas and insights

400⁺

c-level executives from multiple industries and disciplines

50⁺

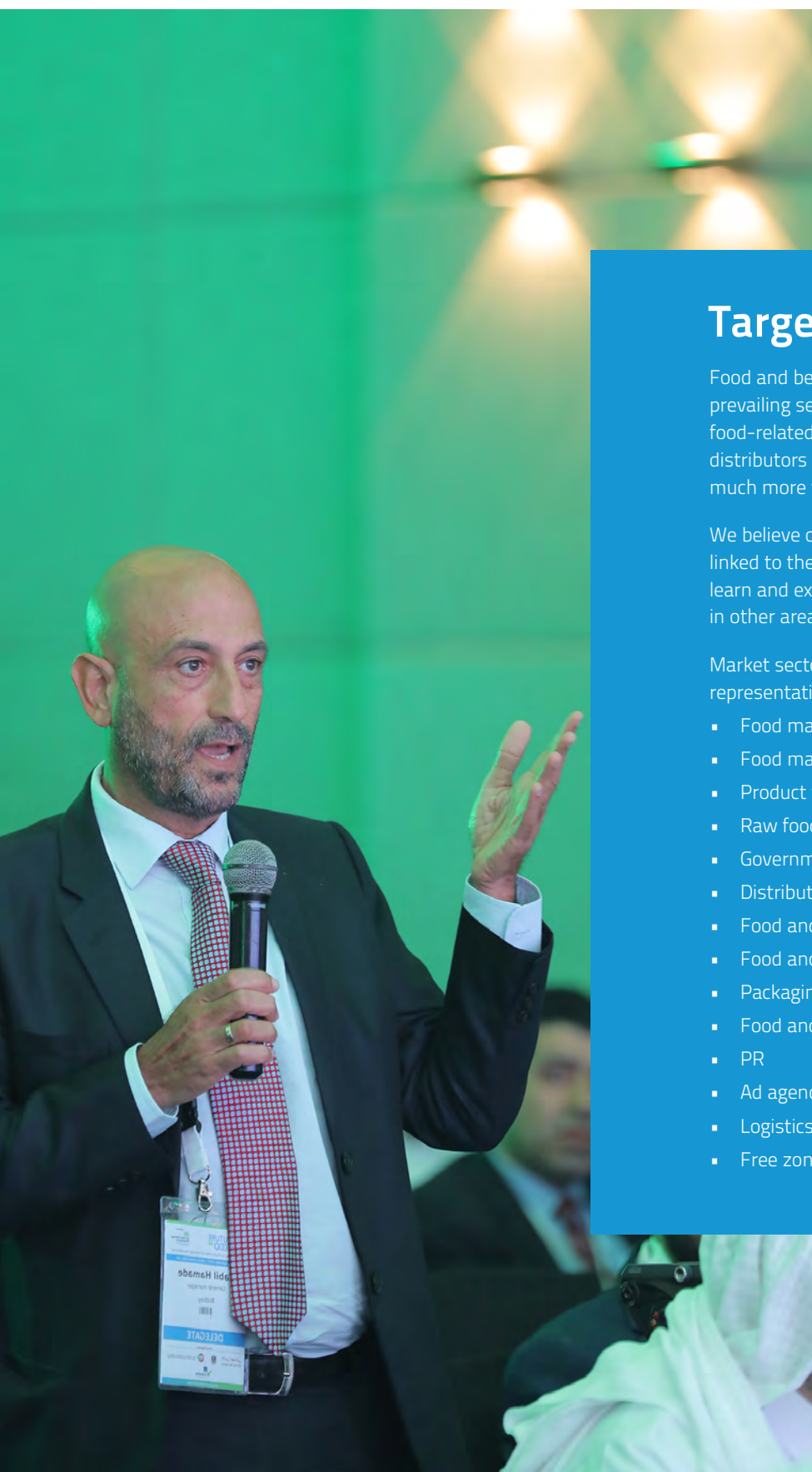
ideas generated in just 2 days which can help you to identify challenges and come up with solutions for the government and the private sector and help bridge the gap of the food and beverage manufacturing industry

20⁺

industry specific breakout sessions to explore the most important challenges in the F&B sector

10⁺

different activities which you can directly participate ranging from round tables, short and extended workshops, and corporate games



Target sectors

Food and beverage manufacturing industry is a prevailing sector in the MENA region. When you think of food-related event, we automatically think of distributors and suppliers, however, Future Food 2021 is much more than that.

We believe other sectors are important and are in a way linked to the F&B industry. This allows delegates to learn and explore diverse ideas from the thought leaders in other areas.

Market sectors who have already confirmed representation include:

- Food manufacturers
- Food machineries
- Product formulation
- Raw foods
- Government & public services
- Distributors/traders/wholesalers/retailers/resellers
- Food and beverage consultants
- Food and beverage product development & research
- Packaging & labeling
- Food and beverage products marketing
- PR
- Ad agencies
- Logistics & warehousing
- Free zones

Why attend?



All senior and junior professionals managing any element of the food and beverage industry benefit from attending Future Food 2021. Specific job titles and functions include:

- Bakers
- Catering managers
- CEO's
- Distributors
- Executive chefs
- F&B managers
- F&B manufacturers
- FB procurement managers
- Food science technologists
- General managers
- Government officials
- Import/Export managers
- Logistics managers
- Owners
- Packaging managers
- Restaurant managers

Future Food series past attending companies

ARAB AUTHORITY FOR AGRICULTURAL INVESTMENT AND DEVELOPMENT (AAAD)
 ABB MIDDLE EAST
 ABU DHABI GLOBAL MARKET
 ADNEC
 ABU DHABI NATIONAL INSURANCE COMPANY (ADNIC)
 ADVANCED BAKING CONCEPT
 ABU DHABI VEGETABLE OIL COMPANY (ADVOC)
 AGILITY LOGISTICS
 AGRI COMMODITIES & FINANCE
 AGRIPROCITY
 AGROCONCEPT
 AGTHIA GROUP
 AHMAD ZAI YASSER LTD CO., LTD.
 AJMAN COOP
 AJMAN FREE ZONE
 AL AIN FARMS
 AL AIN MUNICIPALITY-HEALTH DEPARTMENT
 AL BARAKAH DATES FACTORY LLC
 AL BATHA HOLDING
 AL DHAHRA AGRICULTURE
 AL GHURAIR FOODS
 AL ISLAMI FOODS GROUP LLC
 AL JABRI PLASTICS
 AL MAYAR INVESTMENT LLC
 AL MUSTADAMA FRESH JUICE & SOFT DRIKS PREPARING LLC
 AL RAWABI
 AL SARDINE MODERN LLC MUSCAT, OMAN
 AL SEEB
 AL SEER
 AL AIN WATER
 AL-FUTTAIM
 ALGHURAIR FOODS
 AL SERKAL GROUP
 AL-ISLAMI
 ALMARAI EMIRATES COMPANY LLC
 ALRAWABI DAIRY CO
 ALSHAYA
 ALTURKI FACTORY DAIRY PRODUCTS
 AMAZON
 AMCOR FLEXIBLES EUROPE MIDDLE EAST & AFRICA
 AMSPEC
 ANCHOR LINK SHIPPING
 APRICOT CONSULTING LTD
 ARAB AUTHORITY FOR AGRICULTURAL INVESTMENT (AAGI)
 ARABIAN FARMS
 ARANYA FARMS GENERAL TRADING LLC
 AROUND-THE-CLOCK
 ASIA INGREDIENTS GROUP
 ASMAK
 ATLANTICO INTERNATIONAL
 AUJAN GROUP HOLDING
 AUSTRALIAN CONSULATE GENERAL
 AUSTRALIAN TRADE AND INVESTMENT COMMISSION (AUSTRADE)
 BAIT AL KAWADER
 BALADE FARMS

BAQER MOHEBI
 BARAKAT GROUP OF COMPANIES
 BATEEL INTERNATIONAL L.L.C.
 BAYARA
 BEL GROUP
 BIDFOOD ME
 BIN BUTTI GROUP
 BLENDHUB
 BLUE PRINT
 BRF
 BRITANNIA INDUSTRIES LTD.
 BRITISH CENTRES FOR BUSINESS
 BRITISH EMBASSY DUBAI
 BSH
 CENTAURUS INTERNATIONAL
 CHEP MIDDLE EAST
 CHR. HANSEN MIDDLE EAST AND AFRICA
 COCA COLA
 COFFEE PLANET
 CONFEDERATION OF INDIAN INDUSTRY (CII)
 CONSULATE GENERAL OF MALAYSIA
 CONSULATE GENERAL OF THE KINGDOM OF THE NETHERLANDS
 COWPEACH
 CROWN
 DAINY FOODSTUFF TRADING LLC
 DANONE
 DBL FOOD
 DEPARTMENT OF ECONOMIC DEVELOPMENT- AJMAN
 DILIGENZ SYSTEMS
 DINAR STANDARD
 DOEHLER MIDDLE EAST
 DP WORLD
 DUBAI CHAMBER OF COMMERCE & INDUSTRY
 DUBAI DED
 DUBAI EXPORTS
 DUBAI INDUSTRIAL CITY
 DUBAI MULTI COMMODITIES CENTRE (DMCC)
 DUBAI MUNICIPALITY
 DUBAI REFRESHMENT PJSC
 EASY LINE
 ECOANDINO
 EGE DRINKS
 EMBASSY OF THE REPUBLIC OF POLAND
 EMBASSY OF IRELAND
 EMIRATES AUTHORITY FOR STANDARDIZATION & METROLOGY, UAE
 EMIRATES BIO FARM
 EMIRATES BIO FERTILIZER FACTORY
 EMIRATES INTERNATIONAL GROUP
 EMIRATES MACARONI FACTORY
 EMIRATES NATIONAL FOOD CO.
 EMIRATES REFRESHMENTS PJSC
 E-MOTIONFOODS
 ENGINEERISS
 EPSON
 ESSA AL-GHURAIR INVESTMENTS L.L.C

ETIHAD CREDIT INSURANCE
 EUROMONITOR INTERNATIONAL
 EWI INTERNATIONAL TRADE S.A.L.
 EXPORT DEVELOPMENT CANADA
 FIRST ABU DHABI BANK
 FARM MEATCO
 FARM PRODUCTS
 FARMFORTE EUROPE BV
 FINE FOODS
 FINEFAREFOOD
 FIRMENICH
 FISH FARM LLC
 FONTERRA BRANDS (MIDDLE EAST) L.L.C
 FOOD AND DRINK EUROPE
 FOOD PEOPLE
 FOOD SPECIALITIES LIMITED
 FOODCO HOLDING PJSC
 FRESH FRUITS COMPANY
 FRESHKO DMCC
 FRIESLAND CAMPINA
 FUTURE PLAST
 GABRIEL BOCTI SAL
 GATEWAY PARTNERS
 GENERAL MILLS
 GIVAUDAN
 GLOBAL FOOD INDUSTRIES
 GLOBAL HALAL LTD
 GNT MIDDLE EAST
 GOODDAY FOODS P LTD
 GOURMET ESSENTIALS GENERAL TRADING LLC
 GOVERNMENT OF WESTERN AUSTRALIAN OFFICE (GOWA) -
 MIDDLE EAST
 GRAIN VELOCITY
 GREEN CONTAINER ADVANCED FARMING
 GREEN ETHICS FZ LLC
 GREENFIELDS IRELAND LLC
 GREENTRADE ENTERPRISES FZ LLC
 GRIFFITH FOODS
 GULF AND SAFA DAIRY COMPANY
 GULF SEA FOOD LLC
 HALWANI BROS
 HASSANI GROUP OF COMPANIES
 HASSICO GLOBAL
 HDF FZCO
 HDF- PINAR
 HEALTHY FARM FOOD INNOVATION
 HILL+KNOWLTON STRATEGIES
 HUNTER FOODS
 IFFCO
 ILEVEL
 INDOGUNA
 INDUSTRIAL INNOVATION CENTER
 INGREDION MIDDLE EAST
 INTELLIGENT FOODS
 INTERNET SOCIETY INTERNATIONAL
 INTERTEK GROUP

INVESTMENT AND DEVELOPMENT AGENCY OF LATVIA
 IOT PLUS MIDDLE EAST
 IPACK
 ISEG
 ITALIAN TRADE AGENCY
 J M FOODS
 JDV INTERNATIONAL INSURANCE BROKERAGE LLC
 JMM MEAT PROCESSING LLC
 JUMA ALMAJID GROUP-FMCG GROUP
 KAYLANI FOOD CENTER
 KELLOGG'S
 KERRY
 KHALIFA FUND
 KHALIFA UNIVERSITY
 KHS ME FZCO
 KOREA TRADE AGENCY (KOTRA)
 KRAFTHEINZ
 KUWAIT BUSINESS COUNCIL
 LA LORRAINE BAKERY GROUP
 LATVIAN UNIVERSITY OF LIFE SCIENCE
 LOVE LIFE NRG
 LULU INTERNATIONAL GROUP
 M N T SHINE COMPANY GENERAL TRADING FOR FOOD STUFF
 MADAR FARMS
 MADAR FARMS GROWING OF VEGETABLES LLC
 MAI DUBAI LLC
 MANARA FOOD PROCESSING
 MANIPAL ACADEMY OF HIGHER EDUCATION (MAHE)-
 MARKS ENTERPRISE LLC
 MARS GCC
 MASAFI
 MASTER BAKER
 MATLAA ALSHAMS FOODSTUFF TRADING LLC
 MEATLESS SUNDAYS
 MENA FOOD SAFETY ASSOCIATES (MEFOSA)
 MG GROUP
 MIH
 MINERETS
 MINISTRY OF STATE FOR FOOD SECURITY -UAE
 MINISTRY OF CLIMATE CHANGE AND ENVIRONMENT
 MINISTRY OF ECONOMY
 MINISTRY OF HEALTH & PREVENTION
 MINTEC LTD
 MONDELEZ INTERNATIONAL, INC.
 MONSAK ACCOUNTING SERVICES
 MRCK INFOTECH
 NATIONAL ALLIANCE FOR SAFE FOOD
 NATIONAL FOOD INDUSTRIES LLC
 NATURAL FLAVOURINGS AND TASTE SOLUTIONS
 NESTLE
 NETHERLANDS BUSINESS COUNCIL
 NEW ZEALAND EMBASSY
 NEW ZEALAND TRADE AND ENTERPRISE
 NATIONAL FOOD INDUSTRIES (NFI)
 NATIONAL FOOD PRODUCTS COMPANY

NIELSEN
 NIFA TRADING
 NUTRICIA MIDDLE EAST DMCC
 OCO GLOBAL LIMITED
 ONEAGRIX
 ORACLE SYSTEMS LTD
 OWEN KELLY & ASSOCIATES
 PASSPADU
 PEPSI COLA MULTAN PAKISTAN
 PEPSICO
 PERFETTI VAN MELLE MIDDLE EAST AND AFRICA
 PINAR DAIRY INC
 POWER HORSE GLOBAL
 PRIME CERTIFICATION AND INSPECTION
 PURE FOOD PROCESSING INDUSTRIES LLC
 QMAIZEN QUALITY
 QUINA BREADHOUSE
 RADECS SCIENTIFIC AND TECHNICAL CONSULTANCY SERVICES
 RAS AL KHAIMAH ECONOMIC ZONE (RAKEZ)
 RAMCO SYSTEMS FZ-LLC
 RAQAM CONSULTANCY
 RED BULL
 ROCKWELL AUTOMATION
 SAVOLA FOODS
 SBC
 SCHREIBER FOODS
 SEAFOOD SOUQ
 SECENGIDA PVT.LTD
 SGS GULF LTD
 SHAN FOODS
 SHARJAH AIRPORT INTERNATIONAL FREE ZONE
 SIEMENS
 SIGNATURE
 SLAB KITCHEN
 SPANISH EMBASSY OF DUBAI
 SPINNEYS
 SPSAFFINITY
 SRI LANKA CONSULATE GENERAL IN DUBAI
 SUPPLY CHAIN AND LOGISTICS GROUP
 SVAROG
 SWITZ GROUP

SYMRISE ME
 TALMERA
 TAMIMI CONSULTING DMCC
 TANMAIAH FOOD GROUP
 TATE AND LYLE
 TEAM BROWWN FZE LLC
 TECHNICA INTERNATIONAL
 TERRE CEVICO
 THE CORPORATE GROUP
 THE PRIVATE OFFICE OF HH SHEIKH SAEED BIN AHMED AL MAKTOUM
 THE SMALL DATA STORE
 THOMSON WILKS INC.RSA
 TILDA
 TIQAH
 TMT
 TOLARAM GROUP
 TRADELING
 TTS OVERSEAS
 TUV MIDDLE EAST
 UAE FOOD & BEVERAGE MANUFACTURERS GROUP
 UNIKAI FOODS
 UNILEVER
 UNITED FOODS COMPANY
 UNIVERSAL ISLAMIC MEAT FZCO
 UNIVERSITY OF SHARJAH
 UPTOWN PIZZA
 USDA OFFICE, U.S. CONSULATE GENERAL
 USDA REGIONAL OFFICE OF AGRICULTURAL AFFAIRS (OAA)
 VALUE CART
 VEGGITECH.COM
 VEINS ADVISORY
 VIRGO WATERS DMCC
 VOLL SANTE FOOD & NUTRACEUTICALS
 WAYAMBA UNIVERSITY OF SRI LANKA
 WILLIAM REED BUSINESS MEDIA
 WINK
 WL FOOD MARKETING FZE
 YELLOW DOOR ENERGY
 YOKWE TECHNOLOGIES
 ZONESCOP

How sponsoring Future Food 2021 is a return on investment for you?

01 Generate new business

02 Increase brand exposure

03 Network directly with industry leaders

As a sponsor at the event, you will gain significant brand exposure ahead of the show as well as during and after. The list of brand awareness opportunities are limitless and tailored to your annual vision.



With more than **500+** key attendees, opportunities to gain a competitive edge are unparalleled for F&B business in the region. Connect with loyal stakeholders and meet senior colleagues to make a lasting impression.



The event's attendees are a combination of local and international attendees. The high impact commercial opportunities will help you direct their attention to strengthen ties in the region and beyond, as you stand out from your competition.



Over 40+ countries are represented at Future Food 2021. If there was an opportunity for you and your team to achieve your annual KPIs quickly, This is the perfect platform to do so in just 2 days!



Get involved



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What to expect for Future Food 2021

Here at Future Food we are committed to providing you with the best possible event experience. That means you get what you came for in terms of the topics, the learning, the interaction and the impact. Having worked in the industry for over a decade, we know that information overload and death by power point is the quickest way to lose your interest. That's why we have spent the last few months researching and understanding the most powerful engagement and presentations formats and are delighted to introduce them to you. This year will be back to back impact.

KEYNOTES

Our keynotes will be delivered by regional and global visionaries from the F&B business

F-TALKS

Think Ted Talks for the Food industry, you will hear from the world's most inspired thinkers about their ideas, innovations and experiences across the food industry

PANEL DISCUSSIONS

We will be handpicking the most relevant and experienced panelists to discuss, deliberate and energise the audience on the most pressing challenges facing the industry today

THE GREAT DEBATE

We will take two opposing representatives to provide a formal, lively and factual discussion on controversial topics, offering the audience two opposing arguments for the audience to consider and then vote on.

THE HOT SEAT

Experts will have 15 minutes to answer as many questions as possible from the audience, there quick fire question round gives attendees the opportunity to get answers to their most pressing questions.

LIGHTNING TALKS

Our lightening talks will challenge speakers to get their message across in 10 minutes or less, their presentation will be automated to ensure timings are adhered to and allowing you the chance to hear many ideas across a short amount of time.

SPEAKER QUIZ

Just for fun we will put our speakers under the spotlight in a quiz of them versus the audience to see how well they understand their audience.

CEO ROUNDTABLES

We need to add them as pre-event networking led by regulators such as MOFS, ESMA, SFDA etc.

Future Food 2021 at a glance



Future Food 2021 programme advisory board



Ahmed Belyouha
Chairman
Emirates Macroni Factory, UAE



Mohamed Al-Owais
Executive Chairman
Al Owais Enterprises, UAE



Tarek Elsakka
Chief Executive Officer
Dubai Refreshment P.J.S.C., UAE



Abdul Vaheed
Secretary General
UAE Food & Beverage
Manufacturers Business Group



Hisham Aljamil
Chief Executive Officer
Bidfood Middle East



Sumeet Mathur
Managing Director
Friesland Campina Middle East



19 TUESDAY OCTOBER 2021 | CONFERENCE DAY ONE

FUTURE F&B MANUFACTURING

08:00 Registration

08:00 CEO roundtable session 1

08:30 Speed networking

We understand you are here to learn but you are also here to network and we want to ensure you get the most effective networking experience throughout the event. This session is speed networking, grab your business, prepare your 30 second intro as you are going to have the opportunity to meet the leaders in the industry in the next 15 minutes.

09:00 Welcome address

THE FUTURE OF FOOD & BEVERAGE BUSINESS – THE F&B MANUFACTURER'S COMMITMENT TO THE UAE

Now in its eight successful year, the UAE Food & Beverage Manufacturers Group provide an industry update on the most recent developments and critical changes effecting the local and global market. Sharing insights into the progress made by the Group as well as a prediction for the future in relation to local capabilities, stakeholder regulation and working towards a quality and collaborative future

09:15 Keynote: THE FUTURE OF FOOD & BEVERAGE BUSINESS - THE GOVERNMENTS COMMITMENT TO MANUFACTURERS

This keynote will share insights and commitments on how the government are working towards a more collaborative and supportive framework for new and existing Food and Beverage manufacturers.

09:30 Keynote: THE FUTURE OF FOOD & BEVERAGE BUSINESS - REGULATORS COMMITMENT TO MANUFACTURERS

This keynote will share insights and commitments on how the government are working towards a more collaborative and supportive framework for new and existing Food and Beverage manufacturers.

09:45 Keynote: F&B MANUFACTURING LEADERSHIP AMIDST A GLOBAL PANDEMIC

F&B BUSINESS CHALLENGES AND SOLUTIONS

10:00 Panel discussion: THRIVING IN A CHALLENGING TARIFF AND REGULATORY SITUATION - A F&B MANUFACTURERS PERSPECTIVE

The growing uncertainty in regards to tariff and trade issues continue to occupy the market This panel will discuss the rising uncertainties related to trade tariffs, regulatory controls, unlevel playing fields and other factors effecting food manufacturers globally as they debate the most innovative solutions, to manage their costs and continue to grow.

11:00 Networking break

Take advantage of our Future Food Bingo Competition. You will receive a unique bingo card which encourages you to complete it before the next break. Find five people in the room who have completed each item in one straight row for your chance to win a mystery prize.

11:30 The great debate: F&B MANUFACTURING LEADERSHIP AMIDST A GLOBAL PANDEMIC

The COVID-19 pandemic challenges food and beverage leaders to stabilize their business amid these challenging times at the same time prepare their organisations for a newly uncertain future. The decisions F&B leaders make in the near term will most likely drive how their organization is sustained in the long term. In an interesting debate F&B share interesting facts about how they made decisive action to soften the shocks yet to come, and at the same time prepare for what may change in the months ahead.

12:00 Keynote: WHY A RESILIENT FOOD SUPPLY CHAIN IS CRITICAL FOR SECURING NATIONAL FOOD SECURITY

F&B Industry, Governments, Regulators all realise the need for a resilient supply chain that can secure a nation's food security. The session addresses key challenges faced by the F&B stakeholders with options to overcome them

12:20 The great debate: REDUCE PACKAGING = REDUCE WASTE

One of the biggest culprits of the food industry's environmental footprint is packaging. Explore how manufacturers are finding new ways to innovate, in their attempt to move towards biodegradable or minimal packaging options

19 TUESDAY OCTOBER 2021 | CONFERENCE DAY ONE

SUSTAINABLE FOOD

13:00 Around the World - Keynote luncheon address

ROLE OF LEADERSHIP IN THE FUTURE OF FOOD MANUFACTURING – A GLOBAL REVIEW

Our luncheon keynote speaker will explore the challenging times facing the food and drink manufacturing businesses. F&B Leaders are struggling to maintain topline numbers and achieve like-for-like growth in the face of increased competition and comparatively subdued consumer sentiment. Many have reacted by optimizing operations and costs to maintain margins, closely reviewing and adjusting their portfolios and opting to exit loss-making outlets and struggling brands

14:30 Keynote: **SUSTAINABLE FOOD & BEVERAGE BUSINESS**

15:00 Panel discussion: **SUSTAINABILITY ACROSS THE FOOD & BEVERAGE BUSINESS – A LOCAL REFLECTION**

From food packaging to the production line, consumers are searching for a greener alternative to food solutions. Consumers are demanding more sustainability in the practices and process of the food industry but how is the industry responding. Hear from local manufacturers and industry experts on the truth behind sustainable food, the transparency across the industry and how companies need to reinvent themselves to balance customers, environment and profits.

16:00 End of day one
CLOSING REMARKS FROM UAE FOOD & BEVERAGE MANUFACTURERS GROUP, UAE

20 WEDNESDAY OCTOBER 2021 | CONFERENCE DAY TWO

THINKING GLOBAL OPERATING LOCAL: INSIGHT INTO THE REGIONAL FOOD MARKET

08:30 Registration

08:00 CEO roundtable session 2

08:30 Speed networking

We understand you are here to learn but you are also here to network and we want to ensure you get the most effective networking experience throughout the event. This session is speed networking, grab your business, prepare your 30 second intro as you are going to have the opportunity to meet the leaders in the industry in the next 15 minutes.

09:00 Keynote: **NEW CONSUMER TRENDS THAT FOOD AND BEVERAGE COMPANIES EXPECT POST COVID-19 PERIOD**

This keynote provided an overview on how the F&B business value chain is taken a different direction. From the introduction of automated, contactless sales amidst the rising food safety concerns to safe online purchasing and offline food delivery involving 'no touch' technology, the industry seems to be dancing to a very different tune. As a result, food and beverage companies are rolling out new initiatives to meet the seismic shift in consumer purchasing behavior.

09:30 Roundtable discussion: **PREPARING FOR THE MARKET REBOOT**

Predicting consumer behaviors in a rebooting market is like wishful thinking. In an interesting round table discussion discover the critical data, key trends and expert insight on the products and positioning that are driving purchase decisions worldwide.

10:30 Lighting talks: **PERSONALISED CUSTOMER EXPERIENCES, TRANSFORMING MARKETING**

Hear from global leaders about the future of customers demands and how they are staying ahead of the curve, listening to their customers and innovating to cater to the future needs of their consumers.

20 WEDNESDAY OCTOBER 2021 | CONFERENCE DAY TWO

11:00 **Networking break**

11:30 **Keynote address: NEW DIRECTIONS IN FOOD AND DRINK INNOVATION**

11:20 **Panel discussion: WHY INNOVATION IS THE ANSWER?**

The demand for innovation continues to rise globally. Following the rise of health-conscious consumers, closely regulated food and beverage markets, manufacturers are shifting their strategy to drive business success by innovative practices.

12:00 **Keynote: PUTTING PEOPLE FIRST**

How manufacturers are reinventing their approach to attracting, retaining and developing people in the food business

12:20 **Panel discussion: WOMEN IN FOOD**

This female only panel will explore the strides, challenges and opportunities for balancing the food and beverage industry and ensuring equal opportunity and representation..

13:00 **Networking lunch**

14:00 **Keynote: BUILDING INFORMATION-SHARING SYSTEMS THAT ENABLE VISIBILITY WITHOUT BREACHES OF COMMERCIAL CONFIDENTIALITY**

14:20 **Panel discussion: DIGITAL DISRUPTION: PREPARING YOUR BUSINESS FOR THE E-COMMERCE REVOLUTION**

Hear from 3 different industry leaders and understand how e-commerce is changing the face of the entire food industry. Understand how leaders in manufacturing on how they are staying up-to-date information and transforming with the times.

15:00 **Keynote: DIGITALISING F&B MANUFACTURING**

This inspirational talk will look to educating and informing food manufacturers on the impact digitalisation is having on the industry and what long-term solutions are available to improve efficiency and profitability.

15:20 **Panel discussion: HOW TECHNOLOGY IS OFFERING NOVEL APPROACHES TO PRODUCT DEVELOPMENT**

This inspirational talk will present visionary ideas and predictions surrounding the role of emerging technologies in innovating and developing better food products. This session will review how growers, manufacturers and distributors, are leveraging technology to develop new and better products that can propel their businesses into the future.

16:00 **End of day two**

Top tier sponsorship

Benefits	Foundation Partner USD 40,000	Platinum Partner USD 30,000	Gold Partner USD 25,000
Advisory board position to a C-level officer	✓		
Opening keynote session	✓		
Speaking opportunity during the conference session & panel discussion	✓	✓	✓
Participation for a C-level officer at the CEO roundtable	✓	✓	✓
Full access passes to the Forum	20	15	10
Company presentation up to 10 minutes	✓	✓	✓
Onsite meetings with prospective clients	10	7	5
Counter table for interacting with attendees in the networking zone	✓	✓	✓
Company logo on stage backdrop and media wall	✓	✓	✓
Brochures/Flyers placed in delegate kit provided by the sponsor	✓	✓	✓
Branding on social media/website/press release/marketing collaterals	✓	✓	✓

Branding & networking sponsorship

Benefits	CEO Roundtable USD 20,000	Session Sponsor USD 15,000	Workshop Sponsor USD 12,000
Exclusive branding at the CEO roundtable room	✓		
Opportunity to choose an industry related topic/ content with the consultation of organizing committee		✓	✓
Two minute promotional video to be played during the conference	✓		
Opportunity to lead or speak at the sponsored session/workshop		✓	✓
Participation for a C-level officer at the CEO roundtable	✓	✓	
Full access passes to the Forum	2	3	2
Company logo on stage backdrop and media wall	✓	✓	✓
Distribution of white papers or session or workshop materials to respective attendees provided by sponsor	✓	✓	✓
Logo on social media/ website/ press release/marketing collaterals	✓	✓	✓

Networking

Benefits	Lunch Sponsor (*One day) USD 15,000	Networking Sponsor USD 10,000
Welcome speech by a C-level officer at the lunching zone	✓	✓
Hosting exclusive lunch for over 400 attendees in a 5 star hotel property	✓	
Speaking opportunity at a panel discussion	✓	
Participation for a C-level officer at the CEO roundtable	✓	
Full access passes to the Forum	3	3
Branded table flags at lunch/networking break area	✓	
Onsite meetings with prospective clients	5	
Company logo on stage backdrop and media wall	✓	✓
Logo on social media/website/press release/marketing collaterals	✓	✓

Sponsorship options:

Foundation Partner

USD 40,000

- Company branding and promotion as **Foundation Partner**
- Exclusive advisory board position for the C-level officer or selected nominee
- 20 all-access passes/invitations for the conference and workshops for your key customer
- Opportunity to showcase your company presentation of up to 10 mins
- Access to 10 key meetings with prospective clients
- 3 x digital banners on the event website including the home page
- 1 x dedicated press release and coverage across all others
- 2 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 3 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000+ contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide
- 2 x full-page adverts in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Platinum Partner

USD 30,000

- Company branding and promotion as **Platinum Partner**
- Keynote speech/presentation by C-level officer
- 15 all-access passes/invitations for the conference and workshops for your key customer
- Opportunity to showcase your company presentation of up to 10 mins
- Access to 7 key meetings with prospective clients
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 2 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 2 x digital banners on the event website including the home page
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000+ contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Gold Partner

USD 25,000

- Company branding and promotion as **Gold Partner**
- Panel discussion slot
- 10 all-access passes/invitations for the conference and workshops for your key customer
- Access to 5 key meetings with prospective clients
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 2 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 2 x digital banners on the event website including the home page
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000+ contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

CEO Roundtable Sponsor

USD 20,000

CEO Roundtable happening during the conference would be one of the major highlights of the event.

20 CEO's of F&B Industry along with government & regulatory representatives would be attending the session to discuss various challenges and opportunities in the current scenario. Sponsoring this session is a great way to build a reputation and to protect your offerings and reach the top executives of the industry with minimum investment.

Complimentary inclusions:

- 2 all-access passes/invitations for the conference and workshops for your key customer
- Access to 3 key meetings with prospective clients
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 2 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 2 x digital banners on the event website including the home page
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000+ contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Lunch Sponsor

USD 15,000

Conference lunches are a major highlight of any good conference which is much appreciated by the delegates. The lunch breaks during the two days good networking opportunity, whilst taking place within the formal framework, official lunch provides an excellent opportunity to emphasis your company offerings in more congenial savings

Complimentary inclusions:

- Branding of each lunch table with sponsor logo flags or branding
- Onsite signage and lunch areas to be branded with sponsor logos along with announcements during the conference during the network break. Logos will be placed in the LCD Panels during the lunch break to highlight the role of sponsor
- 3 all-access passes/invitations for the conference and workshops for your key customer
- Access to 5 key meetings with prospective clients
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 1 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 1 x digital banners on the event website including the home page
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000 + contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Workshop Sponsor

USD 12,000

Sponsorship of one workshop – this benefit allows the workshop to sponsor a single workshop during the event. This will include the opportunity to:

- Shape the workshop content in consultation with organisers
- Provide a workshop leader to lead the session
- Place up to 2-3 roll-up banners in the workshop room
- Place flyers, brochures, giveaways and souvenirs in the workshop room
- Display a video at the start or end of the workshop (maximum 2 minutes)*

Complimentary inclusions:

- 2 all-access passes/invitations for the conference and workshops for your key customer
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 1 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000+ contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Session Sponsor

USD 15,000

The sponsorship of one-panel session involves the following benefits:

- The sponsor can choose one of the session topics that is closely related to the business or relevant to the F&B industry
- The session will be led by the leader nominated by a sponsor
- A 2 minutes presentation announcing the sponsorship and brief profile of the sponsor

Complimentary inclusions:

- 3 all-access passes/invitations for the conference and workshops for your key customer
- Access to 3 key meetings with prospective clients
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 2 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000 + contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
- Post event thank you email (released to full delegate database)
- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Registration Counter

USD 10,000

The registration counter is the first area where all the delegates attending the event will interact with and reach out for various assistance. A well set up registration desk with proper branding will give a perfect impression about the event and will appear in all visual media related to the event

The registration counter is always the first catch for any sponsor as it gives great value with minimum investment.

Complimentary inclusions:

- The sponsor logo will appear prominently covering the registration counter, which will have a size of 6-9 sq. meters
- The sponsor can keep one profile/write-up on the desk
- 5 all-access passes/invitations for the conference and workshops for your key customer
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 1 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 1 x dedicated sponsored post on LinkedIn
- 2 x digital banners on the event website including the home page
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000 + contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
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- Post event report (released to full data universe)
- Company logo, name and title to be acknowledged across any post-event press releases

Delegate Bag Sponsor

USD 10,000

All delegates attending the event will get a high-quality bag on arrival, which includes the folders, event guide and other key pieces of information. The Kit will be prepared as per the international quality vendor, which reflects the true essence of the event. The Kit will stay with delegates throughout the event and may stay even longer as per the utility of contents in the kit.

Complimentary inclusions:

- Sponsors Logo on the delegate bag alongside the event logo
- 3 all-access passes/invitations for the conference and workshops for your key customer
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 2 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000 + contacts
- Logo and title branding at the media lounge
- Interview of a senior spokesperson at the media lounge
- 100-250 words company profile in the official event guide

Logo on all event collateral including:

- One exclusive table space for interacting with attendees
- Indoor & outdoor official signage (where applicable)
- Official event guide
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Networking Sponsor

USD 10,000

Networking is a major highlight of any conference, and Future Food 2021 has a tremendous opportunity to connect with a real industry professional, which can be used to convert to future potential business for your organization. By hosting networking breaks on all the two days you raise your company profile and stands out among other participants.

Complimentary inclusions:

- 3 all-access passes/invitations for the conference and workshops for your key customer
- Access to 3 key meetings with prospective clients
- Logo on the visitor registration page of the website with hyperlink to sponsor's company website
- Logo on all visitor registration confirmations including hyperlink to sponsor's company website
- 1 x targeted email campaigns to Future Food 2019 database and logo branding across all others
- 1 x dedicated announcements on social media (LinkedIn, Instagram, Facebook)
- 1 x dedicated sponsored post on LinkedIn
- 1 x digital banners on the event website including the home page
- Logo, hyperlink and company profile on a dedicated page in the Future Food 2021 website
- Logo with hyperlink on all marketing email campaigns reaching 10,000 + contacts
- Logo and title branding at the media lounge
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Logo on all event collateral including:

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