

**Gulfood 2022**

# **Ministerial Trade Mission 2022**

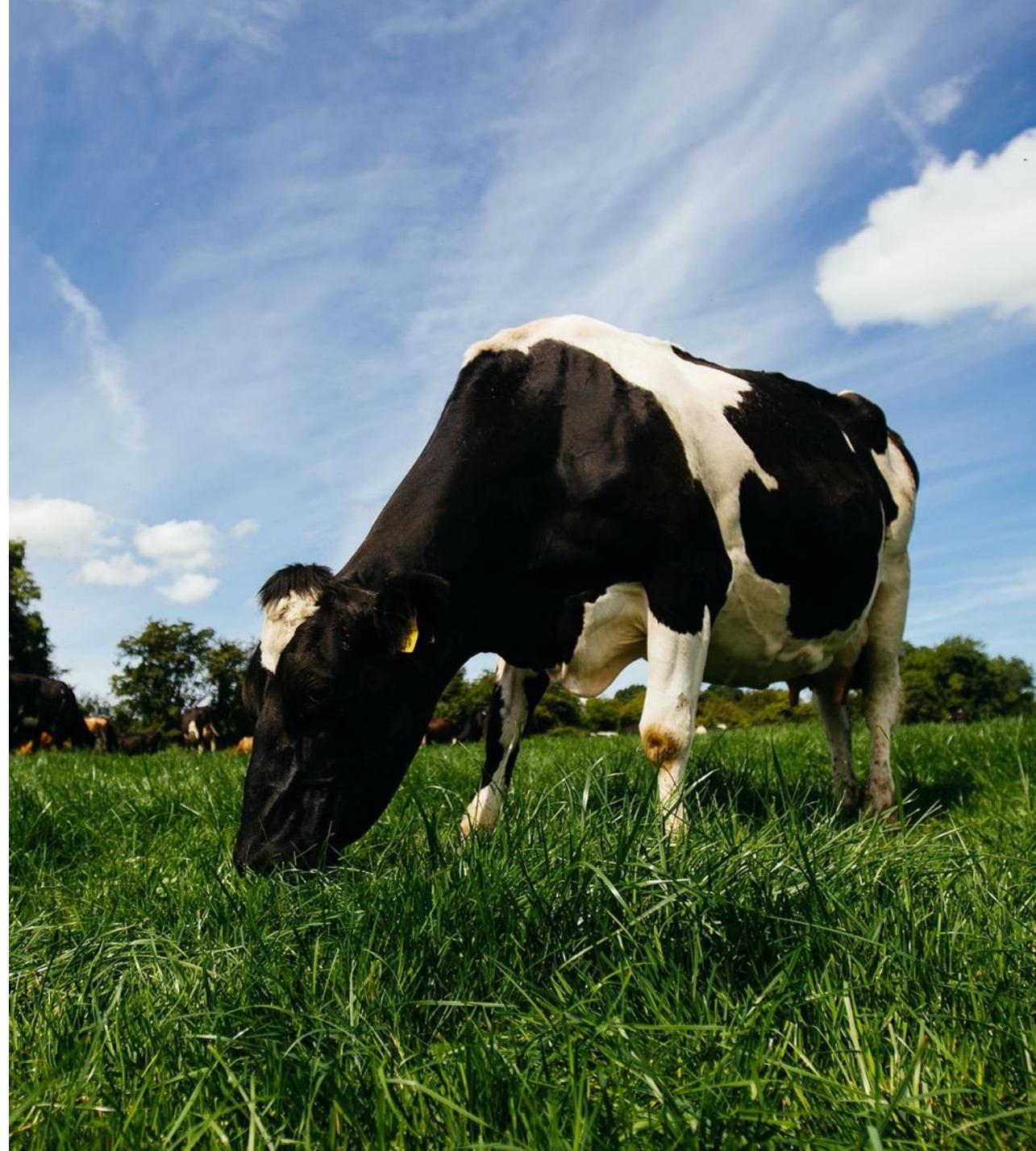
Client Briefing, 20 January 2022

**BORD BIA**  
IRISH FOOD BOARD



|    | AGENDA              |
|----|---------------------|
| 1. | Introduction        |
| 2. | UAE Market Overview |
| 3. | Covid-19 Protocols  |
| 4. | Q & A               |

**BORD BIA**  
IRISH FOOD BOARD



# *Gulfood*

13-17 FEBRUARY 2022  
DUBAI WORLD TRADE CENTRE





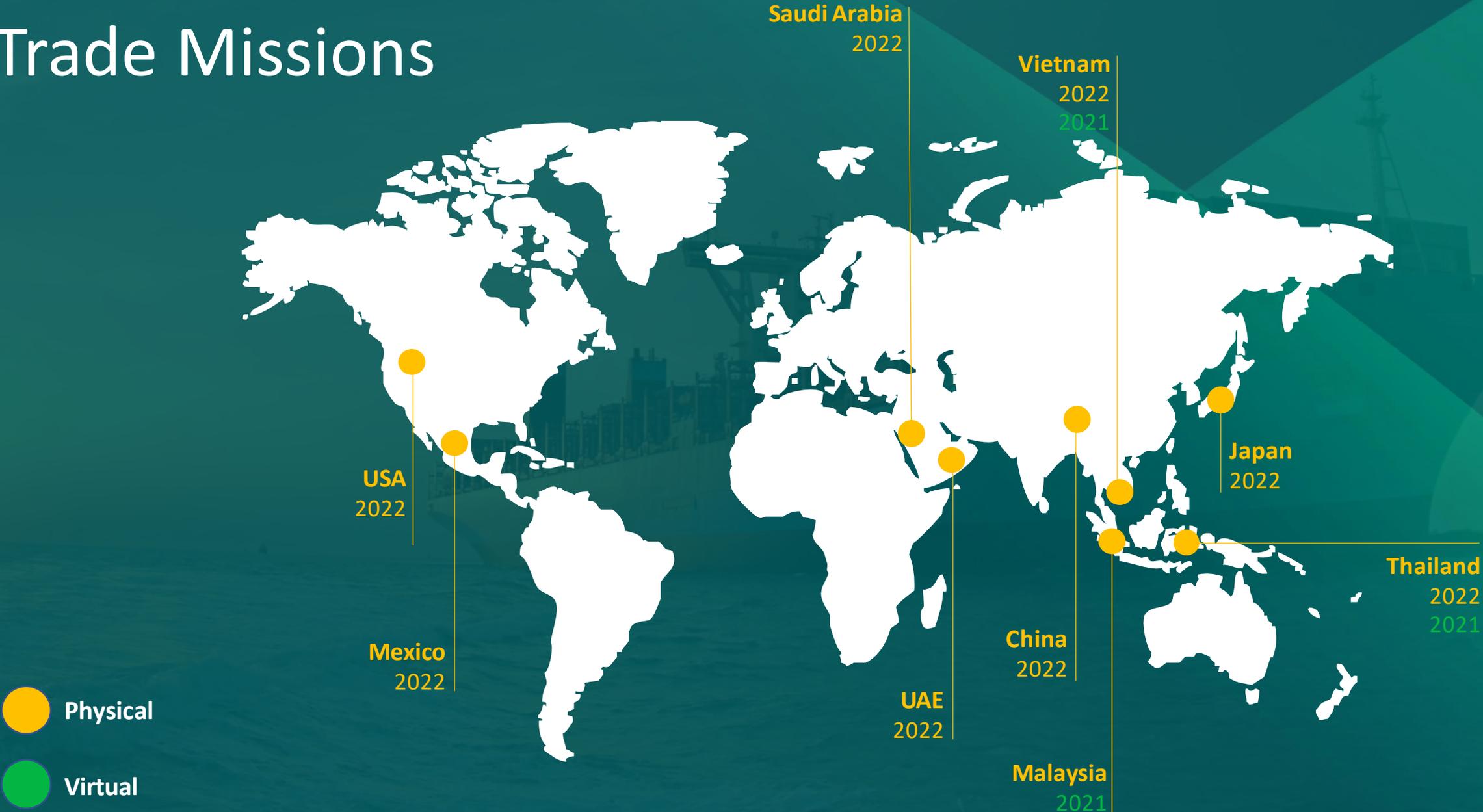
TM

**EXPO**  
**2020**  
DUBAI  
UAE

**BORD BIA**  
IRISH FOOD BOARD



# Trade Missions



# Middle East Regional Team



Lorna Allen

Market Specialist



Kieran Fitzgerald

Regional Director, Middle East



Rachel Tobin

Market Executive

## Bord Bia Talent Academy

*MSc degree programmes in collaboration with UCD Smurfit and industry*



Juan Condon  
Mariscal

Market Advisor –  
Fellowship



Ciarán Stafford

Supply Chain &  
Procurement - Spinneys



Shane O'Neill

Market Advisor -  
Fellowship



Johnathan Reddin

Origin Green Ambassador - Almarai

# Middle East Market Overview

Performance and Prospects



# Middle East

Value of Export 2021

Source: Bord Bia

Total exports to the Middle East

**€311m**



DECREASE ON 2020



**UAE**  
FULL FIGURES  
**€54m**

-31%



Dairy  
**€42m**

-34%



PCF  
**€7m**

-11%



Seafood  
**€1.5m**

-29%



**KSA**  
FULL FIGURES  
**€101m**

+7%



Dairy  
**€91m**

+3%



PCF  
**€6m**

+9%

# United Arab Emirates

Value of Export 2021

Source: Bord Bia

Total exports  
to United Arab  
Emirates

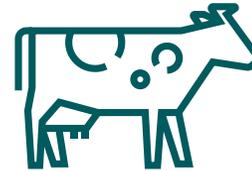
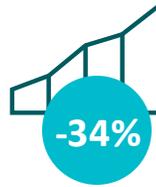
**€54m**



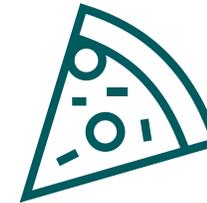
DECREASE ON 2020



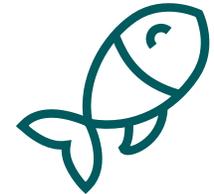
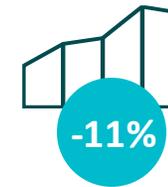
Dairy  
**€42m**



Beef  
**€435k**



PCF  
**€7m**



Seafood  
**€1.5m**





# 89%

Of UAE consumers say they have made some effort to eat more healthily in the last 12 months

# 87%

Say they have made some effort to buy reduce their food waste in the last 12 months

# 82%

Say they have made some effort to buy more sustainably-produced products in the last 12 months

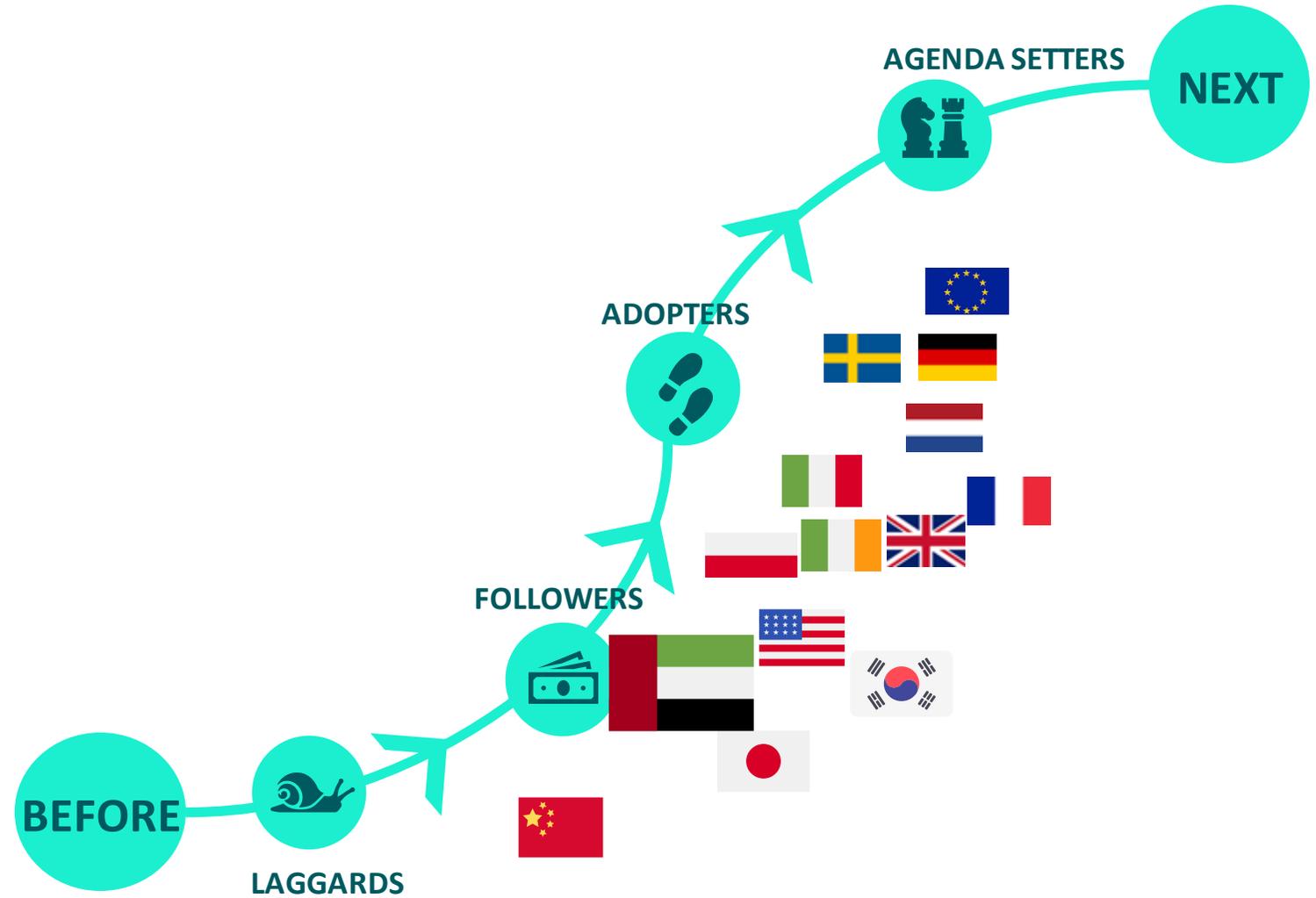
# 76%

Say they have made some effort to buy products with higher welfare standards in the last 12 months

# Markets and regions are at different points

- Northern European markets are leaders
- Other EU markets have a focus on sustainability, but it is often through the lens of local and natural
- US mainstream consumers have not embraced sustainability to the same extent, but their more global F&D organisations have
- Markets like UAE are focused on sustainability but are constrained by practical realities in food supply
- Markets like China and, to a lesser degree, Japan are focused on more fundamental issues like safety and quality – but these markets are starting out on their journey .

TOPIC PLACEMENT IS REPRESENTATIVE BASED ON CONSUMER QUANT & CUSTOMER QUANT & DEPTHS



# Get to know your customers' sustainability plans



Customers are organising sustainability plans aligned with mainstream frameworks including:

- SDG's (sustainable Development Goals).
- People / Planet / Profit (or similar).
- ESG (Environmental Social Governance).



# Trade Mission Itinerary

**BORD BIA**  
IRISH FOOD BOARD

**SUNDAY 13 FEBRUARY**

|        |                                    |
|--------|------------------------------------|
|        | Minister at Gulfood                |
| 7:30pm | EXPO reception for Gulfood clients |

**MONDAY 14 FEBRUARY**

|              |   |
|--------------|---|
| 8am - 9:45am | Client Seminar at Gulfood                               |
|              | Meeting with Minister of Climate Change and Environment |
|              | Spinneys CEO meeting & in store activation              |
|              | Africa customer event                                   |
|              | Minister at key customer meetings                       |
|              | Chefs Irish Beef Club (CIBC) FOODSERVICE dinner         |

**TUESDAY 15 FEBRUARY**

|  |                                   |
|--|-----------------------------------|
|  | Itinerary split: UAE & KSA        |
|  | Minister at key customer meetings |

**WEDNESDAY 16 FEBRUARY**

|  |                                   |
|--|-----------------------------------|
|  | Minister at key customer meetings |
|--|-----------------------------------|

**THURSDAY 17 FEBRUARY**

|        |   |
|--------|---|
| 7:30am | IBN Breakfast (Ritz Carlton JBR)                                    |
| 2:30pm | High level sustainability & safety panel at Irish Pavillion at EXPO |

**FRIDAY 18 FEBRUARY**

|  |                   |
|--|-------------------|
|  | Minister Meetings |
|--|-------------------|

# Covid Protocols

Gulfood & Ministerial Trade Mission

# Entering UAE from Ireland



## Requirements for all passengers arriving into Dubai

- Passengers travelling to Dubai from all countries must have a **negative COVID-19** RT-PCR test certificate for a test taken no more than **72 hours** before departure.
- Testing sites for travel in Ireland examples include RocDocHealth, Randox, gosafe48 etc.
- WhatsApp chat link with Emirates airline for Covid support.  
[https://api.whatsapp.com/send/?phone=971565151960&text&app\\_absent=0](https://api.whatsapp.com/send/?phone=971565151960&text&app_absent=0)
- Travel visa will be issued upon landing in Dubai airport at passport control.
- Random spot-check PCR testing can occur for all arrivals into Dubai.

# UAE Covid Rules & Regulations



- Wearing masks in the UAE is mandatory for all in public places both **inside and outside**.
- Exception in restaurants, cafes, offices, workplaces, gyms, shopping centres, beaches and public and entertainment parks, where a one-meter rule applies.
- Any individual who **test positive for COVID-19** is required to isolate for **10 days**, even if they don't have symptoms. According to the Dubai Health Authority, the individual is also required to download the Covid-19 DXB app. Failing to do so will result in a Dh10,000 fine (€2,500).

# COVID Guidelines Gulfood



- Face masks must be worn correctly at all times – failure to wear a mask can result in AED 3,000 fine (€720).
- Social distancing of 2 metres to be maintained at all times.
- Food provided for sampling should be covered/individually wrapped throughout exhibition.
- Seating capacity has been adjusted to accommodate social distancing measures.
- Network without contact – avoid shaking hands.
- Sanitisers should be made available at exhibitor stands.
- Exhibitors to ensure high touch points areas at their stand are regularly sanitised.

# COVID Guidelines EXPO



## Visitor Entry Protocols

- All adults will be asked to present proof of COVID-19 vaccination certificate OR negative PCR taken within previous 72 hours at point of entry.
- Face masks are required at all times inside and outside.
- There are capacity limits for venues at EXPO.

# Entering KSA from UAE

## For Travel to Saudi Arabia you will need

- A minimum of **6-month validity** on your **passport** from the day of entry into Saudi Arabia
- An Irish / EU other recognised state **COVID 19 Vaccination Certificate**
- **A UAE PCR Test** completed 72 hours before the time of arrival in Saudi Arabia
- A **Saudi Arabian Visa** in advance of travel - <https://www.visitsaudi.com/en> **DO NOT USE ANY OTHER WEBSITE**
- **Fill out the Online Registration Immunization Information** before traveling to the Saudi Arabia through this website: <https://mugeem.sa/#/vaccine-registration/home> which will allow you to register your Covid 19 immunisation and vaccination data.
- Download the local **Saudi Tawakkalna Covid App** before arrival and you can get it from these links, Apple App Store ([here](#))

# Covid Guidelines KSA

- Full vaccination is mandatory to enter the kingdom according to guidelines on the government website. (Note - If you are not fully vaccinated visitors will need to undertake Institutional Quarantine for (5) days in Saudi Arabia, with two (2) required Covid 19 tests required.
- Recovery from COVID-19 will not be considered as a justification for exempting recovered individuals from institutional quarantine.
- Masks and social distancing measures enforced in all places (closed and open), activities and events.

Thank You