



FUTURE FOOD 2024

02-03 OCTOBER



UAE FOOD & BEVERAGE
BUSINESS GROUP
Inspiring Sustainable Wellbeing

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CONSUMER

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Dear Esteemed Guests and Industry Colleagues,

As Chairman of the UAE Food Beverage Business Group, it is with immense pleasure that I extend a warm welcome to you at the Future Food Forum 2024, a beacon of innovation and collaboration in the ever-evolving landscape of the food and beverage industry.

Our anticipation and support for this year's Future Food Forum are boundless, building upon the success of last year's Future Food Forum. It is here that we revealed the UAE's strategic vision for the food and agriculture sector, laying a foundation that propels us into the future with renewed vigor and determination.

In convening once again for the Future Food Forum 2024, our mission remains clear - to strategize and innovate for a future where the boundaries of what is possible in the food industry are constantly pushed. At the heart of our transformation agenda lie the seven key pillars of the UAE Food Sector Transformation, a testament to our commitment to sustainable growth, technological advancement, and global leadership.

This year's Future Food, themed "**Future Consumer, Future Government & Future Food**," encapsulates the essence of our collective vision. It underscores the intricate web of interconnectivity between consumer behavior, governmental policies, and the trajectory of the food industry. More than ever, it emphasizes the imperative need for collaboration and alignment as we collectively navigate the challenges and seize the opportunities that lie ahead.

As we gather to exchange insights, forge partnerships, and chart the course for our industry's future, I am confident that Future Food Forum 2024 will serve as a catalyst for progress and innovation. This forum provides a unique platform for us to not only discuss but also to shape the future of the food and beverage sector.

I invite each one of you to leverage this opportunity fully, to engage in meaningful conversations, and to contribute your expertise towards a sustainable and prosperous future for our industry.

Thank you for your unwavering support, and I look forward to a future defined by collaboration, innovation, and prosperity.

Saleh Lootah

Chairman

UAE Food & Beverage Business Group



“ Access to funding is why people grow, industries evolve, and our strategy will look into securing funding and support. This brings us to our fifth pillar of fostering innovation with world-class R&D innovation. We will provide world-class research and development packages to inspire change.

H.E. Abdullah Bin Touq Al Marri
Minister of Economy, UAE

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At the core of our endeavors is the UAE Food Sector Transformation, a journey guided by seven key pillars. These pillars are the foundation of our commitment to sustainability, technological innovation, and global leadership. As we embark on this transformative path, strategic initiatives and collaborative efforts become our compass, guiding us to drive positive change and elevate the food and beverage industry to new heights.

Future Food Forum 2024 embraces the spirit of transformation as its central theme. This theme is not merely a concept but a manifestation of our collective aspirations, born from the heart of our industry. It symbolizes the emotional investment we share in envisioning a better tomorrow. The three aspects of "**Future Consumer, Future Government & Future Food**" were not chosen arbitrarily but are a reflection of our deep understanding that the future of food is intimately tied to the dynamics of consumer behavior, governmental policies, and the very essence of what we produce. This year's theme represents a shared emotional journey, one that resonates with our passion for innovation, sustainability, and the profound impact we aim to make on the world.

Future Consumer

Sustainability-conscious
Value-conscious
Tech-driven decision-making
Convenience-driven
Experience-Seekers
Health and Wellness Focus
Community-Driven
Subscription-based
Personalization Seekers

Digital Natives

In the intricate tapestry of the Future Food Forum 2024, the theme of "Future Consumer" stands as a testament to our acknowledgment of the evolving dynamics that shape consumer behavior. The discerning modern consumer is at the heart of our industry, influencing trends, preferences, and expectations. Our exploration into the future of food recognizes the need to understand, adapt, and cater to the changing desires and ethical considerations of the consumers who fuel our innovations. It's an invitation to delve into the intricacies of consumer trends and preferences, fostering a symbiotic relationship that aligns the industry with the aspirations of those we serve.



Future Government

Digital Governance
Open Data Initiatives
Decentralized & Distributed Governance
Inclusive Policies
Environmental Sustainability Policies
Global Collaboration & Diplomacy
Citizen Engagement Platforms
AI & Automation Governance
Flexible Regulatory Frameworks

Healthcare Innovation

"Future Government" represents our recognition of the pivotal role that governmental policies play in steering the course of the food and beverage industry. As we navigate the complex landscape of regulations, sustainability goals, and global initiatives, it is imperative to align our strategies with the policies that shape our collective future. The Future Food Forum 2024 aims to facilitate conversations and collaborations that transcend borders, bridging the gap between industry stakeholders and policymakers. Together, we strive for a future where regulatory frameworks foster innovation, sustainability, and inclusivity.



Future FOOD

Plant-Based & Alternative Proteins
3D-Printed Food
Food Waste Reduction Technologies
Alternative Ingredients
Functional Foods & Nutraceuticals
Smart Farming & Precision Agriculture
Personalized Nutrition
Food Tech Innovations
Cellular Agriculture

Vertical Farming

At the core of our journey lies the profound theme of "Future Food." It's not just about what we eat but how we produce, distribute, and consume it. Future Food encompasses the technological innovations, sustainable practices, and ethical considerations that will define our industry's trajectory. It's an exploration of cutting-edge solutions, novel approaches to agriculture, and a commitment to nourishing a growing global population in a way that respects the planet. Future Food Forum 2024 is an opportunity to delve into the transformative potential of our industry, ensuring that the food of the future is not only flavorful and nutritious but also sustainable, ethical, and inclusive.

Why ATTEND?

All senior and junior professionals managing any element of the food and beverage industry benefit from attending Future Food Forum 2023. Specific job titles and functions include:

- Bakers
- Catering Managers
- CEO's
- Distributors
- Executive Chefs
- F&B Managers
- F&B Manufacturers
- F&B Procurement Managers
- Food Science Technologists
- General Managers
- Government Officials
- Import/export Managers
- Logistics Managers
- Owners
- Packaging Managers
- Restaurant Managers
- Sustainability Managers
- Public Health & Nutrition
- HR Managers

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 Forum 2023 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 and public services
- Distributors/traders/wholesalers /retailers/resellers
- Food and beverage consultants
- Food and beverage product development and research
- Packaging and labeling
- Food and beverage products marketing
- PR
- Ad agencies
- Logistics and warehousing
- Free zones

Future Food Forum 2023 at a glance



2200+
REGISTRANTS

1100+
PHYSICAL ATTENDEES

1800+
VIRTUAL ATTENDEES

70+
SPEAKERS

300+
VIPS

500+
EXHIBITION VISITORS

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SPEAKERS of Future Food Forum 2023

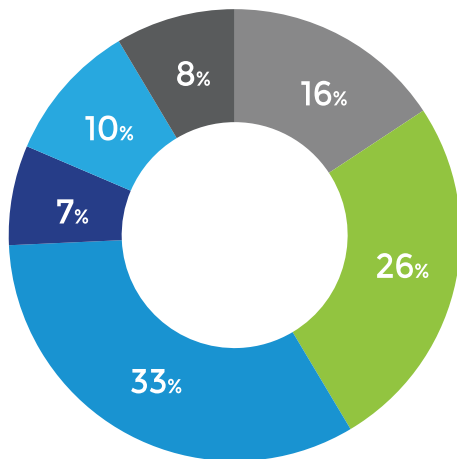


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DELEGATE Breakup



- VIPs (CEOs, Founders, Presidents, High Ranking Government Officials)
- Senior Executives (Department Directors and C Level Executives)
- Mid Level Executives (Executives, Inspectors, Supervisors, Specialists, Consultants)
- Students, Universities
- International Buyers
- Others (Press, Media)

COUNTRIES Represented



ATTENDEE Categories

VIPS

The event was graced by the presence of **110 distinguished VIPs**, contributing their expertise and insights to the forum.

INTERNATIONAL BUYERS

70 international buyers participated, enhancing the event's global reach and fostering potential collaborations.

DELEGATES

The event saw an impressive turnout of **700 delegates**, comprising professionals, industry experts, and individuals passionate about the F&B sector.

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Our partners who offered invaluable support in 2023

IN PARTNERSHIP WITH



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STRATEGIC SUPPORTER



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FOUNDING PARTNERS



CEO ROUNDTABLE PARTNER



KNOWLEDGE PARTNER



SUSTAINABILITY PARTNER



EXPORT ACCELERATION PARTNER



PLATINUM PARTNERS



FOOD MARKET ACCESS AND SUPPLY CHAIN PARTNER



GOLD PARTNERS



SILVER PARTNERS



NETWORKING PARTNERS



BRONZE PARTNERS



CREDIT INSURANCE PARTNER



SUPPORTING PARTNERS



MEDIA PARTNERS

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Start planning your attendance!



GET INFORMED

Learn about the event, speakers and forum benefits



CONSIDER POTENTIAL

Engage colleagues to select how you choose to get in



ENQUIRE NOW

Connect with our team to sponsor, attend, partner or speak



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