

Gulfood 2011

27 February – 2 March

The World Trade Center, Dubai, U.A.E.

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This was a first time for me to attend the Gulfood exhibition, although A&D and our local partner AND GULF F.Z.E. have participated in Arab Lab., another exhibition held around the same time and place. According to our partner, who attended 2 years ago, this exhibition is getting bigger and increasing in exhibitors.

The Gulfood exhibition is held at several halls classified by theme, i.e. processing, packing, food and drink, etc. We of course had a booth at the processing hall. (See *photo 1.*)



(Photo 1)

We displayed a wide product line that included our moisture analyzer and viscometer, as well as some new products, the EM platform scales and a BM series micro analytical balance (the BM20; 220 g x 1 ug).

During the 4 days, we welcomed many visitors and received around 150 sales leads, which included not only local ones, but also ones from outside of the UAE.

Messieurs Sameer and Zohaib of AND GULF F.Z.E worked the 4 days demonstrating the MX and SV to visitors interested in those products. (See Photo 2)



(Photo 2)

Visitors' interests were many and wide: "simple and inexpensive", "bigger capacity and higher resolution", "how to use moisture content or viscosity for quality control", etc., and our wide product lineup managed to cover almost all these interests. As we have set the food market as the one of our higher priority markets, we have confidence that we are moving in the right direction and we will keep working to move more into this market.