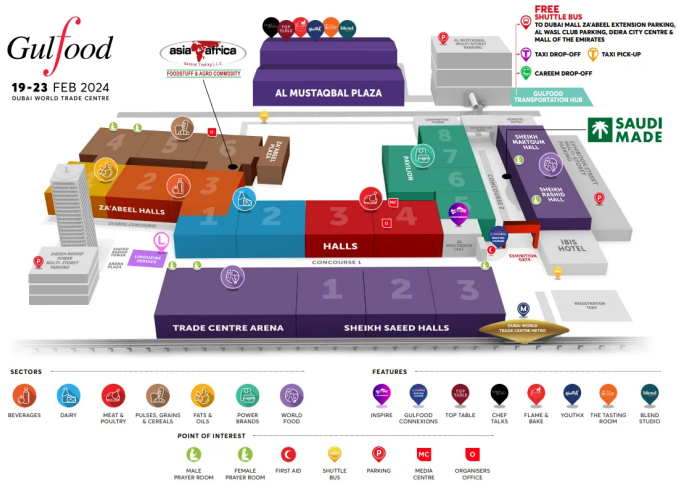
FFOODS Spectrum
perspectives on food technologies & business
ASIA

Largest-ever Gulfood 2024 drives transformation with global food futurists

06 February 2024 | News

Largest edition in almost 3 decades, with 5,500+ global F&B companies confirmed to exhibit



Largest edition in almost 3 decades, with 5,500+ global F&B companies confirmed to exhibit

Dubai World Trade Centre (DWTC) has announced that Gulfood, the largest annual food and beverage sourcing event in the world, will take place from 19-23 February 2024, as the future of the food industry comes into focus. Gulfood continues to be the gold standard event for the global F&B community, with a record 5,500+ exhibitors and visitors from over 190 countries, and a footprint spanning 24 halls.

International policymakers and F&B industry leaders have their sights firmly fixed on global food systems, and how they can be transformed to feed an ever-growing global population, while simultaneously building resilience and mitigating the impacts of climate change, to avoid future crises. Innovations in ag-tech (a market set to almost double in size between now and 2030), the increasing use of AI in food production, reducing food loss and waste (which currently accounts for over a third of global food production), public-private partnerships, and investment in alternative proteins such as cultured meat can all help reduce food deprivation and feed the world through to 2050 and beyond.

â??Gulfood will be the first opportunity in 2024 for the global F&B industry to convene, and gain insight from some of the worldâ??s leading food futurists into where the global food industry goes next. Gulfood will be the only platform to identify the business opportunities and forge the business partnerships brought about as the industry enters a new era, defined by paradigm-shifting technology such as AIâ?•, commented Trixie LohMirmand, Executive Vice President, Dubai World Trade Centre.