Llywodraeth Cymru
Welsh Government

Welsh Government would like to invite your company to co-exhibit with us at

# Gulfood, Dubai

## 15-19 March 2027

## WHY GULFOOD 2027?

**Gulfood is the world's largest annual food and drink trade exhibition, with unrivalled networking giving access to international suppliers, partners and industry leaders.**

Gulfood 2027 will be hosted in two iconic venues, Dubai World Trade Centre and Dubai Expo City. With over 8,500 exhibitors showcasing 1.5+m products, every food and beverage sector is 100% represented. 2027 gives you the opportunity to exhibit your product in front of 195 countries and explore opportunities in Middle Eastern and global export markets.

---

By participating, you will benefit from:

- A cost-effective means of visiting the market and showcasing your company
- Have a presence in either the International Hall at Dubai Expo City or the Dairy Hall at Dubai World Trade Centre
- Network and engage with key businesses and decision makers in the market
- Share knowledge and information with other participants
- Attend networking events
- Inclusion in any marketing material

Spaces are limited so please book early to avoid disappointment and to ensure no late charges are incurred.

**Closing Date: 28 October 2026**

# Gulfood, Dubai

## 15-19 March 2027

## THE COST

**Food and Drink Wales have stands in both the International Hall, located at the Dubai Expo City and in the Dairy Hall, located in the Dubai World Trade Centre.**

The cost to exhibit has been subsidised by Welsh Government – see the cost of the subsidised package options below, based on a 4sqm stand.

**A £1,000.00 non-refundable deposit on all bookings is required upon application.**

### Package A – Full Stand Exhibitor
### Cost – £5,500.00 plus VAT includes:

- Return flights and five night's accommodation with breakfast for 2 people
- Additional sqm space cost £1,000.00 per sqm
- Dedicated exhibition space on the Cymru Wales stand
- Basic graphic panels and stand furniture
- Entry in the show brochure and inclusion in marketing literature
- Exhibitor show passes
- Onsite support from Welsh Government staff and appointed contractors
- Invitations to networking receptions

**Please Note: Exhibitors are responsible for their own freight forwarding.**

**If you would like to arrange your own flight at your own cost, we can offer you the above package at a reduced rate of £4,000.**

### Package B – Export Visit
### Cost – £1,500.00 plus VAT includes:

- Return flights and five night' s accommodation with breakfast for 1 person
- Inclusion in marketing literature
- Invitations to networking receptions
- Exhibitor show pass

As of 18 June 2026, the UK Government, Foreign, Commonwealth and Development Office (FCDO) no longer advises against all but essential travel to UAE however the security situation continues to be closely monitored. You can access this advice at **United Arab Emirates travel advice – gov.uk**.

Should circumstances change, or if the FCDO reinstates travel restrictions, the event and or Trade Mission may be cancelled or postponed at short notice. In such circumstances, we will work with the Show Organisers, our Travel Agent and applicants to determine the best available solution to support all applicants in the circumstances prevalent at that time.

**E-mail for an application form or more information:**
shirley.mcgilvray@gov.wales or kelly.divry@gov.wales

OGL WG55376
© Crown copyright 2026