



During 21st – 24th February 2010, **Orkila**, along with its partners – Rhodia, Roquette, Thermphos, Diana Naturals, Alemdar and many more and for the second consecutive year, exhibited at the Ingredients Middle East/Gulf Food Show held this year in Dubai.

This year's event was the biggest in the show's 15 year history. More than one million square feet of dedicated exhibition space was allocated to 3,500 companies from 81 countries around the world.

55,379 trade visitors from 153 countries attended the show, an increase of 18 percent, making Gulfood one of the biggest food shows in the world. "The exhibition succeeded in confining access to industry professionals only, which provided the largest specialised and most influential trade show in the region, and this event deserves the credit for supporting food trade in the Gulf region.

Running concurrently with Gulfood, Ingredients Middle East **grew more than three times this year** in terms of space and exhibitors. Global supplier of fragrances, flavourings, raw materials and active ingredients for the food industry, all Orkila partners were delighted to be participating with Orkila, especially with the location of our stand & number of customers visited.

For the first time The Gulfood Global Trends Conference 2010 has been developed with simple and straightforward mission – to help customers build a more profitable business. A chance to meet the experts, the captains of industry, the analysts and visionaries who are shaping the business and marketing strategies that will lead us into next decade. This world class conference and knowledge exchange forum has been carefully designed to provide precisely the information needed to steer the business through perhaps new and uncharted territory, and to support existing operations with a programme of continuous improvement in the search for new markets, cost reduction and profit generation. **Dr Philippe Fouler from Roquette presented a topic "Introduction to Health Problems Worldwide" & solutions Roquette could provide.** The article could be accessed at <http://www.gulfood.com/page.cfm/link=54>

The IME also provides an excellent opportunity to meet traditional & new customers to reinforce the Orkila brands with the industry. With more than 100 of contacts made during four days and a number of contracts signed, Orkila considers the IME to have been, once again, a very productive and worthwhile investment.

Orkila would like to thank its business partners and all those who visited us during the show, for their continuous support and we look forward to seeing you in 2011 at Orkila booth at the Ingredients Middle East.

