
SIAL Middle East reports increased traffic at 2018 expo

By **Rachel Debling** on December, 11 2018 | Events



Attendees take in a variety of fresh fish on the SIAL Middle East expo floor

This year's edition of [SIAL Middle East](#), currently underway at the [Abu Dhabi National Exhibition Centre](#) (ADNEC), has seen a rise in visitors, especially from the food and beverage sector, according to event exhibitors and guests.

The three-day event, running December 10 to 12, is being held under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Presidential Affairs and Chairman of [Abu Dhabi Food Control Authority](#) (ADFCA). A press release from show organizers reported that representatives of participating companies noted a "significant uptake from trade visitors and the public for the exhibition."

Asma Mohammed Ali, Head of Business Development at the [National Initiative for the Development of the Agricultural Sector](#), said in a statement: "Bahrain is participating for the first time in SIAL Middle East this year with a national pavilion. Alongside four other companies that specialize in agricultural production and manufacturing, the National Initiative for the Development of the Agricultural Sector is also present in the exhibition to help step up the contribution of the agricultural sector to the GDP and to formulate future plans to achieve prosperity in this vital sector." Case in point: [Peninsula Farms](#), a Bahraini company, is displaying its innovative goat milk soap manufacturing process at the expo.

Lina Hussain Al Mousa, Senior Media Specialist - Department of Promotion and Export Opportunity at the [Kuwaiti Public Authority of Industry](#), also commented: "Joining this landmark event as the Country of Honour this year has been a privilege. SIAL Middle East has established an enviable regional and global reputation as a prestigious platform that contributes to achieving food security - a key concern for the world today."

“With the aim of supporting national industries and foraying into new markets with innovative products, the Authority was keen to include a variety of Kuwaiti companies of different capabilities. We look forward to joining future editions of this event.”

The Moroccan Pavilion is making its sixth appearance at the event and counts itself as one of the largest at SIAL Middle East's 2018 edition, with 100 agricultural co-ops and 24 exhibitors. Products showcased by these participants include Argan oil, olive oil, indigenous dates, herbs, Moroccan honey and Talvin saffron.



Five categories of awards were handed out at the December 10 Mercury Awards ceremony at Abu Dhabi's Shangri-La Hotel

The Mercury Awards, held in conjunction with SIAL Middle East at the Shangri-La Hotel in Abu Dhabi, [announced its 2018 winners on December 10](#), including Tops Foods, Koopskaap (Pty) Ltd, Kaelis On Board Services, Sola Airline Cutlery B.V., Diversey, Saudi Airlines Catering Company, Savarin Deserts, Beemster Cheese, D&F Marketing GmbH & DELTA, and En Route International.

In other expo news, date producer [Al Foah](#) unveiled its new corporate identity at the event, designed to bring the company's new philosophy of mind, body and soul to the forefront, with consumers representing the mind, Al Foah representing the body and the heart of the date industry, and farmers its soul and foundation.

Daily draws are also being conducted during the show by [Etihad Airways](#), the official carrier of SIAL Middle East, and the [UAE National Coffee Championships](#), a competition certified by [World Coffee Events](#) (WCE) and sanctioned by the [Specialty Coffee Association](#) (SCA), are bringing together the region's baristas over the course of the exhibition.