

Turbo In partnership with **ITA**
THE ITALIAN FOOD MAGAZINE
BUYER'S • GUIDE
YEAR 7 - N° 2 • FEBRUARY 2019
MANAGING DIRECTOR: ANGELO FRIGERIO

Laica

ARONA ITALIA 1946

Love for chocolate



Laica
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Gulfood
Dubai World Trade Center
17-21 February 2019
Gall SHK Saeed 1, Stand S1-B44

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ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

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**GULFOOD
2019**
SPECIAL EDITION



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10
production
lines

5
millions
of chocolates produced
every day



*Laica Chocolate:
for over 70 years our quality
is recognized all over the world.*



8
certifications

350
types
of chocolates

Laica

LOVE FOR CHOCOLATE

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ITALIA
1946**

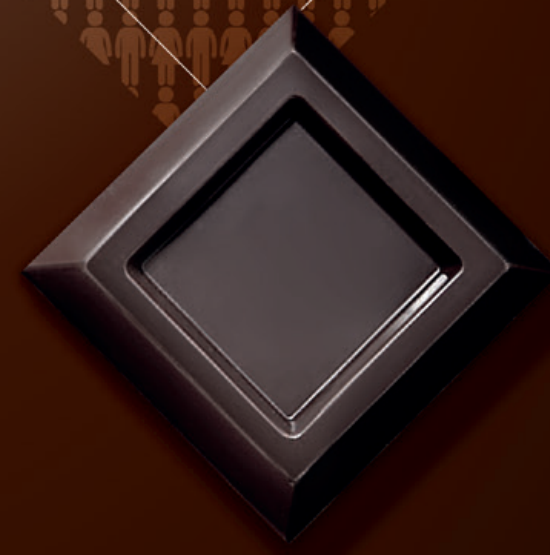


250
workers

50
and more countries
where we export



18.000
mq of production
and warehouse
area



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www.laica.eu

Gulfood: toward Expo 2020

5,000 exhibitors, 120 nations represented, 98,000 visitors expected from 193 countries, over one million square meters of fairground. Food and beverage, as well as showcooking. These are the main features of Gulfood's 24th edition, in Dubai from the 17th until the 21st February.

An event that never fails to surprise and attracts buyers and visitors from a big world area. Dubai is indeed a strategic and not-to-be-missed business hub for professionals proceeding from the Middle East and Asia. In Gulfood, you can come across with both foodservice and retail operators. Let's not forget that the country is now enjoying a period of great euphoria: Expo 2020 is right behind the corner. This is evident from the intense and frenetic activities that are taking place in Dubai: cranes and new build-

ings, for an exhibition ground that, for its beauty and majestic, is expected to surpass all previous editions.

This is going to be the Expo of wonders. Millions of people are expected from all over the world, and they all must be fed and housed. For this very reason, the foodservice and hospitality sectors become increasingly strategic. Now, it's time to pave the way for what will come.

Hence, Gulfood represents the right stage to see, analyze and plan future developments. Because Dubai is not going to stop after Expo 2020: the new goal of the United Arab Emirates is to become a top tourist destination.

From desert to skyscrapers, it was a very short step. If you want to see the city of the future, this is the right place to be.

GULFOOD: VERSO EXPO 2020

5mila espositori, 120 nazioni rappresentate, 98mila visitatori attesi da 193 paesi, oltre un milione di metri quadri di prodotti esposti. Food e bevande. Ma anche showcooking. Questi i numeri della 24esima edizione di Gulfood, in scena a Dubai dal 17 al 21 febbraio. Un evento che non manca mai di sorprendere. E che accoglie buyer e visitatori di un'ampia

parte del mondo. Dubai rappresenta infatti un hub strategico ed essenziale per una vasta area che va dal Medio Oriente passando per l'Asia. A Gulfood è possibile incontrare sia il retail sia l'Horeca. Non bisogna dimenticare poi che il paese sta vivendo un momento di grande euforia. L'Expo 2020 è alle porte. Lo si vede dall'intensa e frenetica attività che si svolge a Dubai.

Gru e nuove costruzioni, per un'area espositiva che si appresta a superare in bellezza e maestosità tutte le edizioni precedenti. Sarà l'Expo delle meraviglie. Sono previste milioni di persone da tutto il mondo. Tutte da sfamare e dissetare. Per questo il comparto alimentare diventa strategico. Occorre gettare i ponti per lo sbarco che avverrà il prossimo anno.

Gulfood rappresenta dunque la vetrina giusta per poter vedere, studiare e programmare le scelte per il futuro. Anche perché Dubai non si fermerà a Expo 2020. La nuova strategia degli Emirati tende a farla diventare un polo turistico d'eccezione. Dal deserto ai grattacieli: il passo è stato breve. Se si vuole vedere la città del futuro bisogna venire qui.

IGOR
Gorgonzola



www.igorgorgonzola.com

Gulfood

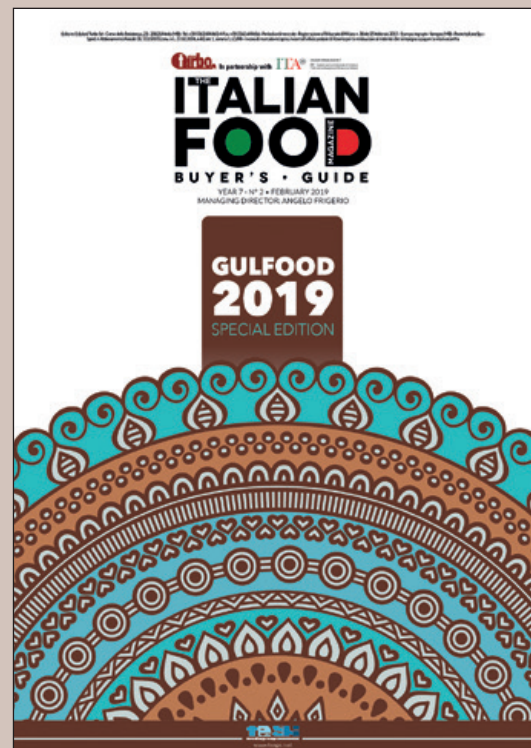
17 - 21 FEBRUARY 2019
DUBAI WORLD TRADE CENTRE



THE WORLD
OF GOOD.
THE WORLD
OF FOOD.

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D2-41



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NEWS

PARMIGIANO REGGIANO: NEW ADVERTISING CAMPAIGN IN THE GULF COUNTRIES

Massive advertising campaign in Saudi Arabia, United Arab Emirates and Kuwait for the Parmigiano Reggiano Consortium. The initiative is part of a multi-year investment plan aimed at developing the market potential in the Gulf area. The campaign, developed by Hirux International, is based on a television commercial to be broadcast in target countries. "The strategy of the Consortium", it said in a statement, "is to educate Arab consumers about the unique features of Parmigiano Reggiano". A Hirux/Nielsen research highlighted how consumers still confuse Parmigiano Reggiano with the generic parmesan. The storyboard of the commercial puts on stage the difference between the two products: in a typical Arab family, the mother, played by Carol Hannoun, tries to convince her son to eat generic parmesan. The child calls the police who, after a spectacular break into the house, unmasks the woman who turns out to be an impostor. The television campaign includes 1,886 appearances on the Pan Arab channels and 1,369 on Pan Asia channels. In the meanwhile, a web campaign will be launched on YouTube, Facebook and Instagram.

Parmigiano Reggiano: nuova campagna pubblicitaria nei Paesi del Golfo

Massiccia campagna pubblicitaria in Arabia Saudita, Emirati Arabi Uniti e Kuwait per il Consorzio del Parmigiano Reggiano. L'iniziativa si inquadra in un piano di investimento pluriennale che punta a sviluppare le potenzialità di mercato nell'area del Golfo. La campagna, sviluppata da Hirux International, è basata su uno spot televisivo da diffondere nei Paesi target. "La strategia del Consorzio", si legge in una nota, "punta a educare i consumatori arabi alle specificità del Parmigiano Reggiano". Una ricerca Hirux/Nielsen, infatti, ha evidenziato come i consumatori confondano il Parmigiano Reggiano con il generico parmesan. Lo storyboard dello spot mette pertanto in scena la contrapposizione tra i due prodotti: in una tipica famiglia araba, la madre, interpretata da Carol Hannoun, cerca di convincere il figlio a mangiare il generico parmesan. Il bimbo chiama la polizia che, dopo una spettacolare irruzione nella casa, smaschera la donna che si rivela essere un impostore. La campagna televisiva prevede 1.886 passaggi sui canali Pan Arab e 1.369 su quelli Pan Asia. In parallelo sarà avviata anche una campagna web su YouTube, Facebook e Instagram.

EXPORT CHINA: SIGNED A DEAL FOR THE AIR SHIPMENT OF CITRUS FRUIT AND A NEW AGREEMENT ON HAZELNUTS

Italian citrus fruits will now arrive in China also by air and not just by ship; green light also to the export of hazelnuts and alfalfa to the Asian country. This was established on the past January 23rd during a negotiation in Beijing attended by Italian Minister of Agricultural, Food, Forestry and Tourism Policies, Gian Marco Centinaio. "The signing of these agreements represents an important step forward for our agriculture, which can now approach a market with great potential for our exports like China". According to the Ministry, the agreement on the air transport of citrus fruit is provisionally in force.

Export Cina: siglato protocollo per la spedizione aerea degli agrumi e nuovo accordo sulle nocciole

Gli agrumi italiani arriveranno in Cina anche in aereo e non più solo in nave; via libera anche all'export di nocciole ed erba medica verso in Paese asiatico. È quanto stabiliscono gli accordi siglati lo scorso 23 gennaio dal ministro delle Politiche agricole alimentari, forestali e del turismo, Gian Marco Centinaio, nel corso della sua visita a Pechino. "La firma di questi accordi rappresenta un passo in avanti importante per la nostra agricoltura, che può approcciare oggi un mercato dalle grandi potenzialità per le nostre esportazioni come quello cinese", commenta Centinaio. In una nota il Mipaaf ha fatto sapere che l'intesa sull'export di agrumi per via aerea è già provvisoriamente applicabile.

ALIMENTARI RADICE LAUNCHES ITS ROAST TURKEY HALAL

The company from Lentate sul Seveso (Lombardy Northern Italy) presets a cylindrical shaped product, obtained from turkey breast, salted, churned, mechanically tied and oven baked; after the cooling it is packed under vacuum and pasteurized. It has a roasted smell and taste, delicate and natural. Internal colour is creamy white; externally is brown due to roasting. Texture is compact when cut, soft, not chewy. The Roast turkey is certified Halal (N. certificate 0270), issued by the Ethics Committee of Halal Certification of Italian Islamic Religious Community. It is OGM free, gluten free, and allergens free. Shelf life is 90 days.

www.alimentariradice.com

Alimetari Radice propone l'Arrosto di tacchino Halal

L'azienda di Lentate sul Seveso (Lombardia, Nord Italia) realizza un prodotto dalla forma cilindrica, ottenuto da fese di tacchino salate, zangolate delicatamente, insaccate in budello e rete, cotte a vapore. Dopo essere raffreddate, vengono confezionate sottovuoto e pastorizzate. Il profumo è delicato e naturale, il colore bianco crema uniforme, con una leggera incrostatura dorata. La consistenza è tenera e al taglio tiene perfettamente la fetta. L'Arrosto di tacchino è certificato Halal (n. certificato 0270) dal Comitato etico per la certificazione Halal della comunità religiosa islamica Italiana. Non contiene OGM, allergeni e glutine. La shelf life è di 90 giorni.

www.alimentariradice.com



SALUMIFICIO SOSIO PRESENTS ITS HANDMADE BRESAOLA DE 'BAITA' HALAL

Bresaola De 'Baita' Halal - Halal Air Dried Cured Beef is produced by the Sosio cured meat factory, based in the Sondrio province (Lombardy Region). It is characterized by a delicate and slow production process, which results in a product of tender and elastic texture, no darker edges, with uniform red colored slices, that remain unaltered even after the product is taken out of the vacuum pack. "For our Bresaola De 'Baita' Halal we only choose the best meats that we work with salt, some spices but also a lot of care and all the advantages and privileges of the fine air of the mountains", says the company. "The wisdom of master craftsmen, the time and passion of our everyday actions make it unique and unmistakable." The product's shelf life is 90 days from packing date. It is gluten free, lactose free, and GMOs free.

www.labresaoladebaita.it/en/



Salumificio Sosio presenta la Bresaola De 'Baita' Halal

Prodotta dal Salumificio Sosio, con sede nella provincia di Sondrio, in Lombardia, la Bresaola De 'Baita' Halal è caratterizzata da un particolare processo produttivo che tutela il prodotto certificato lungo tutta la filiera. Dalla consistenza morbida e dal colore rosso uniforme, la bresaola Halal mantiene inalterate le proprie qualità organolettiche anche una volta estratta dal confezionamento in sottovuoto. "Per la nostra Bresaola De 'Baita' usiamo solo i tagli di carne più pregiati, lavorati con sale, spezie e grande cura, che beneficiano dell'aria fresca e pura delle nostre montagne", spiega l'azienda. "La bravura dei nostri artigiani, unita alla passione che ogni giorno mettiamo nel nostro lavoro, lo rendono un prodotto davvero unico e inconfondibile". La shelf life è di 90 giorni dalla data di confezionamento. Vanta un elevato contenuto di proteine, un basso contenuto di grassi, ed è priva di glutine e lattosio.

www.labresaoladebaita.it

FERRERO IS RUNNING FOR ARNOTT'S AND KELLOGG'S

Delacre in Belgium, Thorntons in England and, in the USA, Fannie May, Ferrara Candy and the candy division of Nestlé. These were Ferrero's acquisitions around the world over the past few years. But the Alba-based multinational corporation is determined to keep on growing. "The chocolate confectionery arena is too much crowded right now and our growth ambitions are too big. We want to do more", said Giovanni Ferrero, the company's executive president. No sooner said than done. Nutella's company would be in the running to acquire the Australian brand of biscuits Arnott's. Moreover, according to CNBC, Ferrero would also have presented an offer to purchase Keebler and Famous Amos biscuits, as well as fruit snacks, from Kellogg's. The transaction, valued in more than 1.5 billion dollars, aroused the interest of other companies, namely Hostess Brands and B&G Foods.

I super acquisti di Ferrero, in corsa per Arnott's e Kellogg's

Delacre in Belgio, Thorntons in Inghilterra e, negli Usa, Fannie May, Ferrara Candy e la divisione dolci di Nestlé. Sono gli acquisti di Ferrero, nel mondo, negli ultimi anni. Ma la multinazionale di Alba è decisa a crescere ed espandersi, guidata dal suo presidente esecutivo, Giovanni Ferrero, che lo scorso anno dichiarava: "L'arena del choco-confectionery è ormai troppo affollata e le nostre ambizioni di crescita troppo grandi. Vogliamo fare di più". Detto, fatto. La società madre della Nutella sarebbe in corsa per acquisire, in Australia, i biscotti Arnott's. Inoltre, secondo fonti della Cnbc, l'azienda di Alba avrebbe presentato un'offerta anche per acquistare i brand di biscotti Keebler e Famous Amos, oltre agli snack di frutta, della Kellogg's. L'operazione, il cui valore supererebbe gli 1,5 miliardi di dollari, vede in lizza anche le società Hostess Brands e B&G Foods.

Where business takes place

OVER 98,000 VISITORS ARE EXPECTED TO ATTEND GULFOOD 2019, IN DUBAI FROM 17TH TO 21ST FEBRUARY. BELOW, A PREVIEW OF THE PRODUCT INNOVATIONS THAT WILL BE SHOWCASED BY ITALIAN EXHIBITORS.



SAUDI APPETITE ASKS FOR ORGANIC FOOD

The appetite for organic foods in Saudi Arabia is on an upward trajectory, with a third of consumers (33%) purchasing more in 2018 compared to the previous year, according to a survey conducted by YouGov and commissioned by Arla Foods, which also revealed that over half of Saudi consumers (55%) purchase organic foods more than once a month. The leading driver of this trend is health reasons (64%) with 49% of consumers believing organic food to be healthy, more natural (45%) and safer for consumption (44%) when compared to conventional food due to production methods that are free from pesticides, added hormones and antibiotics. According to the survey, over half of Saudi consumers (51%) also believe organic products to taste better. Ethical food choice motives – concern for environment (19%) and animal welfare (12%) – also have a strong influence on consumers' attitudes in Saudi Arabia.

Fruit and vegetables is the dominant organic category, making up 66% of the market, followed by dairy (50%), eggs (49%), poultry (45%), cereals and bakery (44%), fish (36%), and red meat (35%). Of the 24% of consumers that never purchase organic, 51% are simply not in the habit of purchasing organic. Price is also considered a major barrier cited by almost a third (32%) of respondents.

Population and tourism growth are expected to drive food demand and consumption in the Middle East over the next two years. To the point that food imports in the Gcc (Gulf countries) are forecast to double to 53.1 billion dollars by 2020 (source: Meed). With its

strategic geographic location and fast-growing population, the Middle East is a diverse and thriving market ripe with growth opportunities for international food and beverage companies and investors. The Gcc, in particular, is home to a young population with

high disposable income and a strong appetite for international cuisine and organic food products.

As one of the world's largest annual f&b event, Gulfood provides an ideal platform for food and beverage companies to showcase their offerings,

expand their global reach and access new business opportunities. Over 98,000 visitors from 198 countries, as well as 5,000 exhibitors and 120 country pavilions are expected to attend Gulfood 2019 between February 17th and 21st at the Dubai World Trade Centre.



HEALTHY FOOD: SECTOR'S MENA GROWTH SET TO OUTSTRIP GLOBAL AVERAGE

Euromonitor International forecasts the Mena region's health, wellness and free-from product sales will rise 7% over the next five years compared with a global average of 4%. Euromonitor says regional consumers are paying more attention than ever to what they eat and are opting "for products that make them feel good and lead to long-term health benefits." The research provider has identified regional key trends as: vegan and gluten free products, along

with plant-based proteins, products with low-calorie options and those with no 'artificial' ingredients, including sweeteners, as well as longevity foods such as avocado oil and dragon fruit. Such is the region's appetite for food with health benefits that Gulfood organiser Dwtc has given health, wellness & free-from its own showcase sector within the 2019 event. "The importance of nutrition has spiralled in recent years," explained Trixie LohMirmand, senior vice president, exhibitions & events, Dwtc. "The advice to 'eat well' is no longer just about keeping our bodies healthy. Eating responsibly also implies a sense of knowing what and when to eat, as well as an awareness of where food comes from and how it is produced. The backstory of products is becoming as important as tastes."



WHAT CONSUMERS WANT

According to the Gulfood Global Industry Outlook Report, frozen food demand is on the rise due to consumers' hectic lifestyle, more women entering workforce and changing consumer preferences. The outlook for fresh product imports in the Mena region is also bright with Saudi Arabia, the UAE, Kuwait and Egypt among the top importers in this category, accounting for over 2% of global fresh produce imports.

The Middle East and Africa's soft drink market is projected to grow by 4.9% to make up 9.8% of the total global retail value by 2023, according to Euromonitor, while the region's hot drinks market is forecast to grow by 5.7% over the same time period, accounting for 11% of the total global retail value. Dubai serves as a re-export hub for hot drinks, such as tea and coffee, thanks to the emirate's ideal geographic position and trade connections.

Growth within the Middle East's food and beverage market is driven by its diverse consumer groups which have an appetite for a wide range of cuisines. The UAE, for example, is home to over 200 nationalities, while the number of tourists flocking to the country continues to grow every year. With Dubai expected to accommodate 25 million visitors by 2020 - due to Expo Dubai 2020 - the UAE's hospitality sector is in the midst of rapid expansion, with new hotels and restaurants looking to cater to the changing needs and demand of tourists.

In Saudi Arabia, religious tourism remains a key driver of consumer demand. Plans are in place to increase the number of annual foreign Umrah pilgrims from the current 8 million to 15 million by the end of 2020 and to 30 million by 2030, which would create new growth opportunities for companies operating in the food and beverage sector.

Consumers in the Middle East are increasingly looking to try new types of cuisines and food products, while they are also demanding convenient delivery options. The region's hospitality sector is expanding and several new hotel and retail projects are in the pipeline, especially within the UAE and Saudi Arabia. Shopping malls and hotels are still the preferred locations to open new restaurants due to the growing number of tourists. A report from Al Masah Capital revealed that Dubai alone is expected to add 57,000 hotel rooms in hotels and serviced apartments by 2020.

HIGHLIGHTS

• With 1.8 billion Muslims, and Muslim spend estimated at 2.1 trillion dollars in 2017, the Islamic economy continues its steady growth.

• Global Muslim spend across lifestyle sectors was 2.1 trillion US dollars in 2017, while the Islamic finance sector has 2.4 trillion US dollars in total assets.

• Food and beverage leads Muslim spend by category at 1.3 trillion US dollars, followed by clothing and apparel at (270 billion), media and entertainment at (209 billion), travel at (177 billion), and spending on pharmaceuticals and cosmetics at 87 billion and 61 billion US dollars respectively.

Source: The State of the Global Islamic Economy Report 2018/2019

MARKET LEADERS

1 Malaysia
For the fifth year running, Malaysia overall has the leading Islamic economy ecosystem.

2 United Arab Emirates
The UAE's Islamic economy strategy has helped create a leading trade-driven ecosystem.

3 Bahrain
Bahrain has assumed third spot, led by its advanced Islamic finance ecosystem.

4 Saudi Arabia
Saudi Arabia remains a dominant player, but with significant unrealised potential.

Source: The State of the Global Islamic Economy Report 2018/2019

IGOR

Meet us at Gulfood:
Hall: D2 - Booth: D2-41

**GRAN RISERVA
LEONARDI SELECTION**



Product description

A Premium Gorgonzola characterized by a sweet flavor and intense aromatic nuances: the proud result of a dedicated craftsmanship and careful selection. Appearance: a pink-coloured wrinkly rind, straw-yellow white paste with characteristic green veins; not edible rind. To the touch: the consistency of the paste is soft and creamy. Smell: pleasant and appetizing. Taste: sweet.

Ingredients

Whole cow's milk (98,26%), selected milk enzymes (1,5%), selected penicillium mould (0,01%), dehydrated sea salt (0,21%), animal rennet (0,002%).

Shelf life

59 days.

Packaging details

Wheel (12 kg), 1/2 wheel (6 kg), 1/8 wheel (1,5 kg) 1/16 wheel (750 g).

International certifications

Iso 22000, Brc, Icf.

WWW.IGORGORGONZOLA.COM

GIULIANO TARTUFI

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C46

TRUFFLE POWDER



Product description

Dressing based on truffle powder, very easy to use (directly on every kind of dish).

Ingredients

Mushrooms and truffle powder.

Shelf life

12 months.

Packaging details

Plastic jar.

International certifications

Icf.

WWW.GIULIANOTARTUFI.IT

GIACINTO CALLIPO CONSERVE ALIMENTARI

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-D44

TUNA FILLETS IN OLIVE OIL



Product description

Entirely produced in Italy with first choice round Yellowfin tuna. The jar filling process is carried out by hand, respecting longstanding local traditions. Callipo fillets are the only ones on the market containing Presal (protected trademark) iodized salt, which maintains a constant the level of iodine even after the cooking.

Ingredients

Yellowfin tuna 'Thunnus albacares', olive oil, Presal - protected iodized salt (Italian sea salt, potassium iodate 0,007%).

Shelf life

5 years.

Packaging details

170 g glass jar.

International certifications

Brc, Icf, 9001, 14001, Msc, Kosher, Reg Ue 834/2007, Fda.

WWW.CALLIPO.COM

MOLINO DALLAGIOVANNA G.R.V.

Meet us at Gulfood:
Hall: Za'abeel 2 - Booth: Z2-C96

LEDIVINE



Product description

From a selection of the best Italian grains, washed and slowly cold-milled, comes 'LeDivine', a multipurpose Italian flour line, ideal for all professional needs, inspired by women.

Ingredients

Soft wheat, 00 Type.

Shelf life

1 year.

Packaging details

25 kg, paper bag. The bags are closed by ultrasound.

International certifications

Halal, Brc, Icf, Iso 9001, Organic, Kosher, Iso 22000, Sa8000, Iso 14001, Oh&Sas 18001.

WWW.DALLAGIOVANNA.IT

BRAZZALE

Meet us at Gulfood:
Hall: 1 - Booth: C1-24

**GRAN MORAVIA
RIPENED HARD CHEESE**



Product description

Gran Moravia is a high-quality ripened hard cheese. It is vegetarian, lactose free and halal certified, and combines artisanal Italian tradition and know-how to advanced production techniques. Gran Moravia is produced thanks to the Eco-Sustainable Supply Chain, that is made of a network of about 80 farms on an area of approximately 80,000 hectares. The around 17,000 milk-producing cows can count on 4.5 hectares each. Very strict standards have been set in order to reduce the environmental impact, enhance animal wellbeing, and promote a responsible use of water sources. In addition, thanks to the Multimedia Label of Origin, Gran Moravia provides consumers with an unprecedented level of transparency based on satellite imagery.

Ingredients

Cow's milk, salt and rennet from vegetable culture.

Shelf life

12 months.

Packaging details

Available in whole wheels, blocks, portions, grated, snacks and much more.

International certifications

Brc, Icf, Iso, Vegetarian approved, Halal.

WWW.BRAZZALE.COM;
WWW.GRANMORAVIA.COM

MOLINO PASINI

Meet us at Gulfood:
Hall: Za'abeel 3 - Booth: Z3-C21

00 VERDE PIZZERIA



Product description

00 soft wheat flour perfect for pizza making. Approved by Avpn (Associazione Verace Pizza Napoletana)

Ingredients

Soft wheat flour type 00.

Shelf life

9 months from the grinding.

Packaging details

Paper bags available in 10 kg and 25 kg.

International certifications

Brc, Fssc, Icf, Uni En Iso, Kosher.

WWW.MOLINOPASINI.COM

Since 1973



The lightest

Turkey Breast
low fat
only steamed
gluten free
100% breast

maximum
0.5%
fat

Salumificio Pavarotti - Via Case Bruciate, 15 - Castenuovo Rangone (Mo) - Italy
salumificiopavarotti.it - info@salumificiopavarotti.it



follow

HALAL FOOD MARKET OUTLOOK

The food production chain has become so incredibly diversified, with ingredients sourced from all over the world, that many components are not halal certified, even if not actually haram (prohibited).

Overall, halal food has more companies than any other sector of the Islamic economy. More and more products are on offer as ingredients are increasingly halal certified, and company portfolios diversify to cater to increasingly sophisticated taste buds, from burgeoning demand for halal-certified mozzarella, to growing demand for organic food.

Organic growth experienced by halal food companies, in particular, is difficult to ignore. There are a robust list of halal food participants that have already, or are close to surpassing US\$100 million in revenues, in particular in North America.

Multinationals have noted the opportunity, with Haribo opening a halal candy store in London, and Japan's Mitsubishi Corporation investing in the UAE's Al Islami Foods. The opportunity has been seized upon to differing degrees across the planet, by Muslim and non-Muslim companies alike. In fact, some of the most prominent halal food brands and producers are in non-Muslim countries, such as the USA, Great Britain and China.

Halal food is also becoming popular because it is perceived as being trustworthy, notably in China, which has been rocked by numerous food scandals in recent years. Despite China having a tiny Muslim population, the bulk of production is for domestic consumption. The country is, however, gearing up to be a major halal food exporter. In the provinces of Xinjiang, Gansu, Xian and Lanzhou alone, there are some 5,000 halal food companies. Regulatory oversight of halal food production is steadily improving, with the UAE and Malaysia taking the lead. With Muslim spend on food and beverages valued at 1.3 trillion US dollars in 2017, and forecast to reach 1.9 trillion US dollars by 2023, there are significant opportunities for investment and the creation of global halal food brands.

Source: The State of the Global Islamic Economy Report 2018/2019



FOOD COMMERCE - ITALY

Meet us at Gulfood:
Hall: Sheikh Saeed 1 - Booth: S1-B28
FARFALLE (BOWTIES)



Product description
Italian dry pasta. Farfalle from durum wheat semolina.

Ingredients
100% durum wheat semolina.

Shelf life
3 years.

Packaging details
Packed in 500 g bags and in 5 kg bulks.

International certifications
Brc, Ifs, Iso.

WWW.PASTAOTTIMA.IT

PASTIFICIO ANTONIO PALLANTE

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C56
PASTA REGGIA, PASTA NUTRI BIO, PASTA NUTRI MIO



Product description
Pasta of durum wheat semolina.

Ingredients
Durum wheat semolina and water.

Shelf life
3 years.

Packaging details
Cello bag film in external American box or display carton.

International certifications
Iso 9001:2008, Iso 22000:2005, Iso 22005:2008, Brc, Ifs (Higher level) all by Bureau Veritas Certification. Nop Certification - as for the organic pasta in the USA.

WWW.PASTAREGGIA.IT

PASTIFICIO ATTILIO MASTROMAURO – GRANORO

Meet us at Gulfood:
Hall: Sheikh Saeed 1 - Booth: S1-C25
FUSILLI N. 260 'GRANORO DEDICATO'



Product description
Bronze extruded pasta made of durum wheat semolina 100% from Apulia (South Italy).

Ingredients
Durum wheat semolina 100% from Apulia.

Shelf life
36 months from date of packaging.

Packaging details
Cellophane.

International certifications
Brc, Ifs, Icea, Iso 22000:2005, Halal, Kosher, Ohsas 18001:2007, SA8000, EMAS, Certificazione del Metodo di Produzione Biologico, ISO 14001:2004, Prodotto di Qualità Puglia.

WWW.GRANORO.IT

PASTIFICIO DI MARTINO GAETANO & F.LLI

Meet us at Gulfood:
Hall: Sheikh Saeed 1 - Booth: S1-D34
PENNE MEZZANI RIGATE



Product description
Short cut featuring the same cross section of Mezzani, a grooved surface and a slanted cut. Excellent for meat ragu, it also goes well with vegetables-based sauces. 100% Italian durum wheat, PGI Gragnano Pasta, with minimum 14% protein. Rough surface able to perfectly hold sauces and enhance flavours. Slow drying process at low temperature. Official supporter of Slow Food Italia.

Ingredients
Durum wheat semolina, water.

Shelf life
2 years.

Packaging details
PP, 500 g.

International certifications
Pgi, Ifs, Brc, Iso 9001.

WWW.PASTADIMARTINO.IT

PRINCIPATO DI LUCEDIO

Meet us at Gulfood:
Hall: Za'abeel 2 - Booth: Z2-C84
RED ERMES RICE



Product description
Red Hermes long-grain brown rice is a red brown rice grown in Italy. A healthy and complete food rich in fibre, mineral salts and anthocyanins, powerful antioxidants that give it its natural red colour. It has an intense wheat flavour and light spiced and green tea notes. Excellent with vegetables and in salads, as a side dish, and in stuffings.

Ingredients
100% Red Hermes Rice.

Shelf life
18/21 months.

Packaging details
500 g cello bag, 1 kg cello bag, 5 kg cello bag.

International certifications
Kosher.

WWW.PRINCIPATODILUCEDIO.IT

RISERIA VIGNOLA GIOVANNI

Meet us at Gulfood:
Hall: Za'abeel 2 - Booth: Z2-B65
RISO VIGNOLA ORGANIC



Product description
Organic rice grown in Italy with mulching seeding system.

Ingredients
Organic carnaroli rice, organic arborio rice.

Shelf life
24 months.

Packaging details
Paper Zip Lock Pack - 26.5 oz (750 g).

International certifications
Organic, Usda Organic, Biosuisse Organic, Ibd, Demeter, Fairtrade, Kosher, IFS, BRC, STP Gluten Free, IGP riz de Camargue.

WWW.RISOVIGNOLA.IT

SP

Meet us at Gulfood:
Hall: Za'abeel 2 - Booth: Z2-B77
RICE - DRIED PASTA



Product description
High quality of all varieties of rice, and artisanal producer of dried Italian pasta.

Ingredients
Rice, whole wheat flour, rice and corn flour, vegetable flavour, eggs.

Shelf life
12-18-24 months.

Packaging details
Material: poly, paper. Weight: 1 kg, 5 kg, 10 kg, 20 kg, 25 kg, big bag, bulk.

International certifications
Brc Food, Ifs Food, Iso 9001, 14001, 22000, 22005, Halal, Kosher, Hccp, Sedex.

WWW.SPSPA.IT

AMICA CHIPS

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-A14
BI-BIP SNACK



Product description
Nutritionally balanced for children, the product is composed of a bag of cheese snack 'Bi-bip' (oven baked), and a peach smoothie (95% fruit). A gadget is also included (pencil top 'emoji').

Shelf life
180 days.

International certifications
Ifs.

WWW.AMICACHIPS.IT

ASOLO DOLCE

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-E55
TINDY



Product description
Delicious, oven baked puff pastry filled with delightful hazelnut cream.

Ingredients
Hazelnut cream 37% [sugar, non-hydrogenated vegetable oils (palm, sunflower), hazelnuts (8%), skimmed milk powder, light cocoa powder, flavouring (vanilla)], soft wheat flour type 0, vegetable margarine [oils and fats (palm and sunflower), water, emulsifier: E471, salt, acidity regulator: E330, flavourings], sugar, salt. May contain traces of eggs, soy and other nuts.

Shelf life
13 months.

Packaging details
Plastic 10 g.

International certifications
Ifs, Brc not announced audit (the company can be audited in any moment).

WWW.ASOLODOLCE.IT

BACCO

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-B19
LA GOLOSA DI BACCO - PISTACHIO SPREAD



Product description
A homemade, genuine and tasty cream, directly from Sicily to your table. With 30% of pistachio in a 'sea' of milk, ideal to enjoy at any time of the day: for breakfast or during tea break, this sweet spread is a great snack for children and adults alike. Exquisite on a piece of bread and ideal to decorate or prepare desserts and cakes.

Ingredients
Sugar, pistachio paste 30% (pistachio, colorants: chlorophyll, curcumin), oils and non-hydrogenated vegetable fats: fats (palm, palm kernel) oil (sunflower), powdered skimmed milk, whey powder, emulsifying agent (sunflower lecithin) flavouring (vanillin).

Shelf life
12 months.

Packaging details
Glass jar net weight 200 g, also available in 1-3 kg size and with pistachio grains inside.

International certifications
Brc, Ifs, in the coming months also Halal certification.

WWW.BACCOSRL.COM

BONOMI

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-D50
GLAZED PUFF PASTRY



Product description
Glazed Puff Pastry are a delicate and delicious pastry made of several layers of mainly butter and wheat. The layer-over-layer overlapping creates a light and delicious sweet, covered with an apricot jam glazing.

Ingredients
Wheat flour, glazing 30%* (sugar, egg white), vegetable margarine (palm fat, sunflower oil, water, emulsifiers: mono and diglycerides of fatty acids), butter, apricot decoration (glucose-fructose syrup, sugar, apricot purée, water, modified starch, gelling agent: pectin), glucose syrup, malt (wheat and barley), salt, natural flavourings. (* in the finish product).

Shelf life
10 months.

Packaging details
Packaging material: PP; tray+cover: Pet; weight: 200 g.

International certifications
Brc, Ifs, Halal Italia, IT-Bio-009.

WWW.FORNOBONOMI.COM

DECO INDUSTRIE S.C.P.A.

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-B54
LORIANA PIADINA - SFOGLIATISSIMA WITH EXTRA VIRGIN OLIVE OIL



Product description
Piadina is a flat bread that can be filled with other products like meat or vegetables. Loriana Sfogliatissima is 100% vegetable and without animal fats, where the authentic Italian recipe meets with the king ingredient of the Mediterranean Diet, the extra virgin olive oil.

Ingredients
Wheat flour, water, extra virgin olive oil, salt.

Shelf life
120 days.

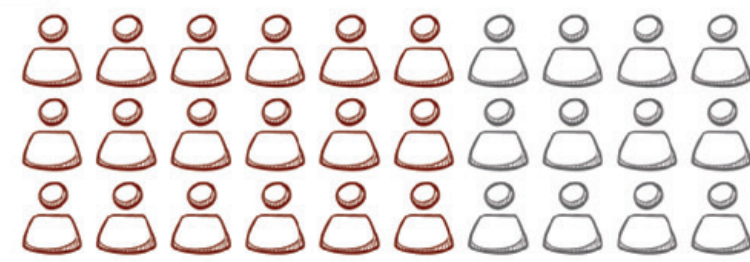
Packaging details
Flowpack 350 g/3 pcs (15 x 300 x 380).

WWW.DECOINDUSTRIE.IT
WWW.PIADINALORIANA.IT

GLOBAL ISLAMIC ECONOMY

Key Drivers Today

1 Fastest Growth & Youngest Population



2017 **1.8 Bn Muslims** 2060 **3.0 Bn Muslims** (↑70%)



24 MEDIAN AGE (2015) in Islamic World **32** MEDIAN AGE (2015) Rest of World

US\$745 Mn

Disclosed private equity or venture capital investments, 2015 – 2018

3 Significant Trade in Islamic Economy Lifestyle Products

IMPORTS



US\$271.8 Bn

by Islamic countries (OIC*) 2017

EXPORTS



US\$210.5 Bn

Source: The State of the Global Islamic Economy Report 2018/2019

GRAN BON

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C25

**BRUSCHETTE
WITH TURMERIC AND GINGER**



Product description

Slices of crunchy toasted bread with turmeric and ginger. Oven baked, not fried.

Ingredients

Wheat flour, remilled durum wheat semolina, extra virgin olive oil 6%, olive oil 5%, salt, turmeric 2%, ginger 2%, yeast, malted wheat flour, wheat gluten.

Shelf life

300 days.

Packaging details

Net weight: 200 g/7,05 oz.

International certifications

Ifs Food, Brc.

WWW.GRANBON.IT

I GUINIGI LUCCA

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-B24

**WHOLE SPELT FLOUR
'SACCOTTINO' WITH HAZELNUTS
AND COCOA CREAM FILLING**



Product description

Bite-size pie made of whole spelt flour, filled with hazelnuts and cocoa cream.

Ingredients

Wheat flour, hazelnuts and cocoa cream 22% (sugar, non-hydrogenated vegetable oils and fats (sunflower oil, cocoa butter), hazelnuts 10%, skimmed cocoa powder 8%, milk powder, emulsifier: sunflower lecithin, flavoring); margarine [(totally refined vegetable oils (coconut, sheanut), water, salt, emulsifiers: (mono and diglycerides of fatty acids, sunflower lecithin), preservative: potassium sorbate, acidity regulator: citric acid, butter flavoring, dye: beta-carotene)], sugar, butter (milk), pasteurized eggs, whole spelt flour 10%, cocoa, raising agents: (disodium diphosphate, sodium carbonate, wheat starch, anti-caking agent: calcium carbonate), honey, emulsifier: soy lecithin, malted wheat flour, flavorings, salt.

Shelf life

12 months.

Packaging details

Plastic tray, plastic film, paper box, 40 g.

International certifications

Ifs.

WWW.IGUINIGI.COM

LA MOLE - F.LLI MILAN

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C43

SCHIACCIATINE



Product description

Thanks to the handy single package of 37,5 g and to the low caloric intake, the Schiacciatina is the perfect snack for every moment of break, also because it does not contain artificial flavourings, hydrogenated or animal fats, and it is 100% vegan. Starting from the Classic one, crunchy as freshly baked, leading to the Rosemary ones, delicate and suitable in every occasion and the Schiacciatina Pizza, with an intense Mediterranean flavour.

Ingredients

Cereal flour, palm not hydrogenated, brewer's yeast, salt, malted cereal flour, natural flavoring.

Shelf life

8 months.

Packaging details

150 g (4 handy single package of 37,5 each).

International certifications

Ifs and Brc standards in 2004, Fda and Kosher.

WWW.LA-MOLE.COM

LAICA

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-B44

THE EXTRA DARK 72%



Product description

The extra strength of dark chocolate 72% declined in three shapes - filled cocoa boules, tablet 100 g and block - for a moment of intense cocoa flavour. Crispness and smoothness enclosed in a single bite, from which emerges the typical bitter, yet pleasant taste of Laica's fondant: a fragrant, harmonious and balanced chocolate.

Ingredients

Extra dark chocolate 72%.

Shelf life

24 months for tablet and block; 18 months for boules.

International certifications

Iso 22000, Brc, International Food Standard, Utz, Rspo, Kosher, Sedex, Fairtrade.

WWW.LAICA.EU

LAMERI

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-D33

**ORGANIC GRANOLA
WITH HAZELNUTS, PISTACHIO
AND WHITE CHOCOLATE**



Product description

Mix of cereals (puffed, crunchy and flaked) enriched with hazelnuts, pistachio and white chocolate, with chia seeds and sunflower seeds. This granola is an excellent alternative for your natural and healthy breakfast, or simply a crunchy snack.

Ingredients

Oat flakes* 42,1%, cane sugar*, sunflower oil*, wheat flakes* 6,1%, durum puffed wheat* 5,4%, hazelnuts* 5%, pistachios* 5%, white chocolate* 5% (cane sugar*, cocoa butter*, whole milk powder*), dehydrated coconut in flakes*, chia seeds* 2%, quinoa extruded* 1,7% (quinoa flour*, rice flour*, corn flour*, cane sugar*, salt), sunflower seeds* 1,4%, puffed millet* 1,1%, burnt sugar*, salt. (* organic)

Shelf life

12 months.

Packaging details

Transparent bag, 400 g net weight.

International certifications

Iso 9001, Ifs, Brc, Organic certification.

WWW.LAMERI.IT

MENZ&GASSER

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C24

HONEY SNAP & SQUEEZE



Product description

The new Snap & Squeeze single portions by Menz&Gasser is a fun, clean and convenient way to enjoy honey whenever and wherever you want. Besides the traditional 'peeloff' opening, now with Snap & Squeeze you can also open the portion by simply pressing with your thumb and squeezing out the product, with no need for a knife or spoon.

Ingredients

Honey.

Shelf life

18 months.

Packaging details

Each single portion is 20 g.

International certifications

Gluten Free, Halal, Kosher.

WWW.MENZ-GASSER.IT/EN/

MORATO PANE

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C25

BREAD CHIPS MORATO



Product description

Thin sheets of bread enriched with extra virgin olive oil in different flavors. Baked in the oven, not fried, excellent as a snack and while sipping an aperitif. Bread chips are available in different flavors: Olive Oil, Salt & Pepper, Barbeque, Pesto.

Shelf life

300 days.

Packaging details

85 g, heat-sealed aluminium pack.

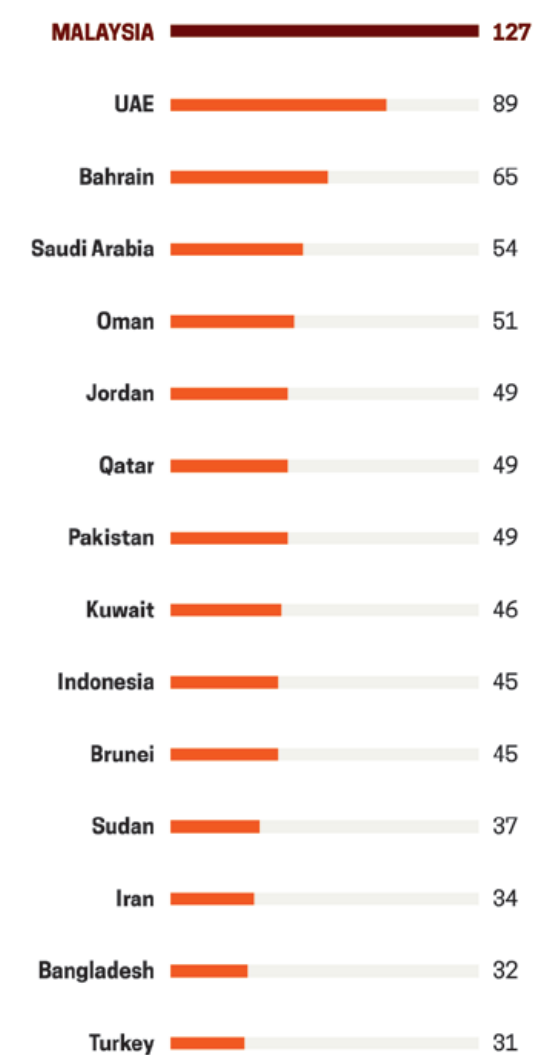
International certifications

Ifs, Brc.

WWW.MORATOPANE.COM

THE GLOBAL ISLAMIC ECONOMY INDICATOR (GIEI)

TOP 15 COUNTRIES GIE Indicator Score



TOP 10 Halal Food

- 1 UAE
- 2 Malaysia
- 3 Brazil
- 4 Oman
- 5 Jordan
- 6 Australia
- 7 Brunei
- 8 Pakistan
- 9 Sudan
- 10 Qatar

TOP 10 Modest Fashion

- 1 UAE
- 2 Indonesia
- 3 Singapore
- 4 Malaysia
- 5 Turkey
- 6 China
- 7 Italy
- 8 France
- 9 Bangladesh
- 10 Sri Lanka

TOP 10 Islamic Finance

- 1 MALAYSIA
- 2 Bahrain
- 3 UAE
- 4 Saudi Arabia
- 5 Kuwait
- 6 Qatar
- 7 Pakistan
- 8 Oman
- 9 Jordan
- 10 Indonesia

TOP 10 Halal Media and Recreation

- 1 UAE
- 2 Singapore
- 3 Qatar
- 4 Malaysia
- 5 Lebanon
- 6 Bahrain
- 7 United Kingdom
- 8 Germany
- 9 France
- 10 Brunei

TOP 10 Halal Travel

- 1 UAE
- 2 Malaysia
- 3 Turkey
- 4 Indonesia
- 5 Maldives
- 6 Thailand
- 7 Tunisia
- 8 Azerbaijan
- 9 Jordan
- 10 Albania

TOP 10 Halal Pharmaceuticals and Cosmetics

- 1 UAE
- 2 Malaysia
- 3 Singapore
- 4 Jordan
- 5 Pakistan
- 6 Brunei
- 7 Egypt
- 8 Saudi Arabia
- 9 Bahrain
- 10 Azerbaijan

Source: The State of the Global Islamic Economy Report 2018/2019

HALAL FOOD

Total Halal Food Market Spending



Key Drivers Today

1 Notable Islamic Economy Investments in Halal Food



US\$667 Mn

2 Significant Trade in Halal Food

EXPORTS (Thousands) **US\$124,754,129**

IMPORTS (Thousands) **US\$191,530,990**

OIC HALAL FOOD IMPORTS BREAKDOWN (Thousands)		
	Vegetable Products	US\$92,457,900
	Food Processing Inputs	US\$63,203,938
	Meat and Live Animals	US\$35,869,152

by Islamic countries (OIC) 2017

Source: The State of the Global Islamic Economy Report 2018/2019

NUTKAO

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-B34
NUTKAO SNACK



Product description

A tasty treat that combines Nutkao's market leading spread with the crispy taste of breadsticks, in an 'easy on the go' packaging design. Only high quality whole hazelnuts are roasted just before use, to lock in the flavour and aroma which sets Nutkao's products apart.

Ingredients

Spread ingredients (61,5%): sugar, vegetable oil (palm), hazelnuts 13%, low fat cocoa powder, skimmed milk powder, whey powder, lactose, emulsifier: sunflower lecithin, natural vanilla flavour.

Breadsticks ingredients (38,5%): wheat flour, palm oil, yeast, salt, barley malt.

Shelf life

12 months.

Packaging details

52 g or Twinpack (2x52 g) or tripack (3x52 g).

International certifications

Iso 22000, Brc, Ifs, Rspo, Kosher, Halal.

WWW.NUTKAO.COM

PERNIGOTTI

Meet us at Gulfood:
Hall: 7 - Booth: B7-29
LA CREMA PERNIGOTTI



Product description

Pernigotti's Gianduia Spreadable Cream becomes a very smooth and tasty gelato. With low fat cocoa, hazelnuts (29%) and natural flavorings, without palm oil: 100% natural. It can be worked either in traditional Italian gelato maker or in soft ice maker.

Ingredients

Gianduia nut chocolate (30%: sugar, hazelnuts, low fat cocoa powder, emulsifier: sunflower lecithin. Cocoa: 21% min.), sugar, hazelnuts (19%), skim milk powder, anhydrous butteroil (milk), lactose, milk proteins, cocoa butter, emulsifier: sunflower lecithin, natural flavor. (Hazelnuts: 29% of the total product). Gluten free.

Shelf life

15 months, in its original and sealed package.

Packaging details

5 kg bucket in 2 pieces case.

WWW.PERNIGOTTIGELATO.IT;
WWW.PERNIGOTTI.IT

INDUSTRIA DOLCIARIA QUARANTA

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C52
SOFT NOUGAT BITES



Product description

Bite size soft nougat pieces with a rich nutty texture and a fine decorated topping. Three flavors available: Pistachio, Almond, Hazelnut.

Shelf life

24 months.

Packaging details

5 kg bulk shipping box - individually wrapped.

International certifications

Brc and Ifc certified.

WWW.QUARANTA.IT

RISO SCOTTI

Meet us at Gulfood:
Hall: Za'abeel 2 - Booth: Z2-B73
BELLIDEA - CORN & BLACK GARLIC



Product description

Rice and corn snacks with black garlic and chickpeas. Organic, gluten free, oil free, low fat content, not fried, 100% Italian, source of fiber.

Ingredients

Organic corn 77%, organic rice, organic chickpeas 10%, organic black garlic 2%, salt, organic yeast extract.

Shelf life

18 months.

Packaging details

Square bottom bag, 60 g.

International certifications

Bioagricert Organic.

WWW.RISOSCOITI.IT

RIGAMONTI

Qualità dal 1913



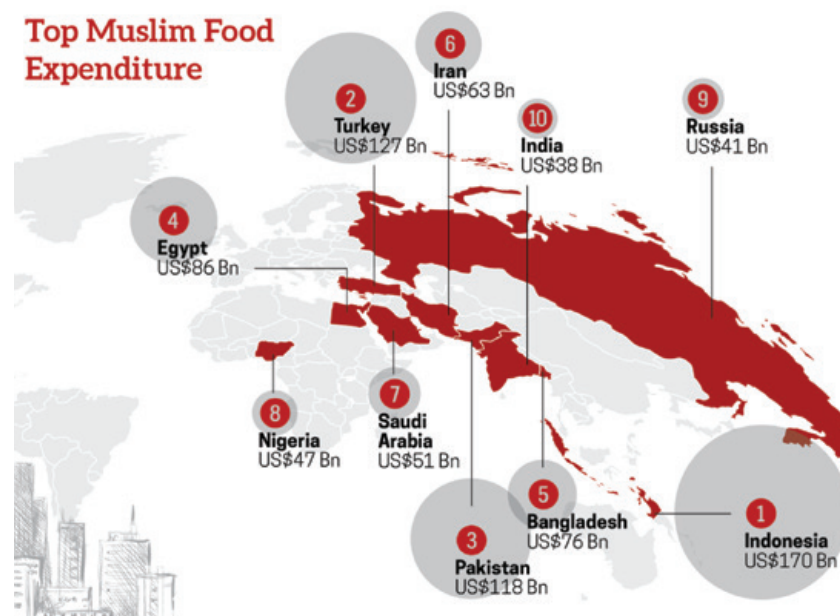
Certified products
halal italia



www.rigamontisalumificio.it

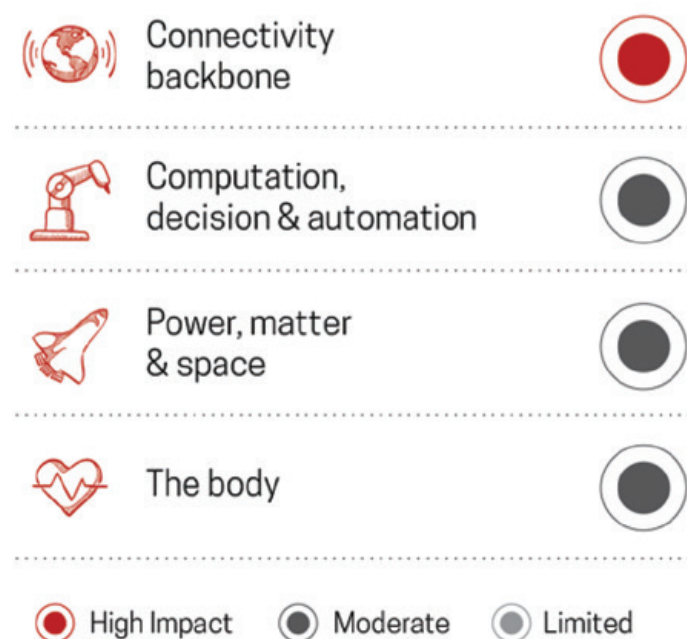
HALAL FOOD

Top Muslim Food Expenditure



Future Enablers

1 How Technologies Impact Halal Food Industry



2 Ethical Opportunity in the Islamic Economy

Islamic Economy role in addressing SDGs:



Source: The State of the Global Islamic Economy Report 2018/2019

TARTUFLANGHE

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-C47
TRIFULOT



Product description

Metal tin box with a selection of Trifulot, mini sweet truffles: Black, Cappuccino and Caramel and Salt.

Ingredients

PGI Piedmont hazelnut, finest chocolate, natural vanilla aroma.

Shelf life

10 months.

Packaging details

Colored tin box, 105 g. Carton x box: 12 pcs.

International certifications

Brs, Ifs, Eccellenza Artigiana.

WWW.TARTUFLANGHE.COM

TEDESCO GROUP

Meet us at Gulfood:
Hall: Za'abeel 3 - Booth: Z3-C17
ORE LIETE TIN BOX 250 G



Product description

The elegant keepsake tin box, depicting the main square of Perugia, is filled with the finest Italian pastry assortment. In the foreground the Fontana Maggiore, the most iconic symbol of the city and one of the most celebrated fountains in Italy. Plenty to share and the best way to make an impression on those who love sweetness and beauty.

Shelf life

12 months.

Packaging details

Tin box 250 g.

International certifications

Brc, Ifc.

WWW.TEDESCOGRUP.IT

WITOR'S

Meet us at Gulfood:
Hall: Shk Seed 1 - Booth: S1-D43
CHOCOLATE PRALINE



Product description

Beside chocolate pralines, the company's product range also includes, chocolate cookies, chocolate truffles, chocolate bites, snacks, tablets.

Shelf life

15 months.

Packaging details

All kinds of packs (bags, carton and plastic gift boxes, doypack, flowpack).

International certifications

Brc, Ifs, Utz, Halal, Fairtrade, Respo, Iso, Organic.

WWW.WITORS.IT

PASTIFICIO LUCIO GAROFALO

Meet us at Gulfood:
Hall: Shk Saeed 1 - Booth: S1-G4
DURUM WHEAT PASTA



Shelf life

36 months.

Packaging details

400g, 500 g, 1kg, 3kg.

International certifications

Ifs Certificate, Sa 8000, Iso 14001, Certificato Ohsas, Certificate of Insurance (Aig), Ifs Food, Brc.

WWW.PASTAGAROFALO.IT



THE EUROPEAN RETAIL GUIDE

The most accurate and complete guide to the European retail marketplace. All chains are segmented by country. The addresses, e-mails, websites, management, history, contacts for suppliers and store brands.

For information:
info@tespi.net

end

WONDERLAND

CONSUMPTION, LOGISTICS, INNOVATION, TAXES, TECHNOLOGY. A DEEP INSIGHT ON BUSINESS OPPORTUNITIES FOR ITALIAN COMPANIES IN HONG KONG, ON THE PAST 17TH JANUARY IN MILAN.

Il Paese delle meraviglie

Consumi, logistica, innovazione, tasse e tecnologia. Le opportunità di business per le aziende italiane a Hong Kong al centro di un convegno, lo scorso 17 gennaio a Milano. Dal 1997 la regione autonoma della Repubblica Popolare Cinese gode di uno statuto speciale che le consente piena autonomia amministrativa, economica, fiscale e giuridica. Che equivale a dire libero mercato, libera circolazione dei capitali e libero commercio. Musica per le orecchie di multinazionali e start up, in ogni settore produttivo.

In the heart of Asia there is a place that, for more than 170 years, has represented a privileged gateway to the Chinese market. Of course, we are talking about Hong Kong, Special Administrative Region of the People's Republic of China that, since 1997, enjoys a high degree of autonomy and executive, legislative and independent judicial power. In a few words, this means free flow of capital, free trade and free market. 'Magical' words for big corporations, as well as start-ups, in any industrial sector.

The advantages offered by such a vibrant marketplace were highlighted on the past 17th January in Milan, during a conference entitled 'Hong Kong, the engine of Asian economy: export and innovation opportunities for Italian companies'. The event was promoted by Aice, Italian Association of Foreign Trade, in collaboration with the Hong Kong Trade Development Council (Hktcdc), InvestHK and the Italia - Hong Kong Association.

"Starting from 2008, when the economic crisis exploded, more and more companies have begun looking eastwards with increasing attention," said Gianluca Mirante, director for Italy of Hktcdc, the Hong Kong Trade Development Council. "Unfortunately, our companies had been preceded by their European competitors, especially French. Made in Italy is a strong brand, but not enough to capture on its own a big, complex and far-away country like China." Every year, Hktcdc organizes more than 600 events and over 300 trade shows and promotional activities. Overall, it connects one million and 9,000 buyers with around 130,000 suppliers.

"Trade shows can be strategic business occasions, when and if they are properly organized by exhibitors. To participate is no longer enough: in Asian markets, groundwork and planning is the key to success. Just like working together - including competitors - in order to spread the knowledge of Italian products as a whole, and further strengthen the image of Made in Italy." Today, Hong Kong is Italy's 16th largest trading partner, for a turnover valued at around 7 billion US dollars. Total export value stands at 2.4 billion dollars, while imports are worth about 4.5 billion US dollars.

A trade paradise

Hong Kong is, under every point of view, a business-oriented society and this is probably one of its greatest advantages. This is evident, just to make an example, in its fiscal system, based on a two-tiered profits tax rates regime. The profits tax rate for the first 2 million HK dollars of profits of corporations will be lowered to 8.25%. Profits above that amount will continue to be subject to the tax rate of 16.5%. For unincorporated businesses (i.e. partnerships and sole proprietorships), the two-tiered tax rates will correspondingly be set at 7.5% and 15%. Another example of the region's attractiveness is the facilitating entry and stay for business purposes: businessmen are allowed to stay up to

90 days in individual Asean markets.

"Innovation is the main driver of the local economy. In particular, today Hong Kong is focused on three strategic clusters: Ai and robotics, smart city, biomedicine and FinTech. Foreign companies active in these sectors have huge business opportunities, just like all those companies that perform r&d activities," said Stephen Phillips, director-general of InvestHK. "Hong Kong provides these companies with unique incentives: a 300% tax deduction for the first 2 million Hong Kong dollars spent for research & development expenditures and a 200% tax deduction for the remaining amount."

Where consumption grows

You say Hong Kong and you think of expats in suit and tie. Nevertheless, the region is also a beloved destination for tourists from all over the world, fascinated by its elegance and modernity. In the last years, the local tourism industry has been experiencing steady growth, just like retail sales and the hospitality sector. This translates into more hotels, more restaurant and more shops. The demand for top quality food & beverage is increasing, like that of premium products in general. 84% of the world luxury brands are currently operating in Hong Kong.

"Let's not forget that Hong Kong is one of the world's most service-oriented economies, with the service sector accounting for more than 90% of GDP," said Fiona Chau, deputy representative, Hong Kong Economic & Trade Office in Bruxelles. In the last 12 months, retail sales experienced a 10% growth rate.

Right in the heart of Asean

In 2017, the association of Southeast Asian Nations (Asean) and the Hong Kong Special Administrative Region signed a free trade agreement (Ahkfta) aimed at strengthening economic cooperation between the two regions and stimulate economic development. For a foreign company headquartered in Hong Kong, this is extremely interesting if part of the production process is carried out locally.

Hong Kong can boast a highly efficient logistics network, whether we talk about railway, naval or airport infrastructures. Logistics that was further improved starting from the past October, when the Hong Kong-Zhuhai-Macao bridge was inaugurated. With its 55 kilometers, it is the world's longest sea-crossing bridge. It connects an area, the 'Greater Bay area', whose population is estimated at about 68 million people.

A special mention goes also to the Belt & Road Initiative (Bri), a special project of the Chinese government. The initiative aims to strengthen infrastructure, trade, and investment links between China and some 70 other countries that account collectively for over 30% of global GDP, 62% of population, and 75% of known energy reserves.

HONG KONG HIGHLIGHTS

1.4 billion consumers

Third major destination, on a global scale, for foreign direct investments

5.2 billion dollars spent every month in shopping

56.5 million visitors in 2017

English is the official language, together with Chinese

The judicial system is independent from the government of Beijing, and based on the English common law

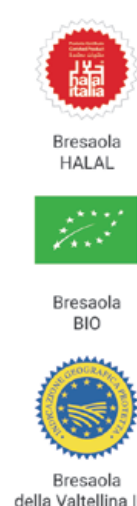
1 restaurant out of **600** persons

most of Asia's key markets within **4 hours** flight time

5 hours from half of the world's population

World's **1st** freest economy for **14 years** in a row (Heritage Foundation)

The **2nd** most competitive economy on a global scale (International Institute for Management Development)



Pure and simple handmade Bresaola.



In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our Bresaola we only choose the best meats that we work with salt, some spices but also a lot of care. The time and passion of our everyday actions make it unique, unmistakable. **Genuine flavour and smooth clean taste: to enjoy the handmade goodness and the tradition preserved in simplicity.**

✓ Rich in Proteins ✓ Low in Fats ✓ GMO free ✓ Allergens free ✓ Gluten free ✓ Lactose free



Quality is the key



2019? WITH LESS MILK, AND MORE VOLATILITY

THE ANALYSIS OF CHRISTOPHE LAFOUGERE, MANAGING DIRECTOR AT GIRA FOOD. FOCUS ON MARKETS, EXPORTS AND TRENDS. WITH EU PRODUCTION EXPECTED TO INCREASE BY 0.9%.

Every year, the hall is a little more crowded. Because a global market filled with challenges and problems makes the number of Assocaseari's members increasingly higher. They all joined together on the past 17th December in Milan, at Confindustria's headquarter, for the usual year-end meeting. Guest of honour was Christophe Lafougere, managing director at Gira Food, who gave a deep analysis of the Italian, European and

global market. Christian Pichler, ceo of L'interform, also discussed crucial themes like the role of futures in the dairy sector. And last but not least, Francesco Maroni, responsible for the 'Forme' project, that in 2019 will organize the Italian edition of the World Cheese Awards. The event will be held in conjunction with the first b2b trade show dedicated to cheese, namely 'b2chees', that will be staged in the halls of the Bergamo's trade fair ground.

Il 2019? Con meno latte e più volatilità

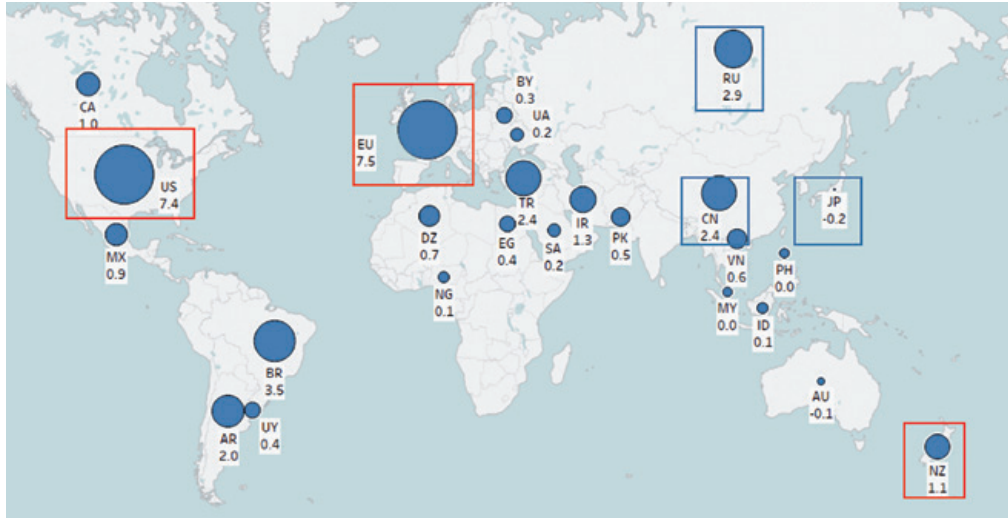
La tradizionale assemblea di fine anno di Assocaseari è l'occasione per fare il punto sul mercato che verrà. Grazie all'analisi di Christophe Lafougere, managing director di Gira Food. Che ha analizzato mercati, export e tendenze. Con la produzione Ue che dovrebbe fermarsi a una crescita dello 0,9%.



MILK COLLECTION GROWTH BY 2023

EU & US far ahead; 2018-2023: +34,9 mio. tons

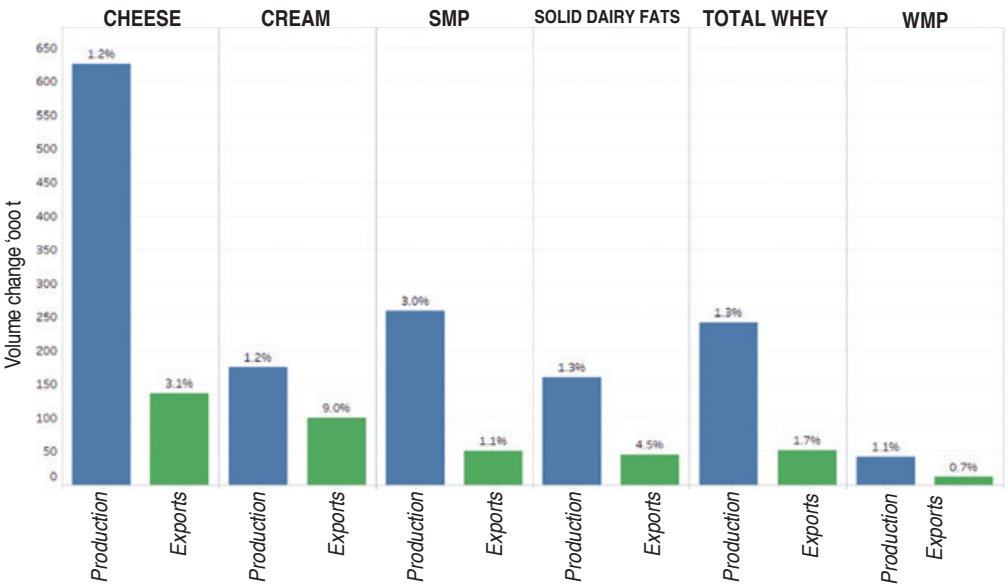
GDC World milk collection change in total in 2018 to 2023, in '000 tons



EU: FUTURE DAIRY PRODUCTION & DISAPPEARANCE

Exports growing more rapidly than production except for SMP

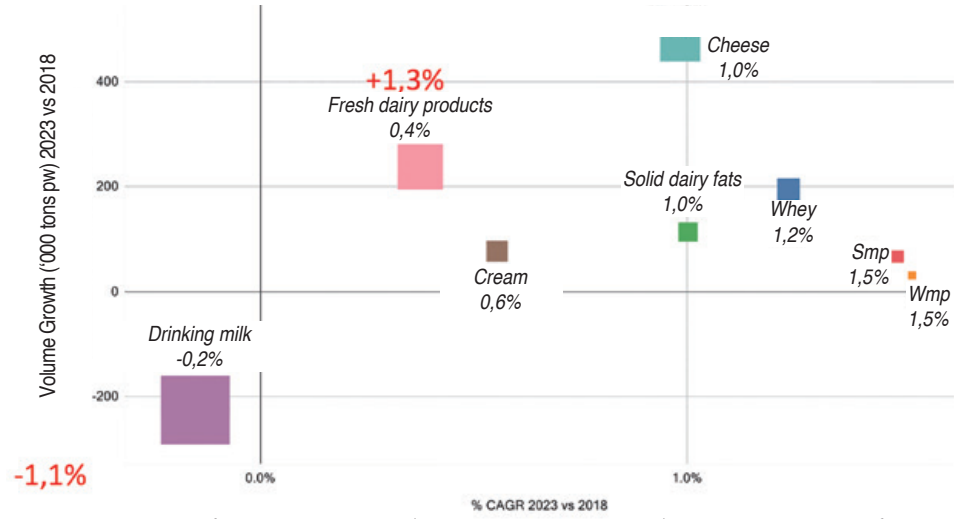
Growth of Dairy Commodities Production and Exports between 2018 and 2023



Dairy fats mostly for the domestic market, but cream both for exports and domestic consumption. Low additional volumes for SMP exports between 2018 and 2013, due to abnormally high level in 2018 (release of intervention stocks). Steady cheese production for both domestic markets and exports.

CONSUMPTION GROWTH IN THE EU - 2018-2023

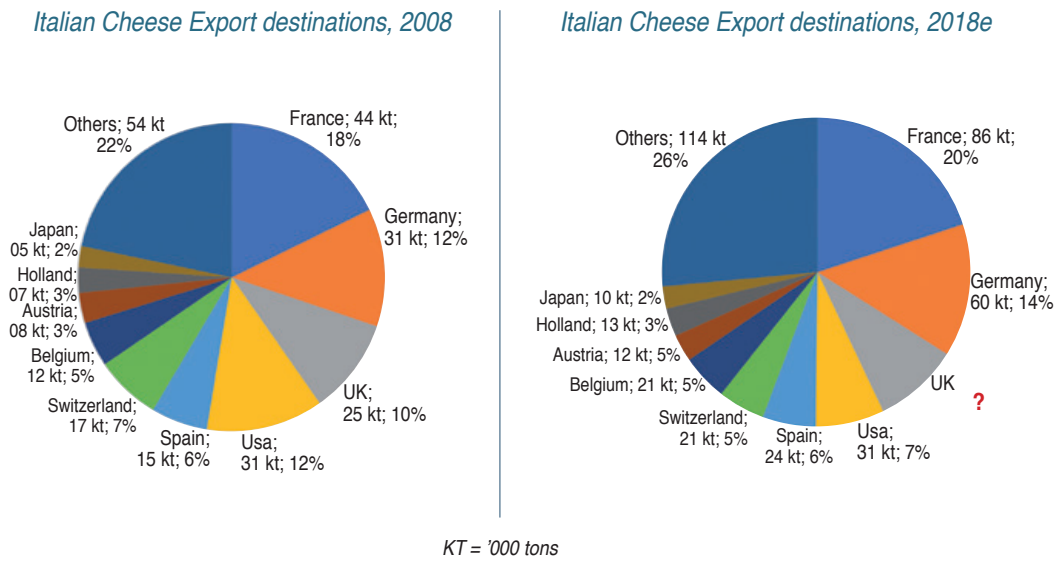
Drinking milk consumption set to decline; fresh being positive again



Very small growth in fresh dairy products (was equal to 0 in the past) and negative growth for drinking milk, the products with the highest consumption volumes. Are we seeing the first effects of the NPD and marketing of the main dairies in Europe: Skyr/greek yogurts... a trend to be followed carefully.

ITALIAN CHEESE EXPORTS DESTINATIONS

France and Germany has doubled over the last 10 years, US stable



Source: Gira Food

HIGHLIGHTS: GIRA FOOD'S FORECASTS

EU milk production

Milk production is supposed to decrease, in order to make its value increase. Climate change, environmental regulations, and the search for profitability are three key factors that push in this direction, making milk collection progressively decrease in the last years. Price, at a first stage, is expected to remain steady, and start registering an increase in volatility connected with many factors. With one unknown variable: the price of animal feed, that starting from mid-year will be increasingly expensive and difficult to source.

The Russian situation

Milk production is on a rising trend. The country will probably never reach self-sufficiency, but in the years ahead cheeses 'made in Russia' will start appearing on the tables on local consumers. In the meanwhile, the country has begun exporting to China.

China, the 'mysterious' giant

China continues its strategy of controlling milk imports, since it can't become self-sufficient, through the acquisition of companies outside its borders. To date, such operations haven't yet brought economic gains. Thus, we must also considered that in China times and schedules follow very different rules, also thanks to the State funds granted to companies in order to conduct this kind of operations. The return on investment is expected in about 20-30 years. As for EU exports, the Chinese market should be destination for about a third of the outgoing cream. Gira Food's advice is to focus on sizes larger than the classic liter, as well as a logistics system able to reduce waste and better meet the needs of customers.

Japan, the market of the future

Leading cheese importer on a global scale. Figures that are expected to further increase in the near future, providing interesting opportunities for new market players.

Milk proteins and vegetable fats: the beloved couple (extra-EU)

In the years ahead, we will witness the emergence of a new protagonist in the dairy market: Fat filled milk powder (Ffmp), a true ingredient made by mixing milk proteins with vegetable fats. Today, it is widely used for cheese, yogurt and liquid milk production. According to Gira Food's prediction, it is expected to 'cannibalize' the market of fat powder. In China, for instance, as well as in Sub-Saharan countries and Brazil, there is already great demand for products that combine milk proteins with fats of vegetable origin.

Butter: price and production

In 2019, butter production will grow at a slower rate than last year, with and expected 0.6% increase (+2.2% in 2018). Prices should post a slight decline, yet remain at high levels.

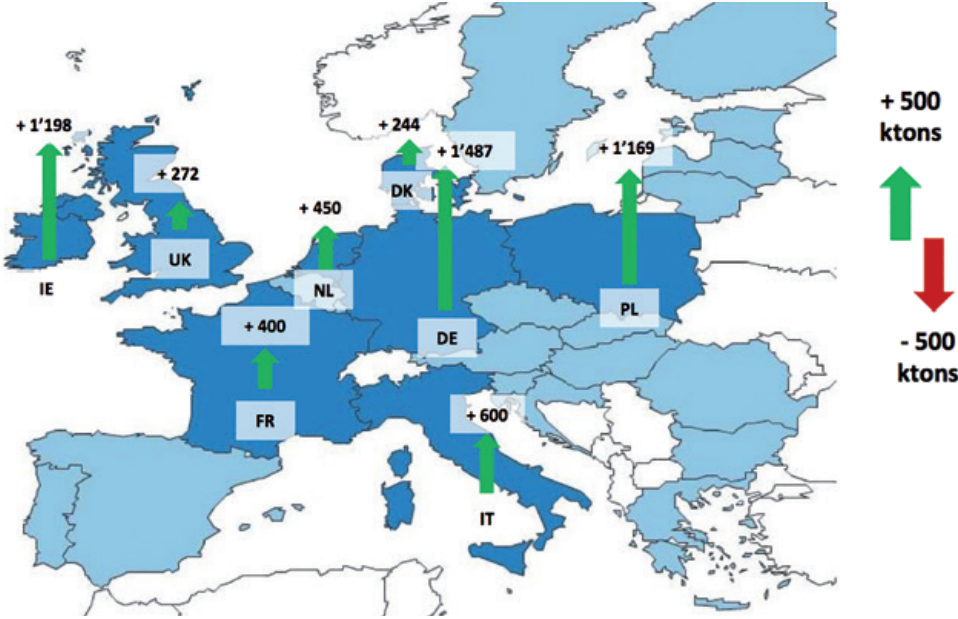
The export of Italian and European cheeses

In the next five years, European cheese exports will grow by 3.1%. The US will absorb about 15% of EU cheese exports, while Japan will increase from the current 6% to 12%. In Italy, cheese production will grow by 60,000 tons; of these, 40,000 will be absorbed by exports while the remaining 20,000 will be placed on the domestic market. France, Germany and the US look more and more like saturated markets for Italian cheeses. Japan, instead, is still a very attractive destination, with local consumers looking for cheeses rich in value, taste and history, just like the Italian ones.

FORECAST COLLECTION GROWTH BY 2023F CF. 2018

+7.5 mio tons expected; growth in all major countries

Growth of milk collection in the EU 2023/2018, ktons



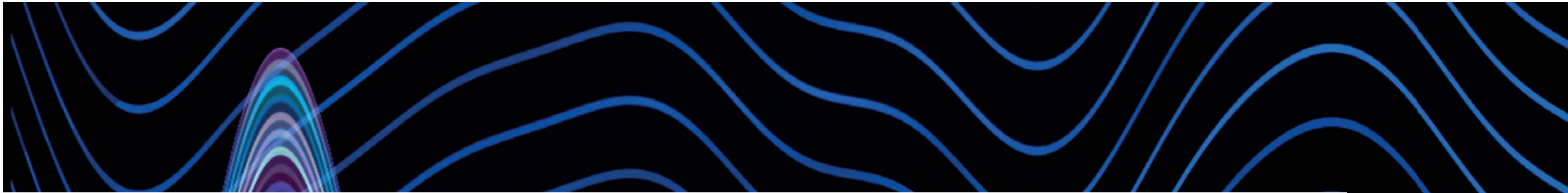
Milk collection increase between 2018 and 2023 is expected to reach +7.5 million tons (+0.9% p.a.) More than 50% of the rise will be achieved by 3 countries: Germany (+0.9% p.a.), Ireland (+2.7% p.a.), Poland (+2.9% p.a.)

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AI, THE FUTURE OF RETAIL

A CAPGEMINI REPORT REVEALS THE POTENTIAL OF ARTIFICIAL INTELLIGENCE FOR OPERATORS AROUND THE WORLD. TO DATE, ONLY 1% OF SUCH INITIATIVES REACH FULL-SCALE DEPLOYMENT.

AI is impacting every sector, and retail is no exception. Retailers across the world are investing in advanced technologies to improve the customer experience, while driving up operational efficiency and productivity. Analysts have estimated that global annual spending on AI by retailers is expected to reach 7.3 billion by 2022. But are retailers really getting the most out of this epoch-making change?

A new report issued by the Capgemini Research Institute, called 'Building the Retail Superstar: How unleashing AI across functions offers a multi-billion dollar opportunity', tried to answer this crucial question. The report is based on surveys conducted among 400 retailers (a group that represents 23% of the global retail market by revenue) implementing AI use cases at different stages of maturity.

Key findings

The analysis reveals that more than a quarter of the top 250 global retailers are integrating AI into their organizations. However, only 1% of such AI initiatives reach full-scale deployment.

In addition, around three-quarters of use cases in retail are consumer-facing: focusing on AI in sales and marketing, retailers are losing sight of other areas, such as supply chain, procurement, and logistics, to which AI can also be applied for easy-win opportunities. Many retailers are going after complex use cases - missing the easy-to-win AI opportunities - and overlooking a 340 billion dollar prize offered by use cases in operations.

The 'size' matters

Large retailers (those with 10 billion dollars or

Intelligenza artificiale, il futuro del retailer

Un recente studio del Capgemini Research Institute presenta i risultati di un'indagine condotta tra 400 retailer mondiali che stanno attualmente implementando alcuni strumenti basati sull'Intelligenza artificiale (IA). Il report dimostra come i retailer che utilizzano l'IA saranno in grado, nei prossimi anni, di cogliere opportunità di business per un valore superiore ai 300 miliardi di dollari. Ma evidenzia che ad oggi solo l'1% dei casi d'uso sperimentati dai retailer ha raggiunto un simile livello di implementazione.

more in annual revenues) are more active in AI deployment: 24% invest between 5% and 10% of their IT spend in AI.

For retailers with revenue below 10 billion dollars a year, just 7% spend those levels. 28% of the top 250 retailers work with AI. But, for the top 100 of those, this number increases to 41%.

What retailers want (right now)

AI encompasses a wide variety of technologies. However, the research reveals that machine learning is the AI deployment of choice for retailers. Retailers engaging with machine learning are banking on leveraging their extensive data sets from internet and external sources to draw deep insights on their business and customers.



The 2019 edition of the Global Powers of Retailing Top 250 identifies the 250 largest retailers around the world based on publicly available data for FY2017 (fiscal years ended through June 2018), and analyzes their performance across geographies and product sectors.

The aggregate retail revenue for the Global Powers of Retailing Top 250 companies was 4.53 trillion US dollars in FY2017, with an average size of 18.1 billion US dollars per company. Retail revenue increased for 83% of the world's 250 largest retailers (208 companies), resulting in a currency-adjusted composite growth rate of 5.7%, higher than the previous year's 4.1% growth. Europe has the highest number of top 250 retailers, with 87 companies based in the region (34.8%) and its share of top 250 revenue was 33.8%. The world's top 10 retailers are more globally focused, with operations on average in 13 countries versus 10 for the overall top 250. Walmart retained its position as the world's largest retailer, with an improvement in its retail revenue growth of 3.0% in FY2017. The top three retailers maintained their positions, while Amazon jumped up two positions to no. 4 with the highest retail revenue growth of 25.3%. FMCG is the largest product sector: 138 companies (55.2% of companies) generated 66.2% of the retail revenue in FY2017.

THE GLOBAL POWERS OF RETAILING 2019

Top 10 retailers, FY2017

Top 250 rank	Change in rank	Name of company	Country of origin	FY2017 Retail revenue (US\$M)	FY2017 Retail revenue growth	FY2017 Net profit margin	FY2017 Return on assets	FY2012-2017 Retail revenue CAGR*	# Countries of operation	% Retail revenue from foreign operations
1	↔	Wal-Mart Stores, Inc.	US	500,343	3.0%	2.1%	5.1%	1.3%	29	23.9%
2	↔	Costco Wholesale Corporation	US	129,025	8.7%	2.1%	7.5%	5.4%	12	27.2%
3	↔	The Kroger Co.	US	118,982	3.2%	1.5%	5.1%	4.2%	1	0.0%
4	↑+2	Amazon.com, Inc.	US	118,573	25.3%	1.7%	2.3%	18.0%	14	36.8%
5	↓-1	Schwarz Group	Germany	111,766	7.4%	n/a	n/a	7.5%	30	58.9%
6	↑+1	The Home Depot, Inc.	US	100,904	6.7%	8.6%	19.4%	6.2%	4	8.4%
7	↓-2	Walgreens Boots Alliance, Inc.	US	99,115	2.1%	3.5%	6.2%	6.7%	10	11.9%
8	↔	Aldi Einkauf GmbH & Co. oHG	Germany	98,287 ^e	7.7%	n/a	n/a	7.2%	18	65.1%
9	↑+1	CVS Health Corporation	US	79,398	-2.1%	n/a	n/a	4.5%	3	0.8%
10	↑+1	Tesco PLC	UK	73,961	2.8%	1.5%	1.9%	-2.4%	8	20.7%
Top 10 ¹				1,430,353	6.1%	2.0%	5.5%	3.7%	12.9 ²	25.1%
Top 250 ¹				4,530,059	5.7%	2.3%	5.0%	3.3%	9.5 ²	23.6%
Top 10 share of Top 250 retail revenue				31.6%						

*Compound annual growth rate
1 Sales-weighted, currency-adjusted composites
2 Average
Source: Deloitte Touche Tohmatsu Limited, Global Powers of Retailing 2019. Analysis of financial performance and operations for fiscal years ended through June 2018 using company annual reports, Supermarket News, Forbes America's largest private companies and other sources.
Carrefour S.A. has been excluded from this year's report at the company's request.

Figure 1. Share of retailers deploying AI in their organization

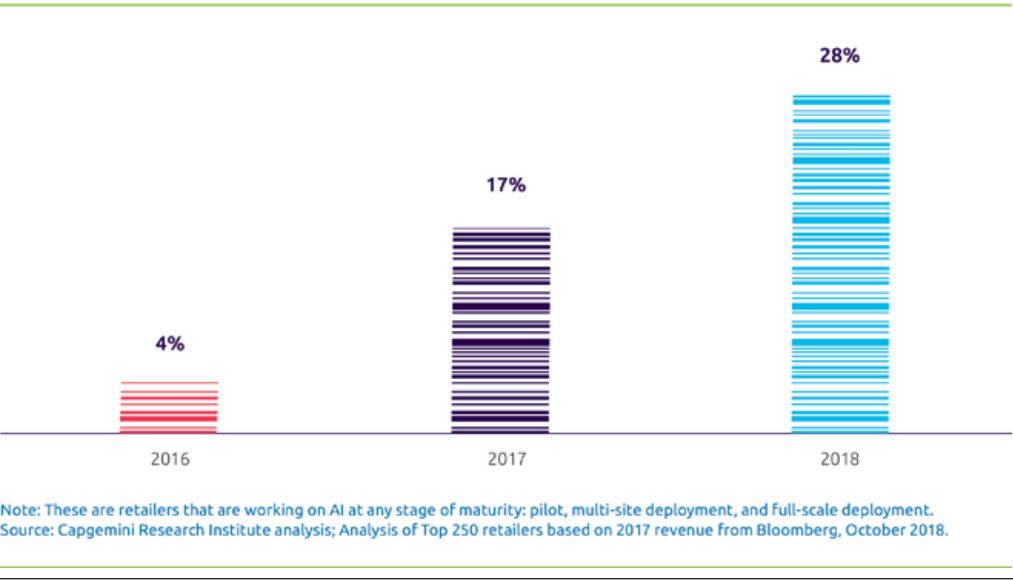


Figure 10. Benefits expected by retailers through usage of AI in customer-facing functions

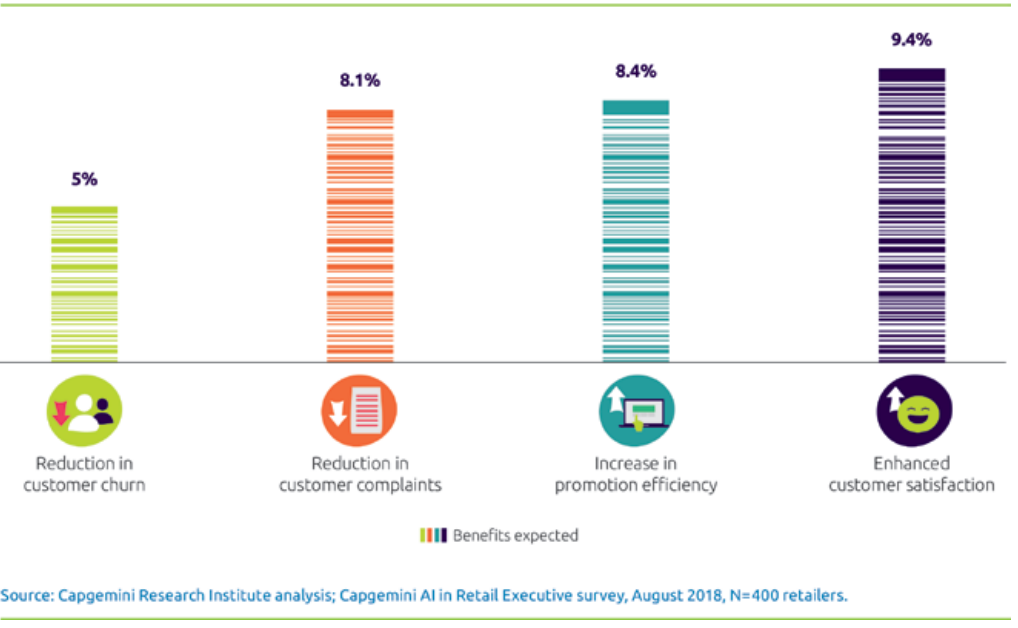


Figure 6. Machine learning leads as AI deployment of choice for retailers

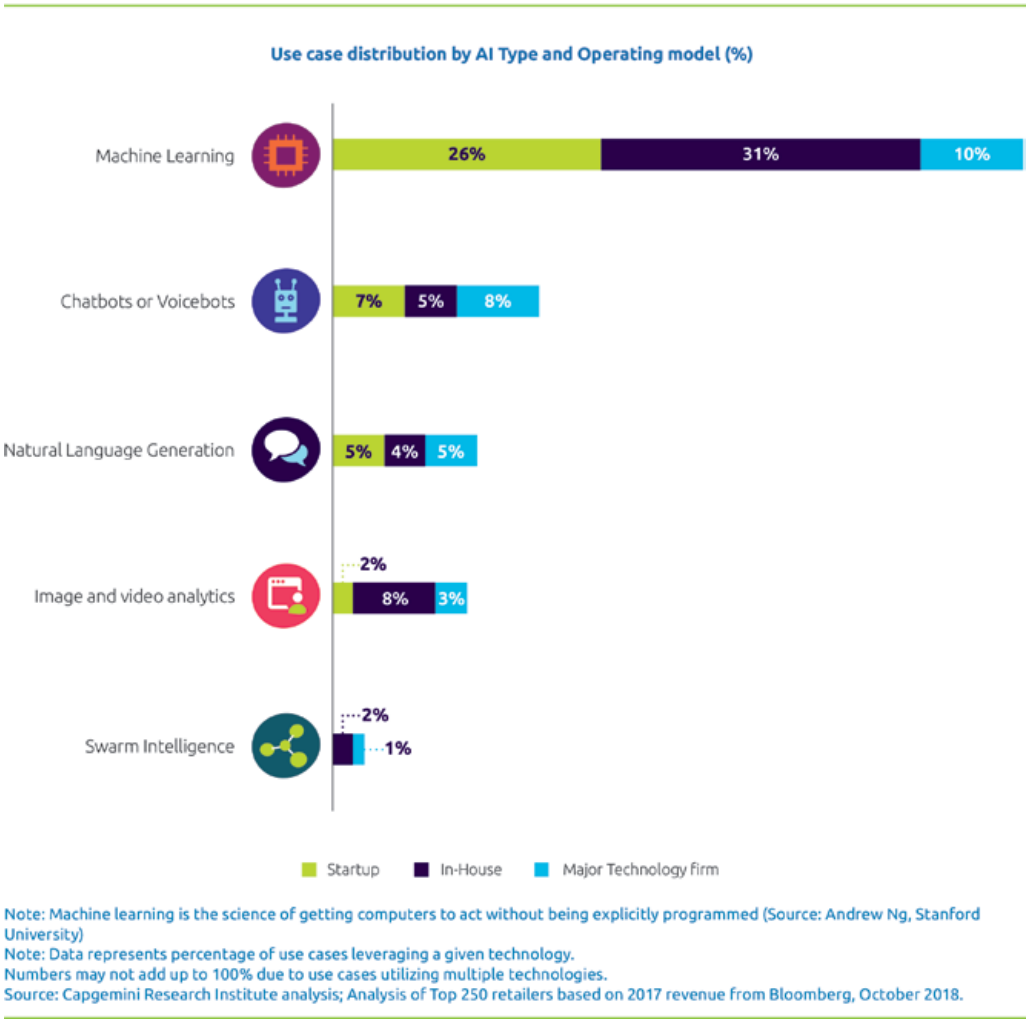
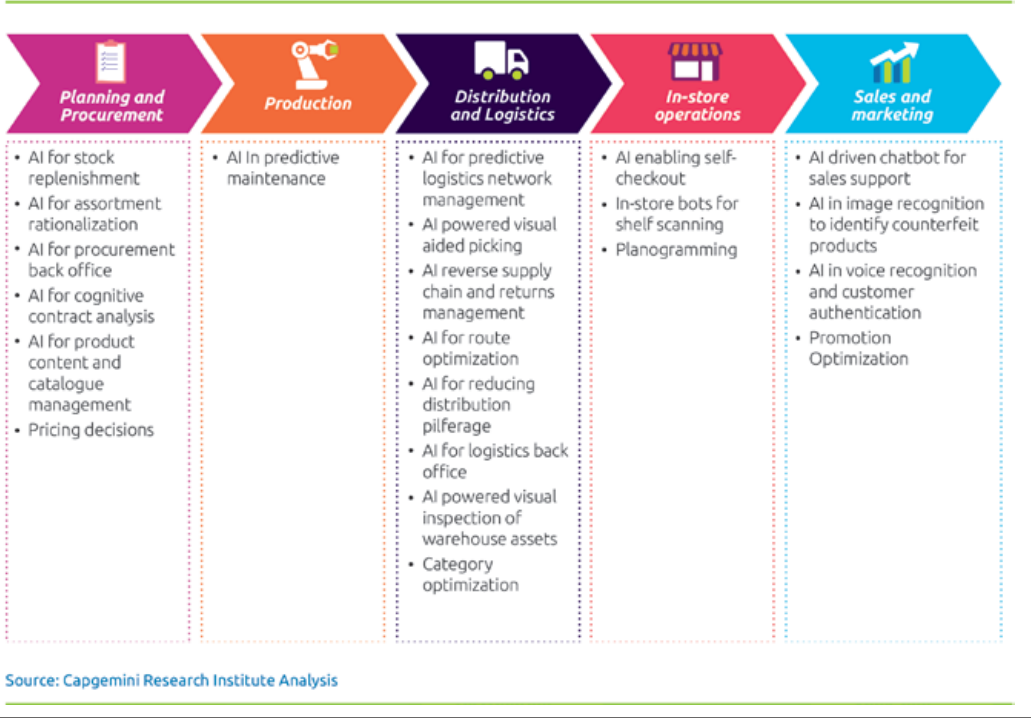


Figure 13. Recommended use cases for retailers across the value chain

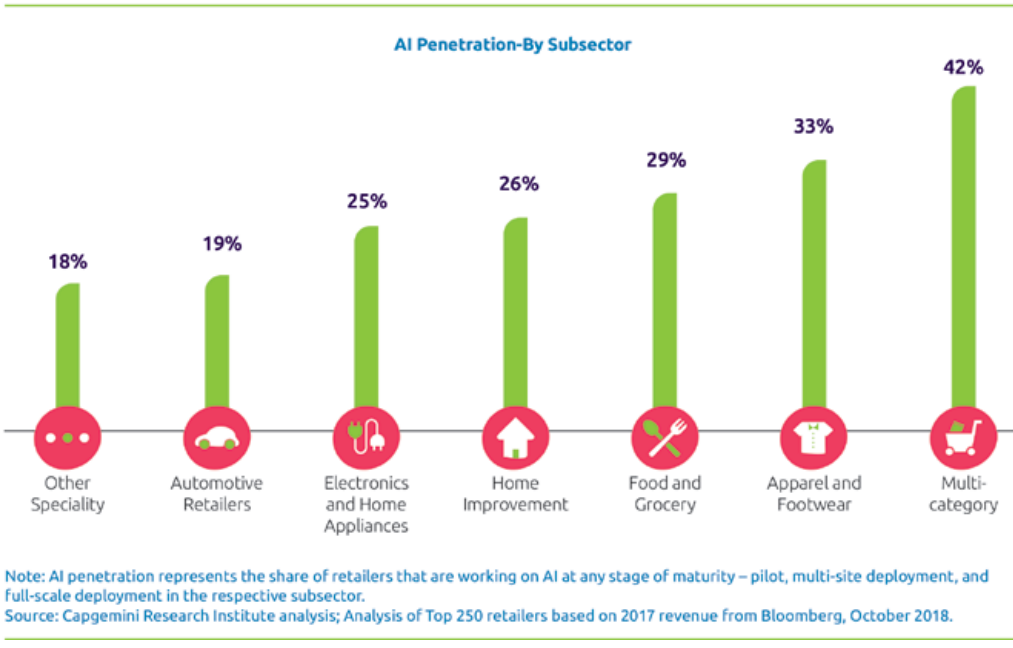


Apparel and footwear followed by food and grocery lead in single-category retailers

Our research reveals that two retail sub-sectors are leading

the way in using AI to transform operations and personalize customer engagement: apparel and footwear and food and grocery (see Figure 4).

Figure 4. Apparel and footwear lead in AI penetration in single category retailers

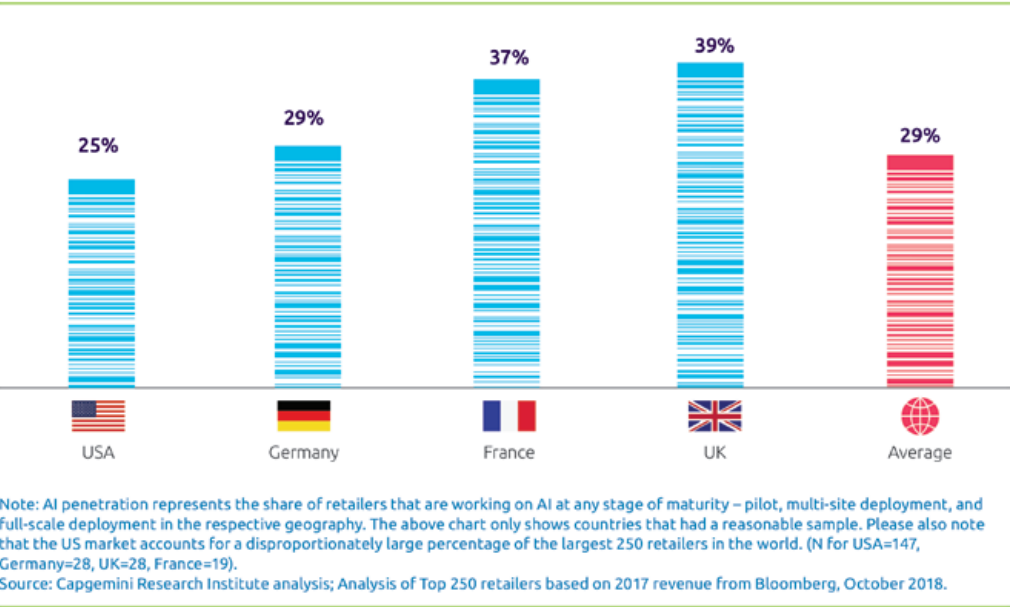


The UK and France have the highest penetration of AI in the retail sector

While retailers across the world are upbeat about AI's

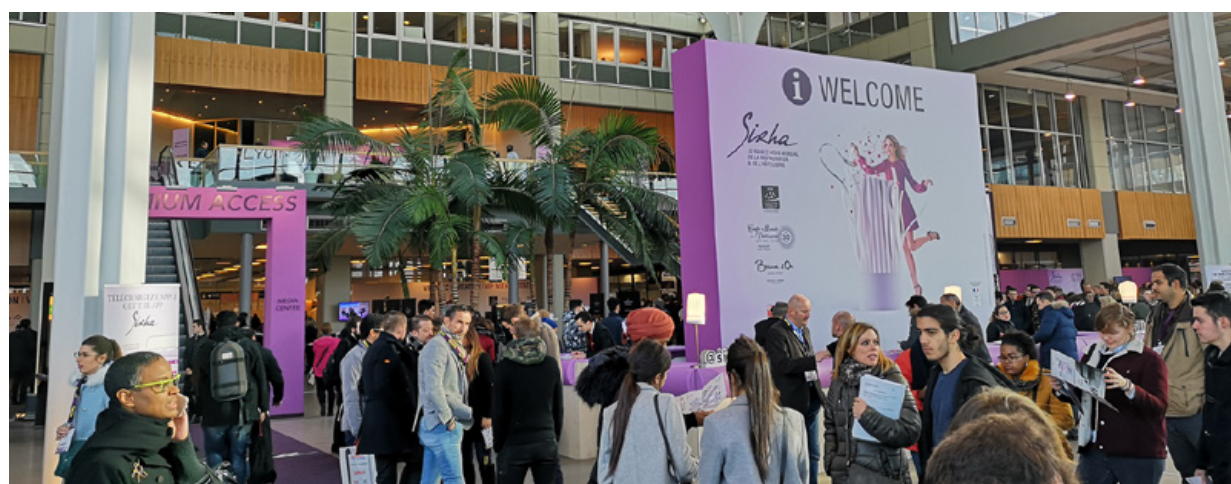
potential, our research shows some discrepancies across countries. France and the UK have the highest penetration, with over a third of retailers deploying AI initiatives.

Figure 3. AI penetration, select geographies



A 'STARRED' SIRHA

POSITIVE OUTCOME FOR THE 2019 EDITION OF THE INTERNATIONAL CATERING & HOSPITALITY EVENT. HELD IN LYON ON THE PAST 26-30 JANUARY, IT CONFIRMS ITS ROLE AS A PERFECT GETAWAY TO THE FRENCH MARKET. WHERE MADE IN ITALY IS INCREASINGLY DEMANDED.



The most beloved meeting place for food service professionals. A five-day event able to gather in the same place famous starred chefs and independent retailers looking for high-end specialties. Where Italy, thanks to an increasing number of exhibitors over previous editions (141, they were 92 in 2017), managed to put on display its many excellences, more and more appreciated and requested by French consumers.

From 26th to 30th January, Sirha 2019, held every two years at Eurexpo Lyon, was attended by market operators that you will hardly meet at the other major French food & beverage event: Sial. Halls were crowded with big chefs and first-time cooks, as well as a wide and varied pool of professionals that includes food service operators and delicatessen owners, wholesalers and distributors, that in France, Switzerland and Benelux ac-

count a for a significant market share. A sector that is growing fast, and that represents a perfect marketing tool for brands and products.

This is probably the reason why some of the most prominent Italian food companies exhibited with the aim of opening up new business opportunities in the country or simply strengthen their market positioning. Indeed, Sirha was also attended by the buyers of big retail chains that took advantage of

the event to take a first look at the future food trends that will soon arrive also in modern distribution.

Another key factor emerged during the trade show: in the current market scenario, quality pays. Just like innovation and value-added products, especially on global markets. These were probably the most sought-after features at Sirha. Italy, on its part, was able to provide visitors with tailor made solutions and products able to meet the taste of French consumers.

Was everything fine then? Not exactly. The major problem occurred with Lyon's public transport network, ran by TCL, that severely underestimated the flow of visitors traveling to the fairground. A detail that trade show organizers will carefully take into consideration in order to make the 2021 edition of Sirha really perfect.

Un Sirha 'stellato'

Giudizio positivo per l'edizione 2019 del rendez-vous internazionale dedicato alla ristorazione. In scena a Lione, dal 26 al 30 gennaio, si conferma porta di accesso privilegiata per il mercato transalpino. Dove il made in Italy è sempre più richiesto.



BRAZZALE
Nicola Caprani



GRUPPO BONTERRE
From left: Andrea Panzeri, Paolo Ganzerli and Francesco Muratori Casali



ZUARINA - CLAI
From left: Emanuela Bossi, Giovanni Gozzi and Maria Chiara Passani



GOLFERA
Gianluca Bandini



PIANETA ALIMENTARE - GRATIA
Mirko Accetta



Great success for The Italian Food Magazine at Sirha 2019



SURGITAL



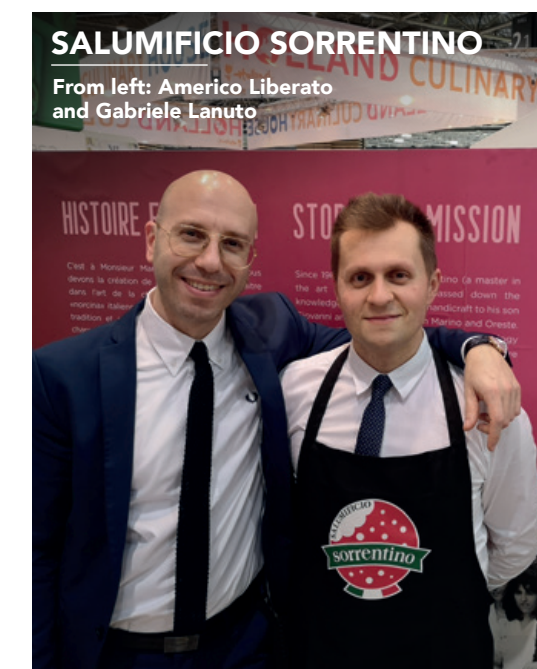
VERONI
Tommaso Lo Russo



ZANETTI
Valentina Zanetti and Pietro Franco Messa



LEVONI



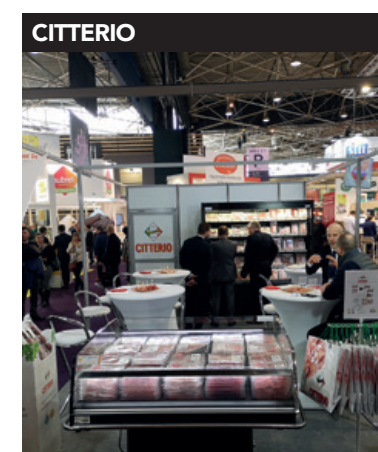
SALUMIFICIO SORRENTINO
From left: Americo Liberato and Gabriele Lanuto



IDB BORSARI



CASALBORDINO
From left: Touba Hajare and Esther Mastrodicasa



CITTERIO



DEVODIER



GHIDETTI



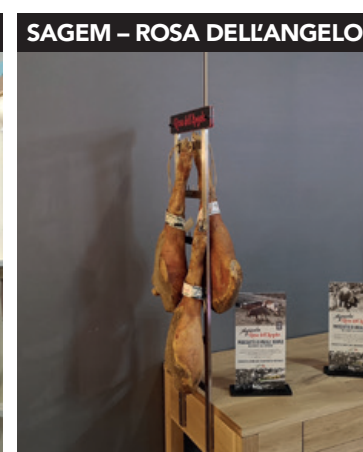
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