

Dubai Makes History as Gulfood Takes Over Two Mega Venues and Unveils the Expanded Dubai Exhibition Centre at Expo City

The world's largest annual food and beverage sourcing event returns in January with two sold-out venues and a record-setting 280,000 sqm of event space

Dubai - 19 January 2026: Dubai makes global exhibition history as **Gulfood**, the world's largest annual food and beverage event, running from **26-30 January 2026**, becomes the first show ever to operate simultaneously across two mega venues, the iconic **Dubai World Trade Centre** and the all-new, expanded **Dubai Exhibition Centre at Expo City Dubai**. In a single record-breaking year, Gulfood delivers an unprecedented **100% expansion**, completely selling out over **280,000 square metres** of event space at both venues, becoming the inaugural global event to unveil the **\$2.7 billion** upgraded **Dubai Exhibition Centre at Expo City**. This landmark milestone cements Dubai's position as the world's leading hub for mega-scale business events and redefines the future of global food and beverage trade at phenomenal scale.

Trixie LohMirmand, Executive Vice President, Dubai World Trade Centre, CEO, **KAOUN International** Organiser of **GULFOOD** said: *"This is a world-record moment for Gulfood, Dubai and the global food and beverage industry. In a single year, we have achieved 100% growth, delivering the world's largest annual F&B event across two mega venues simultaneously, a first in global exhibition history. This milestone goes beyond scale to impact, redefining how mega-scale events are designed, delivered and experienced, and proving such ambition is fully achievable and transformative. By doubling business volumes and opportunity overnight, Gulfood and Dubai now stand as the indisputable nexus of the new global food trade."*



Expansion That Unlocks Greater Sourcing Power

As the global food and beverage market accelerates to **\$11.37 trillion by 2030¹** and the Middle East emerges as the world's fastest-growing consumption and redistribution hub^{2,3}, Gulfood



26-30 JANUARY 2026

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concentrates global supply and demand into a five-day trading window, uniting **over 8,500 exhibitors** showcasing **1.5 million products** from **195 countries**.

The 2026 edition records **40% first-time exhibitors**, alongside the largest national participation to date from major producing markets including **India, Egypt, Saudi Arabia, Türkiye and the USA**. New countries include **Luxembourg, Maldives, Rwanda, Slovakia, Sweden and Uganda** further expanding Gulfood's global trade footprint and unlocking new growth gateways.

Two Mega Venues, One Integrated Trade Ecosystem

For the first time, Gulfood extends into **Dubai Exhibition Centre at Expo City Dubai**, anchoring the **World Food** and expanded **Rice, Pulses & Grains** sectors within Dubai's future growth corridor and reinforcing the city's role as a global hub for trade, logistics and food redistribution.

Within this core commodities landscape, **India** has been confirmed as the **Official Country Partner for Gulfood 2026**, represented by the **Agricultural and Processed Food Products Export Development Authority (APEDA)**, delivering its largest-ever presence at Gulfood, with **600+ exhibitors**, including leading brands such as **Amul and Rasna**.

Abishek Dev, Chairman, APEDA commented: *"We are excited to be part of Gulfood 2026 as the Partner Country, particularly as the show enters a new chapter with the expansion to Dubai Exhibition Centre at Expo City. As Partner Country we are committed to strengthening India's presence in global markets, and Gulfood continues to play a vital role in accelerating our agri-export growth story."*

The amplification of Gulfood's reach extends to the launch of three major new sectors at **Dubai Exhibition Centre**, **Gulfood Fresh, Gulfood Logistics and Gulfood Grocery Trade**, reflecting the growing importance of perishables, cold-chain efficiency and resilient global supply chains, with confirmed participation from leaders such as **DP World, Maersk, MSC, FRESH DEL MONTE, NRTC and Unifrutti**.

Mohammed Hamdan, UAE Area Head of Sales, Maersk commented: *"Maersk is proud to exhibit at Gulfood 2026 for the first time, engaging with partners across IMEA and Europe to strengthen supply chains from farm to fork. We'll showcase strategies to build resilient, adaptive networks that ensure business continuity, alongside localized logistics solutions; from cold chain expertise to integrated supply chain management, designed for today's complex environment."*

At **Dubai World Trade Centre**, Gulfood will host **Beverages, Dairy, Fats & Oils, Meat & Poultry, Power Brands and Seafood**. **Dubai World Trade Centre** anchors **Gulfood Startups**, featuring **over 250 visionaries, investors and unicorns** from **over 30 countries**, reflecting accelerating investment and deal activity across food-tech, agri-tech and next-generation food systems.

Fabio Mariano, VP Halal Markets, MBRF commented: *"Our participation at Gulfood is strategic and reflects MBRF's leadership in Halal food production and global supply. Gulfood provides a*



26-30 JANUARY 2026

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unique opportunity to strengthen partnerships with our valued clients around the world while reinforcing our commitment to quality, safety and innovation in the industry.”

Rolodex of C-Suite Buyers From Every Corner of The Globe

Gulfood 2026 will activate The Big Deal Hub, its flagship business-first buyer-seller business-first connections programme, connecting buyers and exhibitors across the full food value chain. Confirmed participants including **Cybera Capital, Panamex Groupe and Presidente Supermarket** will engage through targeted procurement mandates and structured matchmaking to drive high-value deals.

Sergio Paz, CEO, Latino Trading Imports said: *“The Big Deal Hub gives us direct access to a broad mix of suppliers aligned to our regional trading requirements. The expanded show, particularly Gulfood Fresh and Gulfood Logistics, provides the flexibility and choice we need to place larger, multi-market orders with confidence.”*

- ENDS -

About Gulfood

Gulfood 2026, taking place from **26-30 January**, marks the **31st edition** of the world’s largest and most influential F&B sourcing and innovation event. With **8,500+ exhibitors, 195 countries, 280,000+ sqm** across **Dubai World Trade Centre (DWTC)** and **Dubai Exhibition Centre (DEC)** at **Expo City Dubai**, and **five first-time sectors**, Gulfood 2026 reinforces Dubai’s position as the global headquarters of food trade and food intelligence. For a seamless experience at Gulfood 2026, access the comprehensive visitor guide, detailing everything from transportation and parking to sector locations, registration points and more.

PLAN YOUR TRIP LINK: [Plan Your Trip to Gulfood 2025 - Travel & Stay Info](#)

Sources:

- 1 - [Top Ten Food and Beverage Trends 2025. Our top trend for 2025](#)
- 2 - [Food and Beverage Market Size, Share & 2030 Trends Report](#)
- 3 - [Navigating the Future: How UAE Food Distributors Are Transforming the Middle East Supply Chain - Dubai's Trusted Global Food Distributor and Service Expert](#)

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