2013 Gulfood and Hotel Equipment Exhibition

Monday 25th February – Thursday 28th February 2013
Dubai International Exhibition Centre, United Arab Emirates

UK Pavilion . Equipment Hall
Information Pack and Booking Form
Contents

Who’s Who? .............................................................. page 3
The Market and The Show ........................................ page 4
Facts and Figures ..................................................... page 5
Floor plan .................................................................... page 6
What is included? ....................................................... page 7
Event details, costs, payment terms & how to apply ......................................................... page 9
CESA Application form ............................................ page 13
Exhibition Publicity Form ‘A’ ....................................... page 14
CESA Terms & Conditions ....................................... page 15
Gulfood Product Listing form (separate)
UK T&I Tradeshows Access Programme (TAP) Application form (separate) TAP Terms & Conditions (separate)
Help for Exporters (Exhibitor’s Checklist)
Freight details
Flight & Accommodation details – to follow

Important

Deadline for Applications 21st December 2012*

* Space will be allocated on a first come first served basis and is expected to sell out before this date
Who’s Who?

Sponsor
CESA, Catering Equipment Suppliers’ Association have been appointed by UK Trade & Investment as the Catering Equipment Group Organiser at this event

Ground Floor, Westminster Tower, 3 Albert Embankment, London SE1 7SL.

Contact: Administration – Robin Pritchard E: admin@cesa.org.uk
Tel: 020 7793 3030 Fax: 020 7793 3031

British Embassy
British Embassy Dubai, Al Seef Street, PO Box 65, Dubai.

Contact: Nablia Saleh E: nablia.saleh@fco.gov.uk
Tel: +(971) (4) 309 4255 Fax: +(971) (4) 309 4302

CESA Appointed Freight Forwarder
GBH Exhibition Forwarding Ltd
10 Orgreave Drive, Hansworth, Sheffield S13 9NR.

Contact: Mark Saxton E: mark@gbhforwarding.com
Tel: 0114 269 0641 Fax: 0114 269 3624

Travel Agent
Jigsaw Conferences
Carlton House. Gwash Way, Ryhall Road, Stamford PE9 1XP.

Contact: Kashy Kaur E: kashy@jigsawconferences.co.uk
Tel: 0845 000 0792
The Market and the Show

- Rapidly expanding Hotel and Restaurant Industry
- Growth in the number of four and five star hotels throughout the GCC is expected to continue
- There are currently more than 300 hotels in Dubai along with plans for many more to be established in the near future. Around US$1.36 billion is earmarked for new properties currently either under construction or at the design stage
- The huge demand for hotel restaurant, catering and leisure equipment, supplies and services, shows further growth potential for the exhibition

Key Market Data:

- The per capita income levels of the Middle East rank amongst the highest in the world
- The value of the Gulfood market is estimated at more than US$9 billion and projections for further growth
- The Gulf’s population growth is amongst the highest in the world

Gulfood is now the annual Food, Catering and Hotel event held at the Dubai International Exhibition Centre and is the fastest growing exhibition of its kind in the Middle East. The exhibition profile includes Food and Beverage, Food Processing Machinery, Hotel Equipment, Refrigeration and Catering Equipment, Hotel Supplies and Services, Food Packaging, Labelling Equipment, Coding and Measuring Equipment, Disposables and Hospitality Information Systems.

www.gulfood.com

http://my-catalog.at/42540_e-marketingrevolution_5308/
Facts and Figures

- **Event Name:** Gulfood
  The 18th Gulf Food, Hotel & Equipment Exhibition and Salon Culinaire

- **Event Dates:** 25th February – 28th February 2013, Monday to Thursday

- **Event Opening Hours:**
  11.00 hrs to 19.00 hrs (25th-27th February)
  11.00 hrs to 17.00 hrs (28th February)

- **Admission Policy:** Trade Only

- **Event Venue:**
  Equipment is located in Zabeel Hall
  Dubai International Exhibition Centre (Dubai World Trade Centre – Exhibition Complex)

- **Frequency:** Annual

- **Number of Exhibitors (Gulfood 2012)**
  3,816 from 83 countries - 37% Hospitality, Catering and Foodservice Equipment
  37% Foodservice & Catering, Packaging and food processing equipment
  Size: 100,898 sq. m gross

- **110 International Pavilions (Gulfood 2012)**
  Algeria, Argentina, Armenia, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Croatia, Cyprus, Egypt, France, Germany, Greece, Hungary, India, Indonesia, Italy, Japan, Jordan, Kenya, Korea, Latvia, Lebanon, Malaysia, Montenegro, Netherlands, New Zealand, Peru, Singapore, South Africa, Spain, Syria, Sri Lanka, Taiwan, Thailand, Turkey, United Kingdom, United States of America - CESA – UK, Foodservice Equipment and PPMA, Packaging Machinery

- **Number of Visitors - History**
  32,022 from 146 countries, 58% overseas (Gulfood 2007)
  37,618 from 140 countries, 40% overseas (Gulfood 2008)
  45,489 from 152 countries, 16% growth (Gulfood 2009)
  55,379 from 152 countries, 18% growth (Gulfood 2010) 47% international (+30%(2009)
  62,024 from 152 countries, 12% growth (Gulfood 2011) 57% international
  68,681 from over 152 countries, 11% growth (Gulfood 2012) 61% international
Floor plan – Main Exhibition Pavilions

Floor plan - Zabeel Hall

Location of UK Pavilion
What is included?
typical Shell Scheme for Gulfood

Gulfood
Shell Scheme Specification

Shell Scheme - This includes stand with white walls, coloured fascia with nameplate in English, carpet tiles, spotlights, 13 amp power point and power supply.

Space only - Bare floor space for exhibitors who wish to design and build their own stand. Power is charged separately.

Optional Extras

The following items are available, if required, at extra cost:

- Additional electrical outlets
- Audio visual systems, Design & Construction Services
- Telephone, fax & data connections
- Display aids
- Furniture
- Promotional staff

*Stand design (subject to change)
On-Site Facilities

Exhibitors in the CESA Group will also benefit from use of the following facilities on the CESA stand:

- Tea/Coffee Soft Drinks
- Help and advice
- Networking with other exhibitors
- Co-ordination of activity
- UK Group Publicity
- Management of the British Pavilion

Pre and Post Exhibition Support

We will be on hand to respond to questions and to offer advice, if necessary we will hold an exhibitors’ meeting prior to the event to discuss all elements of participation. If required, a debriefing meeting will also be arranged to ensure exhibitors follow up correctly after the show and achieve the best results from their participation.

Eligibility and Funding

Participation is open to any company who wishes to exhibit in the equipment hall (not just CESA members)

UKTI Grants Available under TAP

The grant is a flat rate of £1,400 per eligible exhibitor

There are only 10 grants available, and these will be allocated on a first come first served basis.
GULFOOD – DUBAI  Mon 25th – Thurs 28th February 2013

Equipment Hall British Pavilion co-ordinated by the Catering Equipment Suppliers’ Association (CESA)

Application Deadline – 21st December 2012. Space will be limited and allocated on a first come first served basis based on payment and signed contracts being received.

CESA will be responsible for building your stand within the British pavilion. Inclusive of the construction cost you will be provided with:

- Stand space within an enhanced shell scheme
- 1 x lockable counter and 1 x set of 3 shelves (flat or sloping)
- Carpeting
- Name board
- Stand lighting plus 1x single phase socket
- 1 table and 4 chairs

A range of chargeable extras will also be available to meet specific requirements.

You are responsible for dressing your own allotted space and staffing it throughout the show.

A layout plan, confirmation of stand number and a technical order pack will be sent to you once sites have been allocated by GulFood and the group has been finalised. In allocating space to the exhibitors, CESA (Catering Equipment Suppliers’ Association) will take into account requests regarding location but shall not be bound by such requests. A surcharge of 15% can be paid to secure a corner position – allocation on a first come first served basis.

SERVICES PROVIDED BY CESA

- CESA will be responsible for the provision of an attractive group stand, designed and constructed by our appointed contractor.
- All pre-show administration.
- Information stand manned by CESA personnel to assist you with your participation and handle general trade enquiries on site.
- Production of a list of British exhibitors for distribution in advance of the show to key buyers and from the CESA stand on site.
- Pre show exhibitors communication to explain your exhibit in more detail and to enable you to maximise your participation.
- On site support from CESA together with technical back up for the duration of the show.
- Networking event with local trade contacts during the exhibition.

First time exhibitor package offering advice on the UAE market plus individual appointments to discuss your participation and your stand design.
PRODUCTS TO BE EXHIBITED

The Equipment Hall at Gulfood is suited to the exhibiting of any non food product relating to the catering, hospitality, foodservice food processing industry and also related service products. Further advice can be obtained from CESA or the show organisers.

The display of goods or services which are not of UK origin is discouraged. Approval to exhibit such goods must be obtained in advance from CESA. Any Exhibitor wishing to display goods or services which are not of UK origin must do so discreetly and must do nothing to detract from the impression that the Exhibitor is primarily involved in exporting from the UK.

Any eligible exhibitor wishing to exhibit products of any other supplier or who will be sharing their stand is obliged to advise CESA in advance.

STAND SPACE AND CONSTRUCTION COSTS

Cost per square metre:

Stand space and construction £505.00 per square metre*

* The space cost is an estimated cost based on an assumed exchange rate of £1= AED 5.77. The actual cost may vary depending on the exchange rate obtained on the day of payment by CESA Ltd to the Exhibition Organisers or the Contractors for this event.

Any fluctuations in exchange rate which affect the overall costs will be adjusted in your post show account.

NET COST OF STAND FOR ELIGIBLE COMPANIES

The following table gives an indication of the costs of participation for eligible companies based on typical stand sizes. These are estimated costs based on current exchange rates. Actual figures and space costs may vary.

<table>
<thead>
<tr>
<th>Size of Stand</th>
<th>Stand cost £505/sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 square metres</td>
<td>£4,545</td>
</tr>
<tr>
<td>12 square metres</td>
<td>£6,060</td>
</tr>
<tr>
<td>15 square metres</td>
<td>£7,575</td>
</tr>
<tr>
<td>18 square metres</td>
<td>£9,000</td>
</tr>
<tr>
<td>30 square metres</td>
<td>£15,150</td>
</tr>
</tbody>
</table>

OTHER FIXED COSTS

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner position surcharge</td>
<td>15% per sqm</td>
</tr>
<tr>
<td>CESA executive time administration fee</td>
<td>£500.00</td>
</tr>
<tr>
<td>Non CESA member surcharge</td>
<td>£250.00</td>
</tr>
</tbody>
</table>
PAYMENT CESA is responsible for arranging the stand construction and for the full payment of space and construction charges for the British pavilion.

Space costs are now payable to CESA. Payment must be received within 30 days of confirmation based on your requested space. If not, your participation may be cancelled and you will become liable for the full gross cost of participation. Any adjustments will be made once all stand space has been allocated.

VAT The CESA estimated recruitment fees and charges do not include UK VAT. However, should VAT become payable on participation fees it will be detailed in your post-show account for payment.

INSURANCE – important note

Important: Due to changes in legislation, CESA is not able to provide group insurance as part of its exhibition package.

Dubai World Trade Centre have made a change which will require each stand holder to pay a fee of 550dhms (c.£100) for Insurance.

This is outside of our control and CESA is unable to absorb this cost this year. Therefore we have included the insurance as an additional charge, which we will then arrange for individual exhibitors on confirmation.

OTHER VARIABLE COSTS Any costs incurred by CESA on behalf of the pavilion in which companies are sited will be recharged on a pro-rata basis based on the stand size occupied. Any items ordered specifically at your request will be charged and detailed in your post show reconciliation account.

CANCELLATIONS Any company cancelling their participation will be liable for the full cost of the stand and associated services unless a replacement company can be found. Any other charges for services or equipment incurred on your behalf will be charged at cost.

A fixed charge of £500 will be levied on all cancellations.

CESA MEMBERSHIP CESA is focused on providing support to manufacturers and suppliers of commercial catering equipment and ancillary supplies. Benefits of membership include:

- Representation on policy and technical issues
- Annual business conference
- Industry Newsletter
- Technical and Policy implementation support
- Sponsorship of Hotelympia and Hospitality Week Exhibition
- Statistics Scheme
- Export Support
- Sales leads via www.cesa.org.uk

When exhibiting with CESA, members enjoy priority booking and waiver of the £250 booking surcharge.

For more information about CESA and how to join, please contact:
Keith Warren or Debbie Reeves
Catering Equipment Suppliers’ Association, CESA Ltd
Westminster Tower, 3 Albert Embankment, London, SE1 7SL
Tel: 020 7793 3030 Mobile: 07860 395752 Fax: 020 7793 3031 E: debbie.reeves@cesa.org.uk

CESA CATALOGUE OF BRITISH EXHIBITORS   CESA will be producing a list of all British exhibitors at Gulfood the shared cost of which will be charged to exhibitors in their post show account. This is anticipated to be approximately £50 per company and covers the cost of production and translation services.

HOW TO APPLY  Complete the CESA booking form confirming the total space you have requested
Attach a cheque or arrange payment to CESA Ltd. to cover the costs.

To make a bank transfer quoting your name and Gulfood 2013 to:
Account Name:  CESA Ltd
Sort Code:  40-05-20
Account Number:  01642324
Address:  HSBC Bank Plc, West End Commercial Centre, 5th Floor, 70 Pall Mall, London, SW1Y 5EZ

Note: Remitter to pay all bank charges. Please quote your name and Gulfood 2013 on your transfer.

Return all of the relevant documentation together with your cheque made payable to CESA Ltd to:
Robin Pritchard
Catering Equipment Suppliers’ Association
Ground Floor, Westminster Tower, 3 Albert Embankment, London, SE1 7SL
Tel: 020 7793 3030 Fax: 020 7793 3031 E: admin@cesa.org.uk

You are advised to send your application forms as soon as possible to avoid disappointment.

DEADLINE FOR RECEIPT OF APPLICATIONS – Wednesday 21st December 2012
If you have any queries concerning the British pavilion at Gulfood or need any clarification on any of the information given in this circular, please contact :-
Keith Warren or Robin Pritchard tel: 020 7793 3030, admin@cesa.org.uk
1. I can confirm that my company wishes to exhibit at the above show and will require ______ sq.m. of space and construction at £505.00 per square metre in the CESA British Pavilion at Gulfood 2013

2. Please tick as appropriate:
   - I enclose a cheque (Payable to CESA Ltd)
   - I have made a bank transfer

   Stand space @ £505.00 per square metre and stand construction = £

   - I would like to secure a corner position at 15% surcharge per sqm = £

   CESA Management Fee = £500
   CESA non-member surcharge = £250 [if applicable]
   Mandatory Insurance cover = £100

   Total enclosed/transferred* = £

3. Products to be displayed: [please give a brief description]

4. Company Name
   
   Address
   
   Post Code
   
   Contact
   
   Signed
   
   Telephone
   
   Fax
   
   Export Turnover
   
   Turnover
   
   Internet Address
   
   Email
   
   Company Registration Number
   
   Date

Please complete and return this form and appropriate remittance to: CESA Ltd, Westminster Tower, 3 Albert Embankment, London, SE1 7SL

FINAL CUT-OFF DATE  21st December 2012

*Confirmation of participation will be not agreed until full payment has been received

In submitting this application, the exhibitor agrees to be bound by CESA’s participation conditions as detailed below
Exhibition Publicity Form “A”

Gulfood, Dubai: Monday 25th February – Thursday 28th February 2013
Gulfood 2012 CESA British Pavilion

Please complete the following and return to CESA Exhibitions Department together with a high res jpeg of your company logo:-

Name of Exhibitor:

Address:

Tel:

Fax:

email:

website:

Name and Job Titles of Stand Representatives:-

Please give below approximately 30 words describing your company’s activities/exhibits for inclusion in the CESA Brochure.
CESA Ltd TERMS & CONDITIONS

Appendix 1
Participation Conditions

1. It shall be the responsibility of the exhibitor at any show, exhibition or display, stand or other similar event to ensure that:
   - All products are of UK manufacture. Anyone wishing to display goods or services which are not of UK origin must not do this prominently so as to give the impression to visitors that it is not a display by a firm involved in exporting from the UK.
   - All products comply with Acts of Parliament, Orders, Regulations or Codes of Practice relating to quantity, quality, description, safety or price.
   - All products are displayed in a controlled way that ensures compliance with all regulations that may from time to time regulate food hygiene or temperature control.
   - All local requirements of the Environmental Health Department or conditions or rules of the organiser of the event are complied with.
   - Space allocated to the Exhibitor may not be assigned or sub-let to any other company or organisation without the prior written permission of the Catering Equipment Suppliers’ Association, CESA.

2. CESA will make every effort to provide the size of stand requested but cannot guarantee in advance either the hall, position, configuration of the stand, or total area that can be provided. In the event of unavoidable circumstances, CESA reserves the right to change the layout and size of the exhibition. The exhibitor will be notified of any such change.

3. Exhibitors taking advantage of any initiative coordinated by CESA undertake to indemnify The Association and its employees in relation to any action against them arising solely due to negligence or breach of contract on the part of the exhibitor/participant.

4. CESA reserves the right to use any credit in the Exhibitor’s post-show account to clear any out-standing debts.

5. All exhibitors are required to effect insurance to protect your interests and our own position, we strongly recommend that all exhibitors insure against CANCELLATION/ABANDONMENT of the event, ALL RISKS on property owned, hired or borrowed and EMPLOYERS/PUBLIC LIABILITY risks.

6. The Exhibitor indemnifies CESA against the cost of any damage caused by the Exhibitor, his/her servants or agents to the premises. He further indemnifies CESA against the cost of repairing any damage which may occur to the Exhibitors’ Stand, except insofar as that damage is caused by the CESA, his/her servants or agents.

7. Except in respect of any personal injury or death for which CESA may be liable at law, their total liability to the Exhibitor in respect of any breach of contract and negligence, shall not in any circumstances exceed the total amount of any payment received by them from the Exhibitor.

8. No failure or delay by any party to exercise any right, power or remedy will operate as a waiver of it, nor will any partial exercise preclude any further exercise of the same, or of some other right, power or remedy.

9. **Force Majeure** – Neither party shall be liable for any failure or delay in performance of this contract which is caused by circumstances beyond the reasonable control of the parties (a “force majeure” event). Where a force majeure event occurs, the obligations of both parties shall be suspended for so long as the force majeure event continues; however, the Exhibitor shall continue to observe the provisions of the Rules and Regulations so far as possible where the Exhibition has already commenced. CESA shall not reimburse to the Exhibitor any payments made if a force majeure event occurs.

10. **Termination for Breach** - Without prejudice to any other right or remedy it may have, the Organiser may terminate this Contract at any time by notice to the Exhibitor if the Exhibitor:
   - Fails to make payment in accordance with clause 6, and the failure to make payment is not remedied within 7 days of the Exhibitor receiving notice requiring payment; or
   - Is in breach of the terms of this Contract (including the Rules and Regulations) and the breach is incapable of remedy within a reasonable time or, in the case of a breach capable of remedy within a reasonable time, the breach is not remedied within a reasonable time of the CESA giving the Exhibitor notice specifying the breach and requiring it to be remedied.
   - The parties acknowledge that what constitutes a reasonable time will depend on the facts including the effect that the breach has upon the CESA and upon other Exhibitors; it may, depending on the circumstances, be reasonable for the CESA to require the immediate remedy of the breach.
   - In submitting their application, the Exhibitor agrees to be bound by these terms and conditions.