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Free From Food Dubai Partners with
the Most Influential F&B Organization in the UAE,
the Food & Beverage Business Group
Grand Hyatt Convention Center
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Free From Food Expo, Europe's leading innovation platform for the free from, organic, vegan, functional and healthy ingredient food industries, partners with UAE Food & Beverage Business Group (FBMG) to collocate and coproduce the most influential F&B events in the UAE: **Free From Food Dubai** and the 4th edition of the **Future Food Forum 2023**.

The FBMG is the most influential F&B organization in the UAE with close ties to the Dubai Chamber of Commerce and Industry. They are committed to the development of the F&B sector and provide a platform to collaborate, innovate, and network within the industry. Their membership boasts some of the biggest names in the international F&B sector including General Mills, Kellogg's, Nestle, Danone, Spinney's, and Carrefour. Future Food Forum, their thought-leading conference, attracts C-level executives from the F&B Industry, regulators, and government authorities and features an exclusive conference program with global industry expert keynote speakers, CEO round tables, and government policy makers sharing invaluable market insights.

As evidenced by the wellness trends throughout the world, Free from, healthy, and functional ingredients and products ARE the Future of Food. The ideology at the heart of Free From Food Dubai and Future Food Forum directly aligns with UAE government initiatives and nutrition strategies to reduce sodium, trans fats, offer healthier snacks for children and improve the general health of the nation. Due to the growing interest in healthy lifestyles, the trend towards healthy eating, the increased incidence of food intolerances like celiac disease, gluten and lactose intolerance, and the rise in disposable income, Middle Eastern consumers are hungry for Free From & Healthy Products. The GCC gluten free food products market is projected to grow at a CAGR of 9% during 2021-2025,¹ and sugar free, vegan/plant-based food, protein rich foods, and non- alcoholic drinks are all expected to perform

¹ <https://www.reportlinker.com/p05933031/GCC-Gluten-Free-Food-Products-Market-By-Product-Type-By-Distribution-Channel-By-Country-Competition-Forecast-Opportunities.html>



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well.² As evidenced by the increased number of gymnasiums, fitness centers, and interest in “Better for you food,” the GCC is a market ripe with opportunity for International Free From Food and Functional Ingredient businesses.

Free From Food Dubai, hosted in partnership with the UAE FBMG’s 4th edition of the Future Food Forum, will be a uniting force bringing together eminent international food manufacturers, distributors and local key decision makers in the retail, food services, catering, wholesale, and all other ‘Free From’ & Healthy Ingredient distribution channels. This two day, 100% B2B event, will feature a physical showcase of innovative businesses and products, extensive curated matchmaking program with guaranteed high numbers of meetings for participants, and a conference program with global industry expert keynote speakers. Presentations covering categories free-from, vegan/plant-based, natural/organic, functional/healthy ingredients, zero-waste, sustainable manufacturing processes and product features will provide invaluable market insights and education for professionals.

Attendees and exhibitors will be able to make the most of their time with efficient matchmaking services organized by Global Management Dubai, meeting specialist and experienced organizer for the Saudi Export Development Authority and Saudi Pavilion at Gulf Food. Previous attendees to the Amsterdam 2021 and Barcelona 2019 Free From Food editions reported that the unique matchmaking is one of their favorite parts of the FFF event, with 97% attendees making new business connections, and 95% of attendees expecting sales following the event.³

Since the UAE relies on agrifood import for 90% of food requirements,⁴ foreign companies can feel confident that local partners will be open to foreign business connections. With an innovative exhibition, extensive networking and matchmaking approach, and UAE FBMG’s thought-leading CEO conference, [Future Food Forum](#), Free From Food Dubai 2023 will be the premier event in the Free From and Healthy Food Markets in the Middle East.

² <https://www.databridgemarketresearch.com/reports/middle-east-and-africa-health-and-wellness-food-market>

³ Free From Food & Functional Health Ingredient Event Report 2021 & 2019

⁴ <https://exportconnect.com.au/the-uae-a-land-of-opportunity-for-fb-exporters/>



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Pre-Registration is now open for participants and visitors are encouraged to connect with their peers through our matchmaking platform at free-from-food-dubai-2023.b2match.io/ and on social media in advance of the show. For more information and to receive the latest updates, please visit dubai.freefromfoodexpo.com.

About Expo Business Communications BV and the FFFHI

Show organizer Expo Business Communications BV, based in Breda, the Netherlands, has been running the “Free From Functional Foods & Health Ingredients Expo” (FFFHI) since 2011. Founded in 2007 by Ronald Holman, the company closed a gap in the trade show business for food and ingredients with the first “Free From Foods Expo” in Freiburg (Southern Germany) in 2011. Free From Food events boast an impressive record of over 350 exhibitors & 9.000+ retail and food manufacturing professionals from more than 110 countries at their international editions.

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