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Middle East Food

مأكولات الشرق الأوسط

July 2013 / Vol. XXIX Issue 7

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MENA's Hotel Industry
Displays Positive Performance
(P.16)

Global Food Safety Witnesses
High Growth
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Verification of Halal food:
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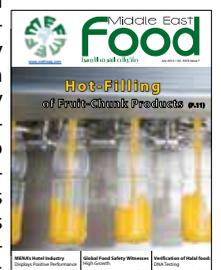
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COVER STORY

The twin-flow concept in terms of the process engineering for producing highly sensitive beverages with fruit-cell content is directly progressed in the filling technology involved. Thanks to holistically conceived systems engineering, Kronos is able to offer a seamless concept covering both process and filling technologies for producing and bottling beverages that contain fruit chunks and fruit fibers.



Cover Photo Courtesy of
Kronos AG

An Increase in Food Packaging Supply in Ramadan



زيادة الطلب على الأطعمة المعبأة في شهر رمضان

The Holy Month of Ramadan is considered as one of the most important seasons for the food and beverages industry. According to **Euromonitor International's** report "Ramadan and Consumers 2012 Trends Report", consumption in Arab and Muslim countries during this month is expected to increase by 30 percent.

Moreover, this month is expected to witness an upsurge in demand on prepackaged food which will drive the demand on packaged and wrapped food and disposable food packaging. The market of food products filling in the United Arab Emirates (UAE) surpassed USD544 million in 2012 registering a growth of 5 percent in comparison with 2011 with expectations to register around 1 billion in 2015.

The July issue of the **Middle East Food (MEF)** magazine covers the latest in the Middle East & North Africa (MENA) food industry, including new innovations, projects and events. The article on page 11 explains the hot-filling of fruit-chunk products. On page 16, the article focuses on the positive performance of the hotel industry in the Middle East and North Africa (MENA) region in the first months of 2013. Furthermore, the article on page 20 sheds the light on the methods of verification of Halal Food through DNA testing while the article on page 28 discusses the high growth of global food safety.

More stories are also available, covering the latest activities of regional manufacturers, importers and exporters, so enjoy reading it and send us your feedback to content@cphworldmedia.com

Dina Fawaz

Acting ER Manager/Senior Editor & Researcher

يعتبر شهر رمضان المبارك أحد أهم المواسم لقطاع صناعة الأطعمة والمشروبات حيث من المتوقع أن يرتفع الطلب الاستهلاكي في الدول العربية والإسلامية ليسجل زيادة تبلغ ٣٠ في المئة وذلك وفقاً لقرار «سلوك المستهلك خلال رمضان» الصادر عن مؤسسة «يورومونيتور إنترناشونال».

كما سيشهد هذا الشهر زيادة في الطلب على الوجبات المعبأة للتناول خارج المطاعم مما سيؤدي بدوره إلى زيادة الطلب على منتجات التعبئة والتغليف وحفظ الأطعمة ذات الاستخدام لمرة واحدة. وخلال عام ٢٠١٢، تجاوزت سوق تعبئة المنتجات الغذائية في سوق الإمارات العربية المتحدة ٥٤٤ مليون دولار أمريكي أي نمواً بنسبة ٥ في المئة مقارنة بالعام ٢٠١١ مع توقعات بأن تسجل حوالي مليار دولار أمريكي في العام ٢٠١٥.

يغطي عدد تموز/يوليو من مجلة مأكولات الشرق الأوسط آخر أخبار قطاع الصناعة الغذائية في الشرق الأوسط وشمال أفريقيا بما فيها الابتكارات والمشاريع والأحداث الجديدة. فيشرح المقال في الصفحة ١١ مفهوم تعبئة المنتجات الساخنة التي تحتوي على قطع الفاكهة. ويتطرق مقال الصفحة ١٦ إلى الأداء الإيجابي لقطاع الفنادق في منطقة الشرق الأوسط وشمال أفريقيا في الأشهر الأولى من العام ٢٠١٣. أما المقال في الصفحة ٢٠ فيسلط الضوء على كيفية التحقق من الأطعمة الحلال عبر فحص الحمض النووي بينما يتطرق المقال في الصفحة ٢٨ إلى النمو الهائل لسوق سلامة الغذاء في العالم.

يحتوي هذا العدد على المزيد من الأخبار التي تغطي أحدث الأنشطة الخاصة بالمصنّعين الإقليميين والمستوردين والمصدّرين، فاستمتعوا بقراءته وأرسلوا لنا ملاحظتكم على

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Iran

2.2 Million Tons of Rice to Be Produced

As per **Iran's Rice Guild Association** sources, Iran plans to produce 2.2 million tons of rice in the current Iranian calendar year which ends March 21, 2014. *Jalil Alizadeh Shayeq* was quoted as saying that farmers are currently planting rice in 630,000 hectares across the country and that some 520,000 hectares of the above-mentioned amount have sufficient water. As a matter of fact, Iran plans to reach self-sufficiency in rice production in the next three years. According to the Agriculture Jihad ministry's plan, the country was supposed to reach self-sufficiency in the rice production field by the end of the current Iranian calendar year (March 19, 2013), but officials recently announced that the plan needs another three years to be completed. Meanwhile Iran still depends on rice imports for its domestic consumption. The country's annual rice consumption is around 2.8 million tons. Based on the latest statistics released by Iran's Customs Administration, rice was the main imported item in the first two months of the current year and the country imported USD359 million dollars' worth of rice during that period.



Jordan

Agriculture Ministry to Regulate Vegetable Exports

According to official governmental sources, the Ministry of Agriculture is thinking about reducing or banning vegetable exports to control their prices in the local market. Commenting on the matter, Agriculture Ministry Spokesperson *Nimer Haddadin* said: "Prices of certain vegetables, mainly tomatoes, are rising in the local market because demand is high while

supply is low. Therefore, vegetable exports will be regulated to control prices". "Consumers are currently complaining about the rising prices of tomatoes, which is due to the end of the tomato season in the Jordan Valley and the beginning of its season in the desert and Mafraq in the northeast region," Haddadin also said. He noted that local demand for tomatoes is 500 tons per day, but currently supply ranges around 300 tons. "If a decision is taken to ban or

the **Lead Consultancy Services** for the design of the hotel, which is the second of two five-star hotels at the Saraya Bandar Jissah site. The design of the first hotel, of 206 keys, is approved and the tender for construction has been floated in the market. The 106 key hotel will be fully designed by lead architects DSA Architects and their engineering partner **WSP**, in the style of an Omani village. The design will incorporate elements from the natural



reduce exports, it will only be temporary and last for less than 10 days, by which time vegetables from Mafraq and the desert areas are supposed to be in the market," Haddadin added.



Oman

Saraya Bandar Jissah in Final Development Design Stages

Saraya Bandar Jissah (SAOC), the company developing Muscat's newest integrated residential and leisure development, has signed a contract for the design of its 106 key boutique hotel. The contract with **DSA Architects International** is for

surroundings including the mountainous terrain and the iconic beach. *Hamood Al Hosni*, CEO, Saraya Bandar Jissah, commented: "This contract is the final step in the design of the hotels and the vital last link in the complete development design. We are very much looking forward to starting work with DSA Architects and seeing the complete vision of the project come to life."



Qatar

Dusit to Open Doors in Doha

Asian hospitality group **Dusit International** announces their latest hospitality proj-

ect at West Bay, in Doha, Qatar. Slated to open in the last quarter of 2013 during the company's "Year of Expansion," this will be the first Dusit branded property in Qatar, but the company's 5th in the Middle East. Located in the heart of Doha's diplomatic district overlooking the Doha Corniche,

to detail delivered with the outstanding levels of gracious hospitality Dusit is famed for. "Qatar offers enormous potential and is a significant market for Dusit," says Dusit International Regional Director of Development, Europe, Middle East and Africa, *Andrew Shaw*.

Points by Sheraton brands to the holy city of Makkah," said *Michael Wale*, President, Starwood Hotels & Resorts, Europe, Africa and Middle East. "As business travel and religious tourism continue to expand in Saudi Arabia, we believe the time is right to expand our portfolio in the country," he added. *Abdul Rahman Abdul Qadir Fakieh*, chairman of the board for Jabal Omar Development Company commented, "We are excited to partner with Starwood to bring three of their world-class brands to Makkah. We believe the addition of these hotels is in line with the goal of the Jabal Omar Development to improve and urbanize the central area surrounding Al Haram and provide much needed facilities and accommodations for pilgrims."



UAE

Baristas Set for the Championship

According to a statement from **International Conferences and Exhibitions**, the "International Coffee & Tea Festival 2013", will run from October 8 to 11, at the Meydan Grandstand and Convention Centre in Dubai. **Baristas** in the Emirates are starting to prepare themselves for the UAE Barista and Latte Art Championships which will take part of the festival. Recognized and advocated by the **Specialty Coffee Association of America (SCAA)** and licensed by World Coffee **Events (WCE)**, the championship calls attention to excellence in the preparation of coffee and pairing science with the art of serving great coffee, confirmed the statement. *Ryan Godinho*, national coordinator for World Coffee Events, said: "The UAE Barista and Latte Art Championships are a key component of the International Coffee & Tea Festival which creates an ideal platform for the country's top baristas to demonstrate their skills and showcase their creativity, knowledge, presentation, showmanship and dedication to their evolving specialist career, especially through their signature beverages."



Saudi Arabia

Starwood to Open Three New Hotels

Starwood Hotels & Resorts Worldwide and Jabal Omar Development Company recently signed an agreement to open three new hotels in the Holy City of Makkah. As part of the project, Starwood is intending to open Sheraton, Westin and Four Points by Sheraton brands in 2015. "We are delighted to work with Jabal Omar Development Company as we introduce the Sheraton, Westin and Four

the iconic property offers views across the Arabian Gulf. The building's proximity to the Malls, Doha Exhibition Centre and the upcoming Doha International Conference and Exhibition Centre makes it appealing to both short and long-stay guests traveling on leisure or business. The project is set to redefine standards of luxury in Doha's international hospitality sector, with exceptionally high finishes and attention

Ingredients & Additives

Colorings

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Achieving Natural Brightness and Brilliancy

Natural colors, such as carotenoids or anthocyanins are in principle as bright and colorful as their artificial counterparts. However, the market does not perceive this performance equality. In contrast to artificial food colors, which are essentially pure dye molecules, most natural food colors contain 'impurities' originating from their plant source or formulation. Typical 'impurities' are proteins and enzymes, soluble hemicelluloses or polysaccharides, insoluble plant cell wall fragments and cellulose, sugars, salts and other secondary metabolites. The fundamental question is which of these 'impurities' have an effect on the brightness of natural colors and how can their influence be minimized or even overcome through the use of technological means. In other words, can we employ science and technology to develop natural colors having the same or superior brightness and brilliancy as artificial colors? In this overview we will identify some of the reasons for this perception, elaborate on the scientific background behind this phenomenon, and explain some of the technical means to overcome the difference.

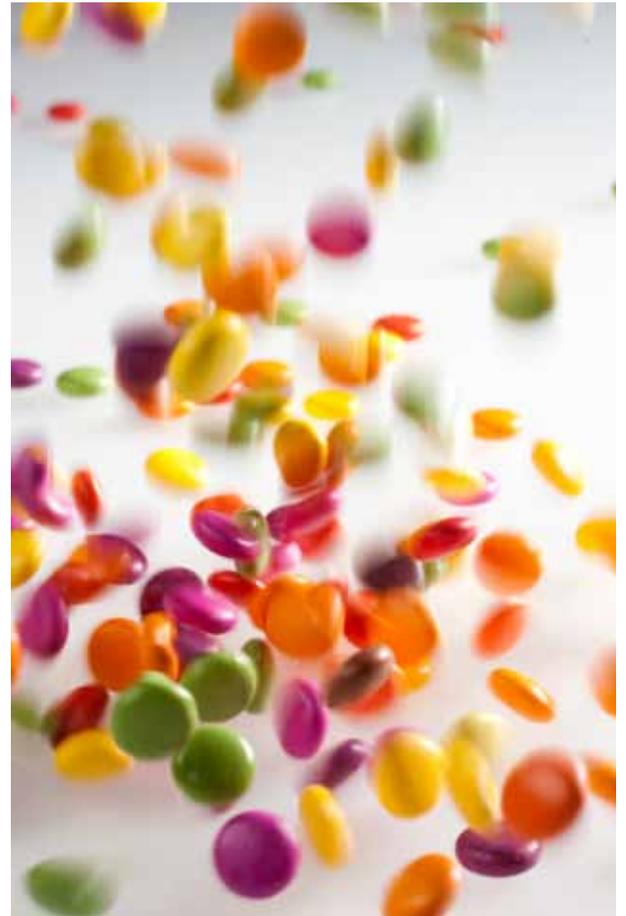
First we need to define how the human eye experiences brightness and brilliancy in applications ranging from beverages to pan coating:

- The brilliancy of a color in beverage applications, or, in general, in applications in which the color is in a solubilized state, is influenced by two basic factors: translucence and absorption in a broad wavelength range. The translucence is related to the scattering of the incident light; the unspecific absorption is related to a brown background shade.
- The brilliance of a color in panning applications, or, in general, in applications in which the color is in a solid state, is influenced, in addition to a minimized brown background shade, by its albedo, which is the diffuse reflectivity or reflecting power of a particle of incident light.

Browning reactions occurring in natural color preparations

Brown background shades most often occur in low quality coloring juice preparations and anthocyanin food colors. Brown background shades are most often an indicator of poor raw material quality, poor primary juice processing technology, or aged material which leads to non-enzymatic browning. During primary juice processing, plant enzymes, polyphenol oxidase or peroxidase cause enzymatic browning reactions in the presence of oxygen or hydrogen peroxide. In fresh plant material, these enzymes typically have a low activity, but if plant material is stored for too long a period or if plant material is mechanically or microbially damaged prior to processing, then the enzymatic activity is greatly enhanced and yields almost instantaneously brown color bodies in the juice. Non-enzymatic browning, i.e. Maillard reaction often in combination with Lobry-de Bruyn-van Ekenstein transformation or Heyns rearrangement, occurs in juices having a high content of reducing sugars and

“Brown background shades are most often an indicator of poor raw material quality”



reactive amines or free amino acids. Furthermore the thermally induced degradation of the coloring principles can lead to browning. Compared to the enzymatic browning reactions, non-enzymatic browning reactions are rather slow and require more drastic reaction conditions. During juice processing, evaporation is the most critical step for non-enzymatic browning due to the high temperature and dry substance involved. Long storage time is the other contributor to non-enzymatic browning.

A high level of brown background shade therefore on

one hand is an indicator for poor raw material quality and poor processing technology and on the other hand reduces the brightness and brilliancy of the color, which limits the applicability of natural colors.

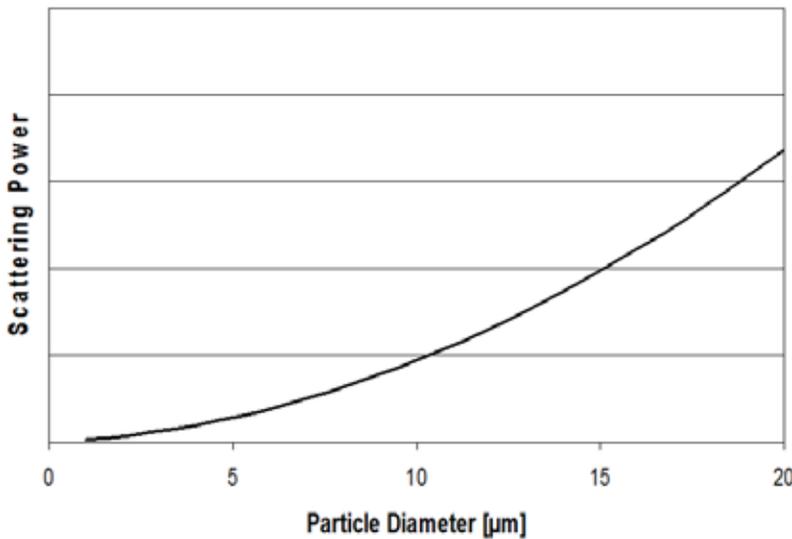
Translucence of color preparations

The translucence of natural colors is primarily affected by the amount of soluble high molecular weight products or insoluble particles, which scatter the incident light. The best analogy of how this diffuse scattering

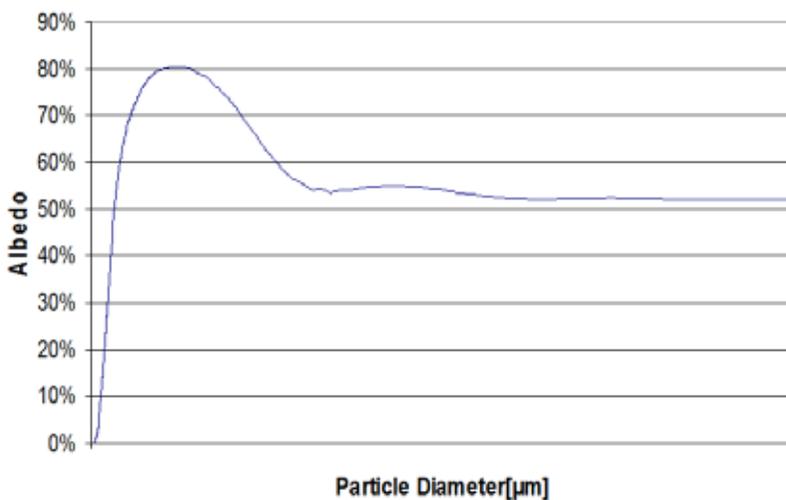
“During juice processing, evaporation is the most critical step for non-enzymatic browning”

of light in a translucent food application, like a beverage, affects the perception of color is the dampening effect of haze when compared to the color perception of a bright day. The amount of scattering depends on the concentration of the scattering particles and on the size of the scattering particles. While the scattering power relative to the concentration is largely linear, the scattering power relative to the particle size follows a 4th magnitude power law (Graph 1). Soluble products such as proteins typically are in the sub- μm range and hardly contribute to the scattering power, whereas aggregate or gel particles like pectins or hemicelluloses in general are in the highly scattering supra- μm range.

Graph 1: Scattering Power V/S Particle Diameter



Graph 2: Albedo V/S Particle Diameter



Advanced processing technology which addresses the scattering power of impurities on juices yields bright and brilliant natural colors which can be used, for example, in beverage or dairy applications.

Albedo of natural colors

The albedo of a particle is the diffuse reflection or back scattering of the incident light. In contrast to the scattering of particles in solution, the intensity of the albedo does not follow a simple power law relative to the particle size. The albedo intensity first increases sharply with increasing particle diameter, then shows a distinct maximum, but then reduces again and remains flat with increasing particle size (Graph 2). The location of this maximum depends on physical parameters like the particle geometry and refractive index of the concerned product. If the particle size of a natural color has been optimized for its albedo, for instance in color dispersions for panning applications, the efficiency, brightness and brilliancy can be up to 50 percent higher than that of a standard product. Since the efficiency is improved, there is a direct effect on economy of the product. Less product, yielding the same color depth reduces the cost in use. Efficient, bright and brilliant natural colors and coloring food not only make food more attractive, but also are an indicator of the raw material and processing quality. Furthermore these products can lead to lower dosage and cost saving versus allegedly cheaper standard grades. ■

Source:

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تعتبر في المبدأ ألوان الطعام الطبيعية مثل الكاروتينات والانتوسيانين مشرقة وغنية بالألوان تماماً مثل نظيراتها الاصطناعية لكن السوق لا تعترف بهذه المساواة في الفعالية. وعلى عكس ألوان الطعام الاصطناعية التي هي عبارة عن جزيئات الصبغة الخالصة، تحتوي معظم ألوان الطعام الطبيعية على 'الشوائب' التي تنشأ من مصدرها النباتي أو صيغتها. 'الشوائب' النموذجية هي البروتينات والإنزيمات والنصف سليولوز القابل للذوبان أو السكر الغدادي وأجزاء جدار خلية التنبية غير القابل للذوبان والسيلولوز والسكريات والأملاح وغيرها من المستقلبات الثانوية الأخرى. أما السؤال الأساسي فيمكن في أن أيا من هذه 'الشوائب' يملك تأثيراً على لمعان الألوان الطبيعية وكيف يمكن التقليل من تأثيرها أو حتى السيطرة عليها من خلال استخدام الوسائل التكنولوجية. بمعنى آخر، كيف يمكننا توظيف العلوم والتكنولوجيا لتطوير الألوان الطبيعية التي تملك لمعان وإشراق الألوان الاصطناعية؟

Beverage Color Influences Flavor Perception



The clear, colorless soft drink was accurately described as having a lemon-lime

D.D. Williamson, "The Color House," conducted an informal taste test with two dozen students. The students, aged sixteen to eighteen years old, were presented with carbonated drinks in three different hues (clear, brown and pink) and asked to describe how each tasted. They were not told that all three beverage samples were actually the same flavor, lemon-lime, in three different colors. Demonstrating yet again that color affects taste perception, an overwhelming majority responded that the beverages had different flavors. Clear Soft Drink: The clear, colorless soft drink was accurately described as having a lemon-lime or citrus flavor by 81 percent of the teenage taste testers. A small segment said it was flavorless. Brown Soft Drink: The brown, caramel-colored soft drink was described as either "sweet" or "fruity" by a one-third (34 percent) of the students. Cola was the next flavor identified, named by 15 percent. Nearly half did not offer a specific description of the flavor. Pink Soft Drink: The pink, beet-colored soft drink was described as "fruity," "berry" or "sweet" by more than one-third (38 percent). Other responses included "cola," "ginger ale," and/or flavorless. Of the three beverages tasted, the teens named Pink as their favorite. Multiple students indicated

that the pink beverage was the most flavorful and visually appealing. Note that a very small segment of the students accurately responded that all three beverages tasted exactly the same, despite having different colors. ■

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Sensient Extends its Natural Portfolio

After the successful roll-out of the Fusion Imagine Nature™ brand, **Sensient** now extends its natural portfolio by the Cardea™ product line. The innovative range features coloring solutions composed of exclusively natural raw materials for the food and beverage industry. It also provides clean labeling and offers a natural positioning beyond today's possibilities. As a special feature of Cardea™, the coloring principles are formulated either as water or oil soluble options, permitting maximum applicability in food systems. The idea behind this project is to unlock nature's full potential by utilizing the natural interactions between ingredients. "After screening a wide choice of ingredients, we were able to define a number of interactive natural modules, supporting each other with their characteristic functionality. This knowledge allowed us for instance to formulate emulsions which are composed of only natural components", says *Andreas Klingenberg*, Director Research and Development, Sensient Food Colors Europe. Cardea™ takes advantage of the synergy of these modules assuring superior performance in food and beverage applications. As natural pigment sources, the range contains simply fruit and vegetable



Cardea™ features coloring solutions

extracts and concentrates such as paprika, red beet, apple, carrot and spinach. "Nature is a genius in providing excellent protection of valuable ingredients and we have adopted this principle for our new Cardea™ portfolio", added Klingenberg. Offering unparalleled color innovation and proprietary technologies for over 100 years, the company applies industry-defining color expertise, enhancing brand value through premium sensory appeal and performance. ■

Kanegrade Launches Natural Colors Range

Kanegrade has launched its KANE BERRY® trademark to promote its extensive natural colors range. Natural colors are a healthy substitute to artificial colors, and one of the company's speciality is to provide advice, technical implementation assistance and supply natural colors for food products. Some examples of Kanegrade's new unique colors are: Clear Orange Beta Carotene Liquid for beverages (stable in heat and light); Vegetable Blends for beverages (stable in heat and light); Oil Soluble Colors for white chocolate and biscuit cream; Cherry Color for beverages (blend of Cochineal and Annatto colors). The company works with its customers on factors such as pH, dosage level, processing temperature and light exposure to recommend the correct ingredients and achieve the desired color in the finished product. Established over 25 years ago, Kanegrade has formed strategic alliances

and partnerships with growers and processors from across the globe. The company is widely recognized as a major supplier of natural food ingredients in the UK and overseas. Products include fruit juice concentrates/compounds/blends, natural colors and extracts, flavors and seasonings for snacks & meats, vegetable and fruit products, functional ingredients, fish and meat extracts, nutraceuticals & phytonutrients, ice-cream inclusions, nuts and nut products and many more available upon request. Kanegrade is also able to extend a technical advice service to customers on the usage of products. The company supplies to clients in over one hundred countries around the world, ranging from multi-national corporations to small, niche manufacturers. It also works with development teams to create innovative bespoke ranges designed specifically for their new product launches. ■

Hot-Filling of Fruit-Chunk Products

The twin-flow concept in terms of the process engineering for producing highly sensitive beverages with fruit-cell content is directly progressed in the filling technology involved. Only when both of these technologies interact to perfection will a properly harmonized process be assured, one that can be relied upon to take due account of all the requisite parameters. Thanks to holistically conceived systems engineering, **Krones** is able to offer a seamless concept covering both process and filling technologies for producing and bottling beverages that contain fruit chunks and fruit fibers. To enable juices consisting of sacs, fibers, fruit chunks or pulp to be filled as gently as possible, the juice is rigorously separated from the fruit content itself, both in the process engineering for thermal treatment and in the filling technology downstream. For this purpose, in hotfill applications Krones uses pre-dosing filler for the fruit content before the actual juice filling carousel in the filler.



Fruit chunks and fibers up to a maximum size of 10 x 10 x 10 millimeters

The goal of the filling process is to run hot pre-dosing into containers with a 38-mm mouth of a fruit-fiber or fruit-chunk mixture with a fruit content of around 50 percent in chunks measuring up to 10 x 10 x 10 millimeters in size, plus 50 percent juicer, before the actual free-jet hot-filler. Up to now, piston fillers have mostly been used for this purpose; the trouble is that they are not cippable, or not completely, have to be partially dismantled for cleaning, and are simply not hygienic enough. And post-dripping, plus uncontrolled emptying of the filling tubes, will ultimately lead to droplets on the neck finish, and will impair the accuracy of the dosing function. This is why Krones wanted to develop a simple, hygienic system that's easy to clean, one that

if at all possible no longer drips after dosing, and operates at least as accurately as a piston filler.

"The dosing function for the part with the fruit chunks is time-controlled"

Pre-dosing with diaphragm valves

In the research and development stage, the decision was taken to opt for a solution featuring diaphragm valves: their great advantage is that when they close they displace the product from the sealing gap, and thus minimize the damage rate that is so important for numerous clients. Tests in the laboratory have proved that even the highly sensitive mandarin sacs, which are required to remain completely intact after filling, so as to provide consumers with the appropriate taste experience, suffer next to no damage at all. A second diaphragm valve serves to circulate the product and keep it hot. The dosing function for the part with the fruit



chunks is time-controlled: the time required, plus the other filling parameters, are determined by the system autonomously during the setup routine for a new product. These parameters are then automatically stored in memory for each variant. In order to make sure that after dosing no product is lost through post-dripping, the remaining quantity is emptied into the bottle using sterile air. In the case of a filler rated at 36,000 containers an hour, the pre-dosing starwheel features 40 filling valves, enabling a pure treatment time of 2.8 seconds for the fruit content to be assured. The starwheel is in Monotec design, engineered for optimum hygiene and featuring a servodrive, which means it doesn't need a front table. The FlexiFruit pre-dosing filler can be retrofitted into existing hotfill lines, and is also suitable for handling large particle sizes and products of very high viscosity. It provides very high filling accuracy, and is amenable to CIP/SIP procedures. If pure juice without any fruit chunks is being bottled, the pre-dosing filler is decoupled.

Homogeneity of the product

One vital aspect when it comes to fruit dosing is the homogeneity of the product concerned. After all, the filling accuracy for the fruit content in the end-product depends closely on the homogeneity of the fruit's consistency, and can be influenced very significantly, by fast-rising or fast-falling particles or inadequate de-aeration. In order to assure the requisite homogeneity, a tank is provided nearby, with an agitator installed. From this tank, the product flows through appropriately dimensioned pipes via a manifold to a valve support construction featuring an annular channel. Thanks to careful design of the cross-sectional areas involved, the product is kept continuously in motion, thus avoiding the kind of separation that can often be observed in large tanks.

"...the entire fill quantity is measured in the downstream weighing-cell filler"

Downstream juice filling with a weighing-cell filler

One of the system's major advantages is that the dosing filler itself does not need to possess an additional measuring instrument. What happens is that the entire fill quantity is measured in the downstream weighing-cell filler, where the juice without any fruit cells is bottled. The quantity of juice bottled thus depends on the amount of fruit content involved, which is continually optimized during the production run. This creates numerous advantages for the user: At the touch-screen, the operator can continuously check what has been dosed via which pre-dosing valves, and how high the ongoing standard deviation for the pre-dosing function is; Each valve is automatically corrected if, for instance, the product's viscosity alters over the production period concerned or the valve exhibits a different switching characteristic due to wear and tear; The final standard deviation in the end-product is lower, since the downstream weighing filler will compensate for any variation at the pre-dosing stage; Incorrect fills are detected by the weighing system, whereupon the operator can decide on how best to proceed: specifying limits for under- or overfills, for example, and then rejecting the bottles involved; If at a particular valve the correction required is too high compared to other valves, the operator can be prompted to check the valve concerned.

User-friendly maintenance

In comparison to a piston filler, the design people were able to choose a very lightweight construction, since the forces acting on the carousel are not nearly as high as with a piston-type model. High propriety was also given to ensuring operator-friendly maintenance. The complete unit, comprising the dosing block and the lifting unit, can be removed from the filler simply by unscrewing two bolts. This unit can then be overhauled in the workshop while the filler continues to operate with the replacement valve. By developing the Flexi-Fruit pre-dosing system, Krones has successfully closed the circuit required for holistically gentle production of beverages with a fruit-chunk content. Consumers can look forward to enjoying a top-quality drink. ■

Source:

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إن مفهوم تقنية التدفق التوأمي من حيث الهندسة العملية لإنتاج المشروبات الحساسة المصنوعة من خلوية الفاكهة متوالية بشكل مباشر مع تكنولوجيا التعبئة المعنية. وحدها عندما تتفاعل كلا التقنيتين بشكل مثالي تُضمن عملية منسقة كما ينبغي، عملية يمكن الاعتماد عليها تأخذ بالاعتبار جميع العوامل الضرورية. وبفضل الأنظمة المتصورة بشكل كلي، بإمكان شركة Krones أن تقدم مفهوماً سلساً يغطي تقنيتي التعبئة والتعبئة لإنتاج المشروبات وتعبئتها التي تحتوي على قطع الفاكهة وألياف الفاكهة أو قطع الفاكهة أو اللب من أن تعباً بأدق طريقة ممكنة، يتم فصل العصير عن محتوى الثمرة نفسها بدقة، سواء في الهندسة العملية للمعالجة الحرارية أو في تقنية التعبئة. ومن أجل ذلك، تستخدم Krones في تطبيقات التعبئة الساخنة جهاز تحديد الجرعات لمحتوى الفاكهة قبل تعبئة العصير الفعلية في جهاز التعبئة.

The Future of Filling and Packaging Technology

At the drinktec 2013 in Munich from 16 to 20 September, **Krones AG** will be showcasing its corporate capabilities at the usual place in Hall B6. The complete-system vendor for beverage filling and packaging technology has optimised its field proven kit while at the same time exploring completely new approaches, always with the goal of offering its customers the best possible solution. The German company has driven forward development thrusts that provide even more dependability, ensure consistently high levels of quality, and give the products concerned enhanced visual appeal. Krones knows that investments have to pay off. So the global company offers solutions that are efficaciously sustainable, energy-saving, cost-effective and resource-economical. Solutions that render production operations affordable, efficient and flexible. The exhibits on show at the drinktec meet all these requirements: high-performance lines and monobloc solutions for filling and packaging applications, interesting new developments in labelling technology, and meaningful advances in the field of process technology. Krones is also offering innovations for small and mid-tier bottlers, who are increasingly discovering the drinktec as their "own" fair as well.



Krones AG to showcase its filling and packaging solutions at drinktec 2013

The Krones Group, headquartered in Neutraubling, Germany, plans, develops and manufactures machines and complete lines for the fields of process, filling and packaging technology. The company's product portfolio is rounded off by corporate capabilities in intralogistics, information technology, factory planning, and in-house valve manufacture. ■

Netstal's High-Speed Production of Bottle Caps

Swiss injection molding machine manufacturer **Netstal** presented an application for the cost-effective and efficient production of closures for beverage bottles on an ELION 3200-2000 at Feiplastic 2013 which



PCO 1881 bottle caps are produced in a cycle of 4.2 seconds

was held in the Brazilian city of Sao Paulo. "Manufacturers of bulk commodities such as bottle caps are under continuous pressure to reduce manufacturing costs. Continuous improvements being made to both process and machine mean that Netstal is satisfying the increasing demand from South American customers for material savings, process efficiency and greater cost-effectiveness in production," explained *Markus DalPian*, Head of Business Unit CAP. "Using this can lead to energy savings of up to 50 percent," emphasized DalPian. PCO 1881 bottle caps are produced in a cycle of 4.2 seconds with a 72-cavity mold made by Austrian company z-mold. The ELION 3200 is fitted with the new aXos control unit, which boasts an improved control panel and many new applications. The closure sector is characterized by mass production and high cost sensitivity. "By combining our wide application know-how with our technological savoir-faire, it is possible to provide cost-effective production systems for our customers in South America," said DalPian. Thanks to Netstal's concentration of long-standing expertise in the closure sector, today it is able to provide customers with even more professional advice – well before the actual procurement of production equipment even begins. ■

Tetra Pak Announces Global Launch of New Cap

Tetra Pak®, the specialist in food processing and packaging solutions, announced the global launch of LightCap 30; a high density polyethylene (HDPE) cap made from sugar cane. **TINE**, a dairy producer, distributor and exporter, based in Norway, is the first brand in Europe to use these bio-based caps. "As one of Norway's largest users of packaging, it is important that we use our resources optimally and prioritize sustainability. This is a business imperative for us. Tetra Pak's TBA Edge, which is made from about 75 per cent renewable resources, now comes with bio-based cap, offering us the opportunity to further enhance the environmental profile of our products", said *Bjorn Malm*, Sustainability Manager, at TINE. The renewable polyethylene used in LightCap 30 starts out as sugar cane. The cane is crushed and the juice fermented and distilled to produce ethanol. Through a process of dehydration, ethanol is converted into ethylene, which is then polymerized to produce the polyethylene used to manufacture the cap. "The development of the bio-based LightCap 30 is another important step towards our goal of producing a 100% renewable packaging solution. This launch demonstrates our



LightCap 30, a high density polyethylene (HDPE) cap made from sugar cane

continued commitment to environmental innovation and providing customers, retailers and consumers with the highest level of environmental performance for their packaging," said *Erik Steijger*, Product Manager Environmental Innovation, Tetra Pak. ■

A New Packaging from SIPA

SIPA has developed a hot-fillable PET ketchup bottle. It should prove a highly cost-competitive alternative



SIPA's new hot-fillable PET ketchup bottle

to aseptic filling and it certainly has better looks than designs in HDPE (High density polyethylene). The problem normally encountered with hot filling plastic bottles, particularly those with long necks sometimes used for ketchup, is that, when the contents cool, their volume reduces and creates a partial vacuum. The bottle walls collapse and the label becomes partly or completely unstuck. In the past, ketchup makers have tackled this problem with bottles incorporating panels that withstand the distorting effects caused by the changes in internal pressure. Fortunately, SIPA has strength in depth in design and in testing. It became clear that something radical needed to be done with the shape of the bottle to stop this vacuum effect from ruining the package. The company's designers took an existing ketchup bottle design, shortened the neck and softened the angles around the bottle body to prevent the collapsing and provided an attractive appearance. The result is the bottle you see here. It can be filled between 85 and 90°C, stays in shape afterwards, and prevents "label crinkling". It's a bottle that has form as well as function. What's more, it can be produced on SIPA's SFR rotary stretch-blow molding equipment equipped with an oven intended for heat-set and oval containers. ■

Kraussmaffei Enjoys Success at Tiprex



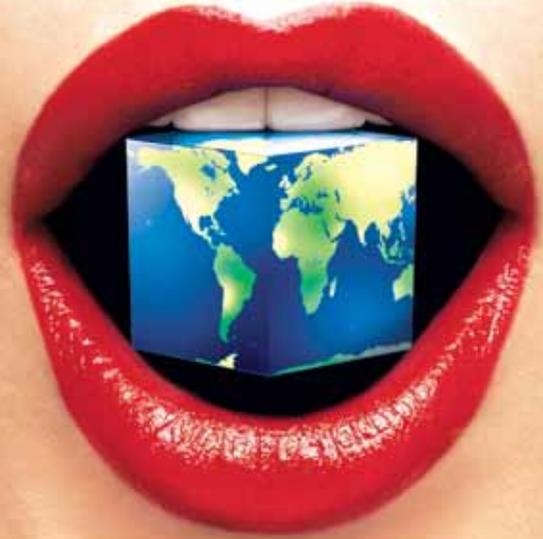
The AX 130-750 produces screw caps with maximum energy efficiency

KraussMaffei offers the right products for the market in Thailand. The company satisfied customers' requirements very precisely with the all-electric AX series for cost-efficient and energy-conserving closure production. This was confirmed by impressed visitors to the Tiprex exhibition, which was held in Bangkok, Thailand, from April 3 to 6, 2013. In particular, the manufacture of mass-produced articles such as sealing caps for the drinks industry calls for resource-efficient production along with high repeatability. The injection molding machines in the AX series are perfectly tailored to these requirements. During Tiprex an AX 130-750 produced screw caps with maximum energy efficiency in a 24-cavity mold from the company CCT. "Thanks to the proven KraussMaffei injection and plasticizing unit and the precision electric drive units, the AX series is almost predestined for process-reliable production of high unit numbers", said *Frank Peters*, Vice President Sales at KraussMaffei. The optimized 5-point toggle lever, efficient servo motors and smooth-running mechanics ensure maximum efficiency of the machine with which it is possible to reduce energy consumption by up to 50 percent. Ground-breaking control technology and absolute positioning accuracy ensure precise shaping with high dynamics. Just like every all-electric injection molding machine from KraussMaffei, the electricity generated through braking energy in the AX is also fed back as a standard feature into the intermediate circuit and is available for other axes or is returned to the power grid. ■



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MENA's Hotel Industry Displays Positive Performance

The hotel industry in the Middle East and North Africa (MENA) region exhibited positive performance in March 2013. Occupancy rate grew to 67.1 percent from 64.6 percent in March 2012, while Average Daily Rate (ADR) rose 5.4 percent to USD179.57 reported STR Global Data. Observing the hotel industry in Tunisia, in terms of absolute contribution to GDP, Tunisia's travel & tourism sector ranked 67th worldwide in 2012 according to WTTC and Zawya news report. As of March 2013, the active hotel development pipeline in the MENA region comprised 483 hotels with 118,713 rooms confirmed STR Global news release. Furthermore prominent 5 stars hotels chain are set to open their doors across the region.

Performance of major MENA cities in March 2013

The hotel industry in the MENA region exhibited positive performance in March 2013. Occupancy rate grew to 67.1 percent from 64.6 percent in March 2012, while ADR rose 5.4 percent to USD179.57 stated STR Global data. In March 2013, Abu Dhabi, UAE reported the largest increase in hotel occupancy rate (rose to 81.7 percent from 62.4 percent in the year -ago period), followed by Muscat, Oman (grew to 83.1 percent from 70.4 percent in the year-ago period), and Doha, Qatar (rose to 70.2 percent from 62 percent in March 2012). During the same month, Amman, Jordan reported the lowest occupancy rate (64.7 percent compared with 78.6 percent in March 2012) due to continued political instability in neighboring Syria. However, Amman recorded the largest increase in ADR (up 12.7 percent to USD166.4 compared with March 2012), followed by Dubai, UAE (up 11.5 percent to USD294.0 compared with March 2012). On the other hand, Beirut, Lebanon posted the biggest drop in ADR (down 21.4 percent to USD151.76 compared with the year-ago period). It is worthwhile to note that in that same month of March 2013, Abu Dhabi and Dubai exhibited strong performance, driven by the spring break for schools in the region as well as an array of other events. As a result, hotel occupan-

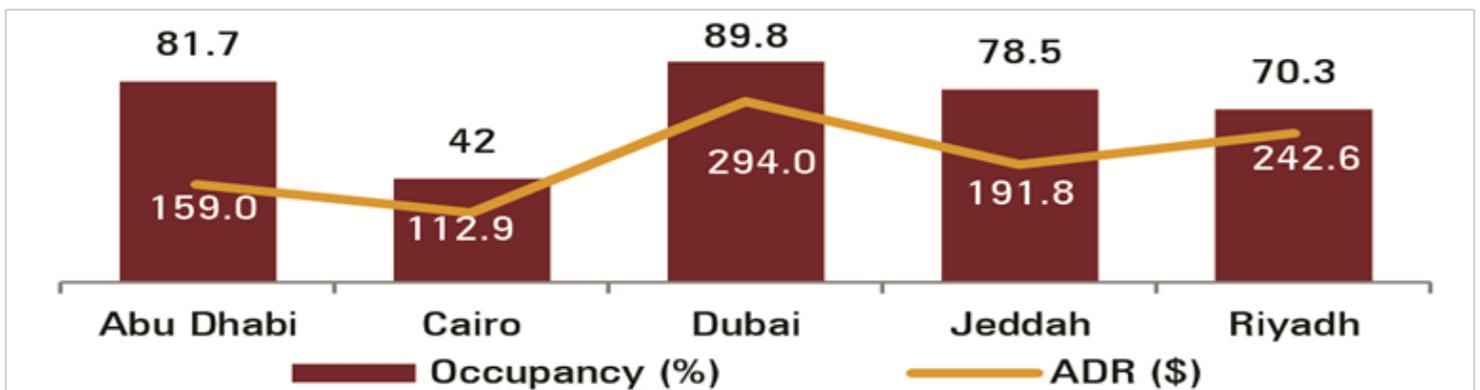
cy in Dubai surged to 89.8 percent from 87.5 percent in the previous year, while ADR grew 11.5 percent to USD294.0. Likewise, the occupancy rate in Abu Dhabi rose to 81.7 percent from 62.4 percent in the previous year, driven by increased arrivals from neighboring states due to the school holidays. Moreover, the city hosted many events, including the Gulf Incentive, Business Travel and Meetings Exhibition (GIBTM) and the Abu Dhabi Air Expo, the international exhibition of general aviation. However, in March 2013, ADR dropped 5.1 percent to USD159 compared with the year-ago period.

"In March 2013, Abu Dhabi, UAE reported the largest increase in hotel occupancy rate"

Country Focus: Tunisia

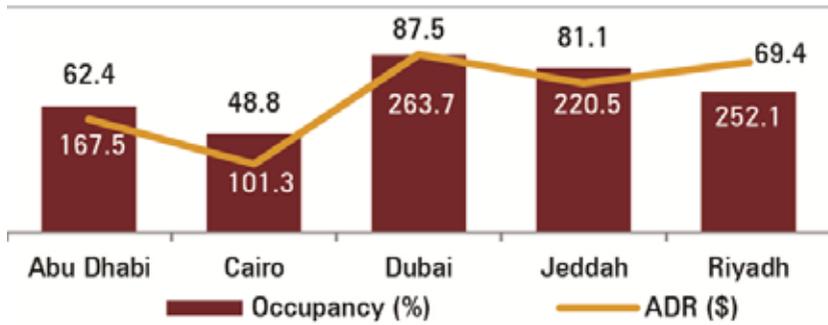
In terms of absolute contribution to GDP, Tunisia's travel & tourism sector ranked 67th worldwide in 2012 according to WTTC and Zawya news report. Around 6,561,000 international tourists are expected to visit the country in 2013; this is expected to generate USD 2,527.5 million in revenues during the year. The number of tourists visiting Tunisia is estimated to increase at a CAGR of 3.7 percent to 9,424,000 over 2013–23, with revenues totaling USD3,458.7 million in 2023. The sector's direct contribution to GDP is estimated to decline to USD3,046.1 million in 2013 from USD3,123.58 million in 2012 (7.3 percent of GDP).

Chart 1: Performance of major MENA cities in March 2013



Source: Hotstats Hospitality Intelligence – March 2013

Chart 2: Performance of major MENA cities in March 2012



Source: STR Global, Al Taameer analysis

Thereafter, it is projected to expand at a CAGR of 3.9 percent to USD4,454.2 million in 2023. Furthermore, investments in the travel & tourism sector are estimated to decrease 3.2 percent to USD781.6 million in 2013 from USD806.6 million in 2012 and to increase at a CAGR of 4.2 percent to USD1,176.39 million over 2013–23. Tunisia is famous for its cultural heritage, diverse landscapes and beaches. Some of the key tourist attractions include the city of Tunis, the ancient ruins of Carthage, the Muslim quarters of Jerba and coastal resorts outside Monastir. In addition, one can engage in amusement activities such as water sports, camel travel, hiking and bird watching at the Ichkeul National Park. Measures taken by the government recently to improve the tourism infrastructure and the implementation of pro-tourism regulations have helped restore the country's tourism sector following the Arab uprisings of 2011. *Jamel Gamra*, Minister of Tourism, stated in a meeting of the Cabinet in May 2013 that the government remains committed to improving tourism by focusing on four main themes: promoting the environment, guaranteeing security in the country, enhancing the quality of services and developing promotional campaigns.

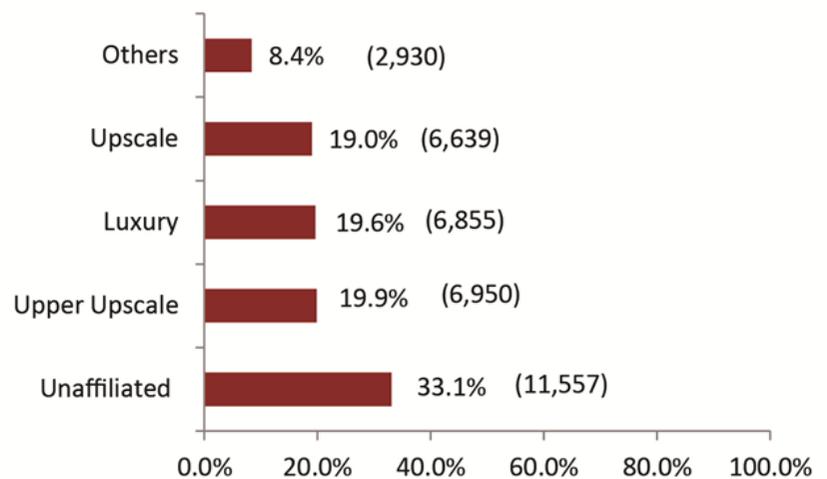
New Hotel Openings and Expansions in MENA

As of March 2013, the active hotel development pipeline in the MENA region comprised 483 hotels with 118,713 rooms affirmed STR Global news release. Between January and March 2013, 11 hotels with 1,683 rooms opened in the MENA region. Between April and December 2013, 133 hotels with 34,931 rooms are expected to open. Most of the new rooms are anticipated in the Unaffiliated segment (11,557 rooms in 39 hotels), followed by the Upper Upscale (6,950 rooms), Luxury (6,855 rooms), and Upscale (6,639 rooms) segments. According to Zawya news report,

"Hilton Worldwide also announced plans to open a new five-star hotel in Bahrain by 2015"

UK based hotel operator **Rocco Forte** has announced plans to open a new property in Jeddah, Saudi Arabia. The property would consist of two towers, one housing a 19-floor hotel with 209 rooms, while the opposite tower would contain 94 serviced apartments. Moreover, the hotel would feature three restaurants and a tea lounge in addition to a business center, a ballroom, conference space, a health club, and a 25-metre swimming pool. **Hilton Worldwide** also announced plans to open a new five-star hotel in Bahrain by 2015. This is in line with the company's plan to further expand its presence across the Middle East. The DoubleTree Suites by Hilton Bahrain would be a 350-room five-star property in Juffair, with offerings ranging from studio apartments to premium three-bedroom accommodations. And in May 2013, **The Ritz Carlton-Hotel Company** announced to open two new properties in Rabat and Marrakesh in Morocco as part of its focus to grow its portfolio in North Africa. The Ritz-Carlton in Rabat, a 120-room hotel in Royal Golf Dar Es Salam, is under construction and would be completed by 2014. Construction of the hotel in Marrakesh would begin in the fourth quarter of 2013 and is scheduled for completion in the third quarter of 2016. ■

Chart 3: MENA Hotel Industry Snapshot: Active Pipeline in MENA region (as % of total pipeline and number of rooms)



Source: STR Global, Al Taameer analysis

Source:

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أظهر قطاع الفنادق في منطقة الشرق الأوسط وشمال أفريقيا أداءً إيجابياً في شهر آذار/مارس من العام ٢٠١٣. فقد نما معدل الإشغال من ٦٤.٦ في المئة في آذار/مارس ٢٠١٢ إلى ٦٧.١ في المئة في آذار/مارس ٢٠١٣ بينما ارتفع المعدل اليومي المتوسط ٥.٤ في المئة ليسجل ١٧٩.٥٧ دولاراً وفقاً لـ STR Global Data. أما فيما يتعلق بقطاع الفنادق في تونس من حيث المساهمة المطلقة في الناتج المحلي الإجمالي فقد احتل قطاع السياحة والسفر المرتبة ٦٧ عالمياً. وقد شملت شبكة تطوير الفنادق النشطة في منطقة الشرق الأوسط وشمال أفريقيا اعتباراً من آذار/مارس ٢٠١٣، ٤٨٣ فندقاً ذات ١١٨٧١٣ غرفة وذلك وفقاً لتقرير STR Global. ومن المتوقع أيضاً أن تفتح سلسلة فنادق خمس نجوم بارزة أبوابها في جميع أنحاء المنطقة.

Opening of Pullman Dubai Deira City Centre

Pullman, **Accor's** upscale brand for international seasoned travellers, opens Pullman Dubai Deira City Centre. The 317 rooms hotel provide first-class comfort and state-of-the-art technology. Furthermore, its environment facilitates efficient and quiet work thanks to its latest connectivity features. The property, with four restaurants and bars, provides international and local cuisine tailored to cosmopolitan travellers and local customers alike: Le Cafe, a 24-hour lobby lounge; all-day dining restaurant *Medley*; La Fabrique, a New York-style venue for after-work drinks or to watch the latest sport broadcast; and the outdoor rooftop pool lounge, Azure, the perfect place to unwind, sip cocktails amidst views of the Dubai skyline. The hotel will have an entire floor dedicated to meetings and events with 9 totally renovated meeting rooms, a dedicated meeting space of 909 square metres. Also, Pullman Artnights, the series of signature events produced locally around the globe, have been launched for the Pullman Dubai Deira City Centre opening. "Whether they are staying for business, leisure, or both, our objective is to offer our guests a cosmopolitan, vibrant and in style experience. In 2013, starting with Paris,



Pullman Dubai Deira City Centre

London and Brussels, Pullman will start building with both emerging and established living artists a contemporary art collection that explores an essential aspect of our times : the re-emergence of cultural identities in a modern world marked by universality and cultural mixing." explains *Xavier Louyot*, Senior Vice President Global Marketing Pullman. ■

Rosewood Hotels & Resorts Appoint New Managing Director

Rosewood Hotels & Resorts have appointed *Alex Pichel* as the new Managing Director of the ultra-luxury Al Faisaliah Hotel and Hotel Al Khozama in Riyadh. The new appointment has been made following *Erich Steinbock's* decision to retire after a career of exceptional success in the hospitality industry, both in the Middle East and globally. Already a member of the senior management, Pichel has held the position of General Manager of Al Faisaliah Hotel for the last two years. He brings a wealth of knowledge, with more than 25 years of hospitality experience around the globe including Germany, Great Britain, France, Russia, Azerbaijan, UAE and Kingdom of Saudi Arabia. Commenting on the new appointment, *Radha Arora* President of Rosewood Hotels & Resorts said: "Rosewood has been very fortunate to be the beneficiary of Erich's strong leadership, expertise, loyalty, wisdom, quick wit and candor for the past five years." He also added "We are delighted to announce Alex Pichel's appointment and have every confidence that his contribution will maintain our leadership position in the Kingdom." In his new



Alex Pichel, Managing Director of Al Faisaliah Hotel & Hotel Al Khozama

role, Pichel will oversee the day-to-day operations and activities of both hotels, and implement the company's growth strategy.

Al Faisaliah Hotel is one of Riyadh's most luxurious property opened in May 2000. In a city that gracefully melds tradition with sophisticated style, Al Faisaliah Hotel defines the ultimate in modern elegance and prestigious location.

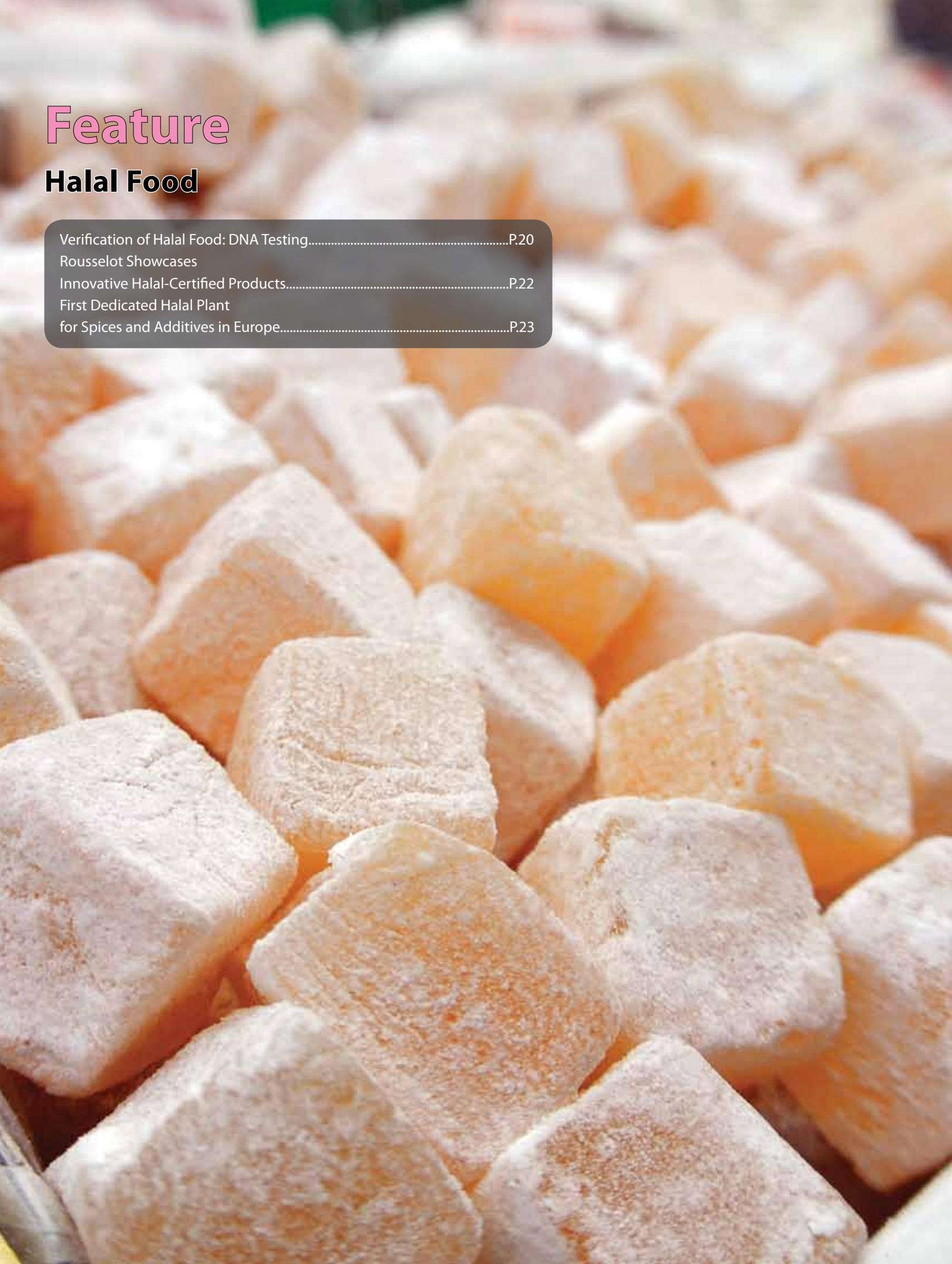
Al Khozama Management Company (AKMC) is a property investment company, based in Riyadh, developing and investing in prime, modern properties and providing property asset management to third party property owners across the Kingdom of Saudi Arabia and the Middle East.

The Rosewood collection includes some of the most legendary hotels in the world, including Rosewood Mansion on Turtle Creek® in Dallas, The Carlyle in New York, Rosewood Little Dix Bay on Virgin Gorda, as well as contemporary classics such as Rosewood Sand Hill® in California, Rosewood San Miguel de Allende® in Mexico, and Rosewood Tucker's Point in Bermuda. ■

Feature

Halal Food

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Verification of Halal Food: DNA Testing

In Europe, a scandal recently unfolded provided clear evidence that low-cost processed beef products were being deliberately adulterated with horsemeat. Some additional testing also found that there were instances of adulteration with DNA from other animal species. The problem was first identified in Ireland, then the UK ultimately leading the European Commission to conduct a survey across all EU member states. A total of 4,144 tests conducted in 29 countries found that around 5 percent of samples were positive for horse DNA. Seventeen countries each reported finding adulteration with from 1 to 47 samples of beef contaminated with horsemeat in each case. These results raise concerns about the possibilities of deliberate adulteration of one meat species by another of lower cost, and the lack of adequate controls on traceability in the supply chain. Can consumers feel confident about the authenticity of Halal foods and whether adequate scientific checks are being conducted?

Manufacture of comminuted meat products

In order to produce low-cost processed meat products, losses of meat in the slaughterhouse is minimized, by recovering as much tissue from the bone as possible, using low and high pressure technologies. The low pressure technique produces a product that closely resembles minced meat, whilst at higher pressures the greater efficiency in tissue recovery from the bone produces a product more resembling meat slurry. When incorporated into processed meat products, once minced and mixed, visual inspection can no longer confirm the animal species or whether a product contains more than one animal species.

Production and use of gelatin

Gelatin is essentially a protein produced by partial hydrolysis of collagen extracted from bones, connective tissues and skin of animals or fish. The use of bones, hides and skins of farmed ruminant animals, non-ruminant and poultry skins, tendons and sinews, wild game hides and skins and fish skin and bones are permitted for gelatin manufacture. Once gelatin is produced and purified, it is impossible to tell its animal species origin and whether it has been wholly or partially derived from the designated source. Gelatin is a very widely used gelling agent (E441) found in food products such in desserts, aspic, marshmallows, and confectioneries such as 'Jelibon'. For these foods to qualify as Halal, the gelatin must obviously come from approved sources, and must come from animals slaughtered ritually. With a global trade in ingredients such as gelatin, it is very difficult to ensure authenticity and as with processed meat, verification of Halal claims should be verified.

DNA identification to detect animal species

A number of different approaches have been developed using molecular biology to identify animal species in meat products. The most sensitive and specific methods are based on isolating DNA and then amplifying a characteristic portion using a technique



“Once gelatin is produced and purified, it is impossible to tell its animal species origin”

known as the polymerase chain reaction (PCR). PCR is now a very widely used technique, commonly employed in forensics laboratories. It enables both detection and quantification of a specific unique sequence in a DNA sample. PCR works well not only for raw materials such as fresh meat, but for products that have been cooked and even highly processed animal-derived products such as gelatin. In Turkey, **A&T Food Labs** was the first laboratory in the country to establish meat species authenticity testing based on sensitive detection of DNA from target animal species. This analytical testing service has now been extended to Middle East countries to support verification of Halal foods. The method performance of PCR for animal species identification was established following international guidelines. Finely minced and homogenized authentic meat products containing different low levels of non-Halal meat were prepared. These meat products were then analyzed raw and after domestic cooking. For both raw and cooked meat products,

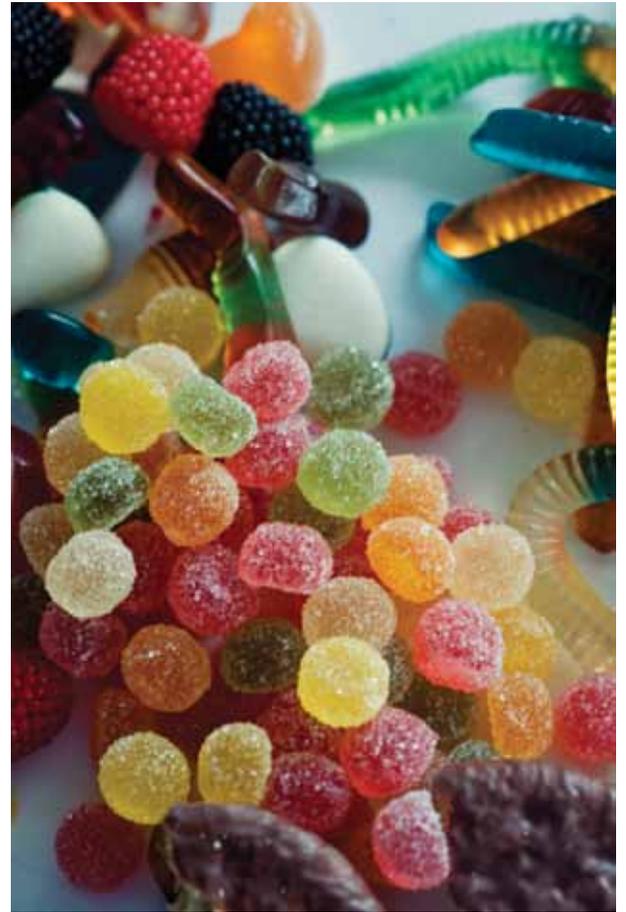
PCR was demonstrated to be 100 percent accurate in correctly identifying the animal species, and shown to be very sensitive detecting adulteration at a level below 0.1 percent. PCR was also validated for verification of gelatin purity by obtaining authentic samples, where bovine, fish or seaweed sources were guaranteed. By PCR it was established that a 1 percent adulteration of gelatin with DNA from a non-Halal species could be reliably detected. Blind analysis of samples of gumdrops and marshmallow, comprising blanks and samples spiked with non-Halal gelatin found no false positives. Adulteration of Halal gelatin could be reliably detected by PCR at a level of 5 mg/kg (0.0005 percent).

Authentication of DNA in Halal foods

A small pilot survey of 42 Turkish processed meat products including soudjouk, salami, sausage, meatball, cured spiced beef and doner kebab was conducted using the validated PCR method. Thirty-eight samples were verified as being Halal and four products were found to be correctly labeled but not Halal. Although there was no evidence of adulteration of Halal meat products, there was evidence of other mislabeling. One sausage sample was labeled as containing 5 percent beef, but beef DNA was not detected. Another meatball sample was labeled as 100 percent beef but was found to contain chicken



“For both raw and cooked meat products, PCR was demonstrated to be 100 percent accurate”



DNA, and a turkey meatball sample was found not to be turkey, but predominantly chicken. In a survey of 34 retail gelatin products (marshmallow, gumdrops, jelly, Turkish delight) from Turkey one sample was not Halal. Of 17 gelatin samples from Germany nine were positive but these were in conformity with labeling indicating non-Halal animal sources.

Sensitive and reliable analytical methods are now available to detect DNA and therefore verify the animal species in not only meat, but also highly processed food ingredients such as gelatin. Routine monitoring is needed to ensure the authenticity of Halal foods across the whole food supply chain. ■

Source:

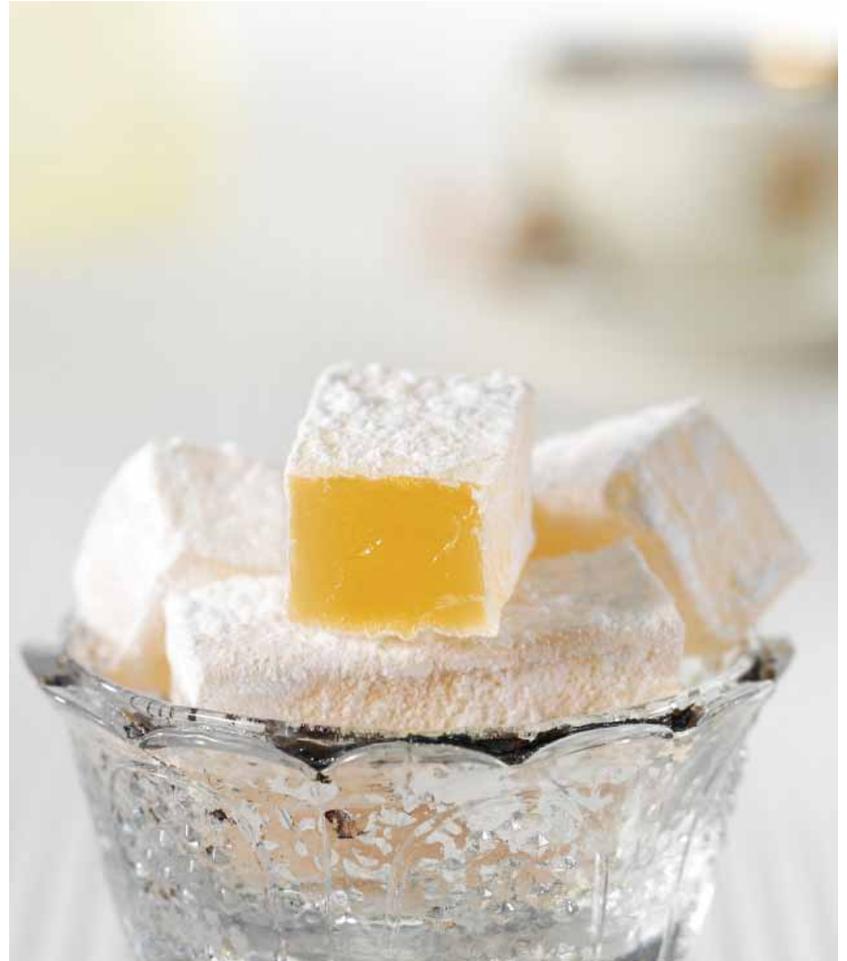
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قدمت الفضيحة التي كُشِف عنها مؤخراً في أوروبا دليلاً واضحاً على تعرُّض منتجات لحوم البقر المصنَّعة ذات الكلفة المنخفضة للغش المتعمد عبر استبدالها بلحوم الخيل. وقد أشارت أيضاً بعض الفحوصات المخبرية الإضافية إلى وجود حالات غش في الحمض النووي. تم اكتشاف المشكلة لأول مرة في إيرلندا ومن بعدها في المملكة المتحدة مما دفع المفوضية الأوروبية إلى إجراء تحقيق في جميع الدول الأعضاء في الإتحاد الأوروبي. وقد أُجري ٤٠١٤٤ فحصاً في ٢٩ بلداً كُشِف عن أن حوالي ٥ في المئة من العينات كانت تحتوي على حمض الخيل النووي. وأشار سبعة عشر بلداً عن إيجاد عملية غش تتراوح بين عينة ٤٧ وعينة من لحوم البقر الممزوجة بلحوم الخيل في كل حالة. وأثارت هذه النتائج المخاوف حول احتمالات الغش المتعمد لنوع من اللحوم عبر مزجه بنوع آخر أقل تكلفة وعدم وجود مراقبة كافية على التتبع في سلسلة التوريد. هل يمكن للمستهلك بأن يشعر بالأمان تجاه صحة الأطعمة الحلال وهل تُجرى الاختبارات العلمية المناسبة؟

Rousselot Showcases Innovative Halal-Certified Products

At Fi Istanbul, the global provider of gelatine and collagen peptides, **Rousselot®**, highlighted the vast potential of its innovative Halal-certified gelatines and Peptan® collagen peptides with a particular focus on its fish grades. Representatives from Rousselot presented applications for attendees to sample on stand, including high protein cookies. These reduced-fat chocolate and cranberry flavoured cookies demonstrate how the company's Hydro-F gelatine can be used as a protein source and a bulking agent to achieve healthier results without compromising on taste. Additional applications featured at the show included: Bee Gums™ soft gummy sweets, flavoured with pure honey and featuring gelatine, and Rousselot Delights, ultra-soft sweets comparable to Turkish Delight, which deliver a pleasantly firm, non-chewy texture. Another highlight at Fi Istanbul was the Rousselot® Synergy Systems™ range. This range of new products features different gelatine combinations, as well as gelatins combined with other ingredients, such as pectin. The ingredients within the blends work synergistically to deliver a range of benefits with enhanced functionality when they are combined. Rousselot specifically showcased the AcidoGel™, one of the systems in the range. This innovative ingredient enables the production of stable acid marshmallows, thus promoting new flavour possibilities. In addition, the company highlighted Peptan collagen peptides at the exhibition. A natural, highly digestible source of protein, extensive research has proven that Peptan can help promote healthy joints, bones and muscles, as well as improve skin structure and condition. Experts from the Rousselot team were on-hand to discuss the latest scientific data supporting the efficacy of Peptan collagen peptides, including its recent clinical study demonstrating the skin rejuvenating qualities of Peptan F. With a neutral taste, color and odor, Peptan can be simply and cost-effectively incorporated into a wide range of nutraceutical and nutri-cosmetic products. On stand, Rousselot demonstrated how its fish-origin Peptan F can be used to create appealing products with multiple healthy-aging and skin-beauty benefits. Visitors sampled Beauty Cherries, a delicious gummy sweet featuring 10 per cent Peptan F collagen peptides, as well as Beauty cookie, a good tasting cookie with 15 per cent Peptan F.

Part of **VION N.V. (N.L.)**, Rousselot® is a global manufacturer of gelatine and collagen peptides to the food, pharmaceutical and technical industries. With a staff of 2,400 people, the company benefits from a global sales and production network of 13 plants and 10



At Fi Istanbul, Rousselot®, highlighted the vast potential of its innovative Halal-certified gelatines

sales offices located in Europe, North America, South America and Asia. Although global in location, Rousselot remains a family united by a unique network of manufacturing facilities, sales offices and technical experts. Diversity of nationalities, strong corporate identity and team spirit are the company's leading core-values. The company's team is dedicated to help food manufacturers create added-value and cost-effective products while maintaining taste and texture. Rousselot® Gelatin and Peptan® are safe and fully traceable. They meet and exceed most international, local and regional quality and environmental standards. VION N.V. is an internationally operating company with two core activities: Food and Ingredients. The Dutch group produces high-quality foodstuffs for humans and animals. In 2011, VION's turnover amounted to USD12.43 billion. At the start of 2013, the company employs for about 21.000 staff. ■

First Dedicated Halal Plant for Spices and Additives in Europe

Van Hees GmbH based in Walluf recently opened a new processing plant for Halal spice blends and food additives. The new factory in Wuppertal is the first plant in Europe dedicated exclusively to Halal products. This means that all products are processed and certified according to the stringent Halal standards. VAN HEES invested around half a million euros in the upgrading of its existing spice production plant. This step was taken in response to the increasing demand by Muslim customers for Halal food. The new plant is designed in such a way that contamination with Haram products, foods that Muslims are not permitted to consume, is effectively prevented along the entire processing chain – from the incoming deliveries to the production line and the warehouse. As VAN HEES has already been offering a range of certified Halal products for some time, the establishment of a dedicated plant where all processing steps are Halal-certified was a logical step to increase the company's share in this growing market. At the Wuppertal facility, the company stores and processes exclusively Halal raw materials. VAN HEES is now in a position to meet the stringent requirements for Halal food that are governed by international standards and guidelines. All ingredients are examined and certified by **HALAL CONTROL**, an independent and accredited inspection and certification body. The HALAL CONTROL quality seal stands for safety and integrity, and guarantees compliance with the most stringent Halal standards in all processes. VAN HEES has further increased its production capacity for a market that is growing faster than any other food sector worldwide. According to the **German Agricultural Society DLG**,



The new factory is the first plant in Europe dedicated exclusively to Halal products

the global Halal food market is worth about 650 billion euros, of which 67 billion are spent in Europe. With the new plant, VAN HEES intends to boost its sales in this market while offering consumers products they can fully trust. The production area of the new Halal plant extends over more than 1,000 square metres, and the factory currently employs more than 20 people. The new factory is equipped with state-of-the-art machinery in order to handle large orders for certified Halal quality products. ■



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Trends in Chocolate Ingredients and Consumption

A number of trends in new product launches, and the specific groups consuming them, have been identified by Innova Market Insight. The way that chocolate manufacturers and producers respond to them is important both to the companies concerned, and the consumer. These trends and groups are summarized in the following article.

Key trends

Unsurprisingly in times of economic contraction, 'offering real value' has become a major trend, with global product launches promoting value through more competitive pricing increasing substantially. Alternatively there has been the concept of 'culinary expansion', the trend to eat out less, but indulge in more luxurious products at home. In relation to chocolate products this had led to a tendency to premium products, with more emphasis on the bean origin, and higher quality. Furthermore, the 'new relaxation paradigm' sees products addressing this trend by claiming to provide energy in the morning and ingredients for relaxation in the evening, with branding around the words, bliss, harmony, calm and relax very much center stage.

Examples include chocolate formulations for different times of day, but primarily with products as an aid to unwind and relax. On the same note, the 'fruit and veg revival' category combines health and pleasure, looking to blend antioxidant potency with superfruits and dark chocolate, allied to real fruit claims, and combining vegetable flavors with chocolate. Also, products with 'free from' claims are flourishing. Where previously new product development was mainly targeted towards those with allergies or intolerance, innovative manufacturers see the potential in a larger group of consumers that can be tapped into using the health angle. For example, global launch numbers for lactose-free chocolate products more than tripled in the five-year period to the beginning of 2012.

Sustainability trend continues

The sustainability trend continues to gather pace, reflected in chocolate via concerns around ethical sourcing and increased labeling such as UTZ Certified and Rainforest Alliance, alongside sustainable production policies. In 2011, over 10,000 new food products making a sustainability claim were launched in the EU, compared to just over 5,000 in 2009, showing the clear trend towards products which are produced responsibly. Chocolate products are also moving in this direction, with the number launched making a sustainability



"...global launch numbers for lactose-free chocolate products more than tripled"

claim almost doubling over the same period. Matched to these product trends are emerging consumer categories: 'Lux Lusters' are interested in a little bit of gourmet luxury every day, have discerning tastes and enjoy super premium products. 'Botanic Babes' are looking for plant and herbal extracts as ingredients, with a focus on antioxidant properties and organic products. High cocoa content, minimal processing and strong flavors such as coffee single out the demands of the 'Intense Flavor Fiends'. Interestingly this trend falls in line with the increasing aging population, which sometimes desires more flavor due to less receptive palates. 'Savvy Slimmers' look to low/sugar/no sugar options. The number of chocolate products tracked with a 'no added sugar' claim increased by 130 percent from the first half of 2011 to the first half of 2012. Low/sugar/no sugar is an area where stevia-based products should make good headway, as stevia accounted for 68 percent of the chocolate products tracked with a 'no added sugar' claim in the first half of 2012. Finally, 'Fresh Food Fanatics' demand chocolate products with a fresh, homemade appeal. ■

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كشفت Innova Market Insight في أحد تقاريرها عن عدد من الاتجاهات في إطلاق المنتجات الجديدة ومجموعات الأشخاص الموجهة إليها هذه المنتجات. أما الطريقة التي يستجيب بها مصنعو ومنتجات الشوكولا لهذه الاتجاهات فهي مهمة سواء للشركات المعنية أو للمستهلك. وتجدر الإشارة إلى أن الناس يتجهون حالياً نحو استهلاك الشوكولا العضوي أو ذات الخصائص المضادة للأكسدة من دون أن ننسى توجه منتجات الشوكولا نحو الاستدامة. يوجز المقال أعلاه هذه الاتجاهات والمجموعات الموجهة إليها كل اتجاه.

HERZA Schokolade Presents Functional Bars

Bars are one of the growing segments in the functional food market. And their success is by no means confined to the field of sport; they are constantly attracting new target groups. As a contract manufacturer, **HERZA Schokolade** produces functional bars for suppliers of branded products for athletes, dietetic foods and health and lifestyle products. First and foremost, functional bars have to carry out their task as suppliers of protein or nutrients. With different flavors and chocolate coatings, HERZA offers a wide choice. New additions to the range are bars with bi-color chocolate. Thanks to a special production method and years of experience in the manufacture of chocolates, the company is able to produce bars that are coated with white chocolate, for example, and have an underside of dark chocolate, a novelty in the market. For an intensive chocolate flavor and a really crunchy effect, HERZA has developed double-coated protein bars. They contain a creamy filling that is first coated with chocolate and then sprinkled all round with crispies or nuts and finally given another coating of chocolate. For suppliers of confectionery bars who want to brighten up the market with new ideas, energy bars



HERZA has developed double-coated protein bars

are the ideal solution. They contain a high caffeine and taurin content and therefore serve as a quick and handy energy boost between meals. They are available in many different flavors. ■

High-Technology, Reliability and Winning Innovative Solutions

In the chocolate industry, **Cama** boasts many successful applications, such as the wrap-around case packer supplied to one of the largest multinational groups in the sector. The machine can package up to 360 bars tablets per minute with the configuration of 12 or 36 vertically positioned products. Flexibility is one of



Cama's wrap-around case packer can package up to 360 bars tablets per minute

the main characteristics of this system. The plant can change format depending on the different types and configurations of the product. Thanks to dedicated engineering, a tailored system was designed that can handle different product configurations at a speed of 30 wrap around cases per minute. Cama, established in 1981, has been designing and manufacturing its own packaging robotic systems for over 30 years, working across Food, Dairy, Tea / Coffee, Chocolate, Biscuit, Ice cream, Pet Food and non-Food industries, offering completely integrated packaging lines from primary packages all the way through to final packaging ready for palletizing, to satisfy any packaging request: bags, boxes, cups, flow-wraps and rigid containers, pouches, bottles, bricks/cans, thermoformed trays, blisters, jars and more. Cama Group is now proud to announce the hiring of *Ahmed Mohamed* as its Middle East and North Africa (MENA) Sales Director. Mohamed joins Cama management team to provide his sales support in the Middle East marketplace. He's now the key contact for all the Cama packaging applications and projects in the MENA Region. ■

Pecan Deluxe Launches Bake-Stable Fudge

Pecan Deluxe has launched a new range of bake-stable fudge inclusions for cakes, cookies and muffins, and even cheesecake bases, providing new and unique texture and taste options for manufacturers, artisan producers and in-store bakeries across the world. The fudge pieces are made from all-natural ingredients and are available in a range of sizes 3mm, 6mm and 9mm and an unprecedented choice of flavors including treacle, ginger, coffee, cola, blueberry, amaretto, strawberry, chocolate and caramel. Developed in response to significant customer demand, Pecan Deluxe's bake-stable fudge is complemented by the simultaneous launch of an extensive range of flavored sugar pearl sprinkles, perfect for topping any type of cake, bun, pastry and of course many other applications such as ice cream and beverages. Pecan Deluxe sugar pearls are available in an unrivalled choice of more than a dozen natural flavors including strawberry, coffee, amaretto, ginger and lemon unlike existing products which are intended primarily for decoration. In addition, both the bake-stable fudge and the sugar pearls can be considered for bespoke flavor development. These sugar pearls are much more than just sprinkles; they can also be added to cake and muf-



The fudge pieces are made from all-natural ingredients

fin mixes to provide a unique and delicious new combination of texture and flavor to standard recipes. A further advantage is their ability to be stored at ambient temperatures for up to 12 months. ■

KM Packaging Launches 'Velvet' for Luxury Touch



Food packaging specialist **KM Packaging Services Ltd** has launched a new premium packaging film with a unique 'feel' and texture, targeted squarely at the luxury confectionery and high-end boxed goods markets across the world.

A coated polypropylene, KM Velvet pushes the boundaries of premium packaging, reflecting the current trend towards matt finishes and other subtly unusual features that emphasize the quality of the product inside and achieve shelf standout in a crowded sector. *Charles Smithson*, KM Packaging Services managing director, explained: "Confectionery brands are constantly searching for that elusive USP that will make their products stand out among the hundreds of others in the same display. Shiny gloss sleeves are giving way to matt finishes which convey an element of discreet quality, and the next stage is enhancing the visual impact with an unbeatable feel of luxury that tempts consumers to touch and pick up a particular product." ■

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Global Food Safety Witnesses High Growth

The global food safety testing market is forecasted to reach USD14 billion by 2018, with a CAGR of 7.2 percent according to market research firm **MarketsandMarkets**. High profile international foodborne illness outbreaks, in addition to large product recalls due to food safety concerns, will continue to fuel demand as the prevention, identification, and traceability of food contaminants will remain key issues for consumers, food industry participants, and legislators reports **The Freedonia Group**. Demand for food safety products will also be boosted by the adoption of more stringent food safety regulations in both developed and developing countries.



“... food safety has become a critical issue in the market”

Food processing accounts for the largest market

The food processing segment will continue to account for the majority of the overall market for food safety products reports the Freedonia Group. Demand arises mainly from the meat, dairy, and beverage industries. Raw meat is easily contaminated during slaughter and subsequent processing, necessitating extensive food safety measures. On the same level, dairy product manufacturers will use food safety advances to extend dairy product shelf life. Above average growth also is expected in the organic dairy product industry. Moreover, gains in beverage applications will be fueled by continued investment in disinfection equipment to purify water supplies, particularly filtration, ultraviolet, and ozone equipment. The demand for food safety products in foodservice establishments will furthermore be supported by growth in the foodservice industry, especially the limited service segment, as consumers seek convenient and inexpensive food options.

A market dominated by pathogen testing

Consumers have become aware of food contamination

and its consequences; such as food poisoning. Thus, food safety has become a critical issue in the market and the industry has developed high regulations for food handling, testing, and technology.

The food safety testing market has been segmented on the basis of contaminants such as pathogen, pesticide, GMO (genetically modified organism), toxin. Pathogen has been accounting for the largest share in the global food safety testing market according to MarketsandMarkets. The most prevalent pathogen tests carried out globally is salmonella testing, which is estimated to generate revenue of USD2.5 billion by 2018. Increased incidence of food poisoning by enterotoxigenic E. coli has also driven the E. coli testing market. The food safety testing technologies basically comprise traditional methods and rapid screening methods. The traditional method includes agar based method and culture enrichment process. The rapid methods include immunoassay, PCR (Polymerase Chain Reaction) and other molecular techniques. The traditional methods require longer time for results and have less accuracy whereas rapid test-

“... North America accounts for the largest share in the global food safety testing market”

ing technologies provide accurate results in less time and prevent false positive results of pathogen detection. As a result, the global food safety testing industry has been moving steadily towards rapid detection techniques, and is expected to surpass the traditional detection techniques market by 2018. It is worthwhile to note that PCR is the most favored rapid technology used worldwide. Meat and poultry testing accounted for the major share in food safety testing market. The processed food is the next large segment in food testing market and is forecast to grow at a CAGR of 7.1 percent by 2018.

Countries offering growth opportunities

The global food safety testing market has not only been increasing due to growing outbreaks of food poisoning but also by the strict food safety regulations imposed by the countries. According to MarketsandMarkets, North America accounts for the largest share in the global food safety testing market; primarily due to increasing awareness and outbreaks of food

borne illness. In 2012, North America accounted for 40 percent of global market share, and is estimated to grow at a CAGR of 7.3 percent through to 2018. Nonetheless, the most rapid advances will occur in developing regions. Gains in Asia, the Africa/Mideast region, Eastern Europe, and Central and South America will all outpace the global average affirms the Freedonia Group in its report “World Food Safety Products to 2016”. China will continue to see some of the fastest growth in demand, due to mounting pressure to ensure the safety of the food supply following a number of food safety incidents. In the coming years, China will surpass Japan to become the world’s second largest food safety product market. Other countries such as India, Brazil, Russia, and Mexico will also see rapid increases in food safety product demand through 2016, but gains will stem from a much smaller base. ■

Prepared by :

Soha Ghandour
Assistant Editor and Researcher

أشارت شركة MarketsandMarkets إلى أنه من المتوقع أن تصل سوق اختبار سلامة الغذاء العالمية إلى ١٤ مليار دولار أمريكي بحلول العام ٢٠١٨، مع نمو سنوي مركب سيبلغ ٧.٣ في المئة. وسيستمر التفشي الهائل للأمراض المنقولة عبر الغذاء في العالم بالإضافة إلى سحب كميات هائلة من المنتجات بسبب مخاوف تتعلق بسلامة الغذاء إلى زيادة الطلب على الوقاية والمطابقة وتتبع الملوثات الغذائية التي ستظل من المسائل الرئيسية بالنسبة للمستهلكين وللمشاركين في صناعة الأغذية وذلك وفقاً لفردونيا Group. كما سيزيد الطلب على منتجات سلامة الغذاء عبر اعتماد أنظمة أكثر تشدداً فيما يتعلق بسلامة الغذاء سواء في البلدان المتقدمة أو النامية.

Matcon: Batch Tracking Software

Matcon is launching ‘Track-Record’, an IBC tracking and recipe control system for use in powder processing. Traceability and quality assurance is becoming increasingly crucial for manufacturers of food and other high value processed ingredients. Number of recipes,



‘Track-Record’, an IBC tracking and recipe control system

ingredients and particularly allergen concerns are forever increasing. When combined, this results in new manufacturing challenges to assure that highly valued brand names are not at risk due to manufacturing methods or human errors. A flexible, IBC-based solution has been chosen by many as the best technology to address the demands of today’s rapidly developing market. These systems minimize the risk of cross contamination between different recipes and allow several different recipes to be produced simultaneously. But, this does also increase the challenge in regards to keeping track of what is being processed where. Paper trails do go some way towards comforting the Quality Control department however it still leaves more to be desired. There are several suppliers of complex MES-packages which can be further developed to include IBC tracking and recipe control on a bespoke, case by case basis. However, Matcon has instead developed a purpose-made software package ‘Track-Record’, its sole purpose is to provide TOTAL CONTROL of operations in one’s powder processing system. Apart from unprecedented quality assurance, the software also provides significantly improved plant output and efficiency by structuring work flow and utilising people and machinery to the best ability. ■

The EU: An Important Hub for Fruits & Vegetables Trade

The European Union (EU) is the world's major import region for fresh fruit. In value terms, exports of fresh fruit and nuts have tripled since 1999 and showed a continuously growing trend revealed the European Commission in its report. On the same note, the value of vegetable exports has more than doubled since 1999. However, some studies revealed that the EU fruit crop decreased by more than 8 percent in 2012 to around 34 million tons compared to the previous year. It is worthwhile to note that most of fresh vegetables are imported from Mediterranean countries such as Morocco, Turkey, and Egypt.



"... most of fresh vegetables are imported from Mediterranean countries"

Structure of fruits and vegetables market in the EU

According to the latest figures from the Agricultural Market Information Service (AMI), 860 million tons of vegetables and 730 million tons of fruit were produced worldwide in 2012 with EU being the world's major import region for fresh fruit. However, the amount of fresh vegetables imported into the EU is less notable, as there is very intense trade of vegetables between the individual EU countries. Nevertheless, it is worthwhile to note that compared to the previous year, the EU fruit crop decreased by more than 8 percent in 2012 to around 34 million tons. Lower yields were registered for stone fruit and pomaceous fruit in particular; kiwi and soft fruit crops also saw somewhat lower yields. Even citrus fruit crops were harvested in slightly lesser quantities. The European Commission revealed that in 2011, EU fresh vegetable exports reached around USD2.8 billion. Since 1999 the value of vegetable exports has more than doubled. The gains were the

greatest for such products as (seed, fresh or chilled) potatoes, tomatoes, onions and sweet peppers. Exports of potatoes rose threefold (up to USD0.93 billion in 2010), tomatoes, twofold (up to USD321 million), onions, threefold (up to USD262 million), sweet peppers, twofold (up to USD313 million). Other fast growing exports of vegetables included mushrooms (*Agaricus* type), cauliflower, cabbage, lettuce, carrots, and aubergines among others. As for imports of fresh vegetables, in terms of value the EU supplies have increased by over 40 percent to USD2.66 billion in 2011. The top imported vegetables are tomatoes, followed by beans, sweet peppers, potatoes, onions, and asparagus.

Fresh fruit exports show continuous growth

In value terms, exports of fresh fruit and nuts have tripled since 1999 and are showing a continuously growing trend according to the European Commission's report. In 2011, they amounted to around USD4 billion.

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Middle East
Food
مأكولات الشرق الأوسط



Middle East Food (MEF)

July 2013 / Vol. XXIX Issue 7

Serving the Food Processing, Ingredients, Packaging & Catering Sectors in MENA - Since 1985



Multivac's T 600 seals up to 40 trays per minute and is directed primarily at small and medium-sized food producers and packers requiring a solution that is compact and capable of being fully integrated in a line. The main application areas of the T 600 lie in the food sector, primarily in meat, sausage and convenience products, but it is also suitable for the packing of seafood/fish and cheese, as well as fruit and vegetables or salad products.

“Mediterranean and Middle East countries are the main buyers of EU potatoes”

More than a fourth of gains in exports since 1999 can be attributed to apples and pears, which are the main two fruits exported by the EU. In value terms, apples exports increased five-fold (from USD199.5 million in 1999 to USD942.3 million in 2011), and those of pears seven-fold (from USD50 million in 1999 to USD370 million in 2011). Imports of fruit and nuts have been steadily growing over the period. They were up over 60 percent compared to 1999, reaching over USD16 billion in 2011. The largest import gains were observed for bananas, pineapples, oranges, table grapes, and sultanas. Other fruit, which showed quite a significant growth, although their individual share is small, include mandarins, melons, watermelons, and strawberries.

Mediterranean Countries: major players in EU vegetable trade

Mediterranean and Middle East countries are the main buyers of EU potatoes; accounting together for around 40 percent of EU sales reveals the European Commission. Egypt and Algeria are the biggest buyers

of this product in the region. However, countrywise, Russia stands out as the top destination for potatoes, purchasing around 1/3 of EU potatoes. Amounting to USD304,174 million in 2011 (605 thousand tons), EU sales of potatoes to Russia were record high, the EU sold twice as much as in 2010 in value terms. It is also worthwhile mentioning that most of fresh vegetables are imported from Mediterranean countries such as Morocco, Turkey, and Egypt. Imports from the region are gradually increasing thanks to improved market access to the EU under preferential trade agreements with these countries. Morocco, for instance, covers around 30 percent of EU fresh vegetable imports according to the report. Since 1999 imports from this country doubled and amounted to USD713, 73 million in 2011 and half of Moroccan supplies is taken up by tomatoes. ■

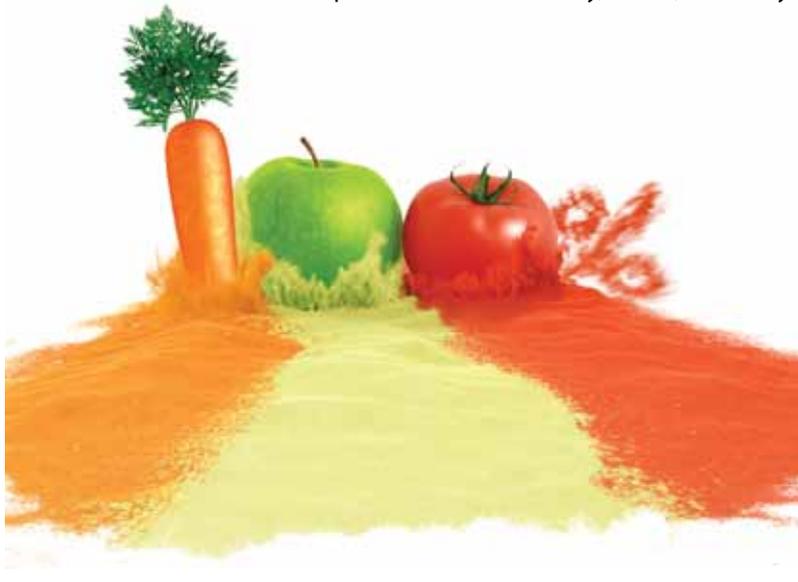
Prepared by:

Soha Ghandour
Assistant Editor & Researcher

يعتبر الإتحاد الأوروبي منطقة الاستيراد الرئيسية في العالم في مجال الفاكهة الطازجة. وقد أشار تقرير صادر عن المفوضية الأوروبية إلى أن صادرات الفواكه الطازجة والمكسرات قد ازدادت ثلاث مرات منذ العام ١٩٩٩ وأظهرت توجُّهاً متنامياً مستمراً. وفي السياق نفسه، تضاعفت قيمة صادرات الخضار منذ العام ١٩٩٩. من ناحية أخرى، كشفت بعض الدراسات عن انخفاض محصول الفاكهة في الإتحاد الأوروبي إلى أكثر من ٨ في المئة في العام ٢٠١٢ ليسجّل حوالي ٣٤ مليون طن مقارنة بالعام السابق. ومن الجدير ذكره أن معظم الخضار الطازجة يتم استيرادها من بلدان البحر الأبيض المتوسط مثل المغرب وتركيا ومصر.

Naturex Incorporates Fruits and Vegetables into Products

Naturex offers a simple and original way to incorporate more fruits and vegetables into products. Thanks to unique technology, the French company is able to meet the expectations of the savory, sweet, and baby



The technology of the BIRS tower guarantees a slow and cold drying of the puree

food industries by offering convenient and tasty fruit and vegetable powders. The group operates a 75 meter high structure known as the BIRS tower. This gigantic spray drying facility can create powders that offer clean label and maintain the organoleptic properties of original, freshly harvested fruits and vegetables. The powder is instantly soluble when poured into hot or cold water. Thanks to the size and shape of its particles, the powder shows complete texture recovery without sedimentation. In a comparative study, the hot spray dried tomato powder settled to the bottom of the container after 4 minutes, while the cold spray dried powder processed in the BIRS tower continued to show an excellent homogenous suspension in the solution. The organoleptic properties of the raw material are preserved and ready to delight gourmet palates. “Drying puree instead of juice makes the difference in terms of texture and mouthfeel. For example, the original fiber content of the apple is maintained throughout the process. When pouring into cold water, our apple powder can recreate unique and home-made style applesauce without the use of thickener,” explains *Frédéric Randet*, business manager. ■

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Biocatalysts Launch Fruit Firming Enzyme

Many food processors experience the problem of soft fruit and vegetables breaking down or becoming damaged during processing. **Biocatalysts Ltd** took up the challenge when a customer approached them to increase the firmness of their strawberry pieces in their yoghurt following the failed tests of an alternative enzyme manufacturer. Biocatalysts carried out various trials and finally came up with the enzyme Pectinase 872L which works by catalysing the hydrolysis of the methyl ester bonds in pectin, releasing free carboxyl groups. These free carboxyl groups are then cross-linked with divalent ions such as calcium to form a network of pectin. This essentially means that very soluble pectin is converted into less soluble pectin, which in turn is more likely to stay in fruit tissue during transformation processes. Pectinase 872L is different to other fruit firming products already on the market today as it has less problematic side activities causing unwanted characteristics. This liquid enzyme can not only be used for strawberries but for any soft fruit or vegetable that is being processed, with the aim of being made into fruit preparations, jams, yoghurts, sauces, etc. The dosage of the enzyme will depend on the



Pectinase 872L increases the firmness of the strawberry pieces in the yoghurt

type of fruit or vegetables that require processing and also the process conditions. For this particular enzyme the optimum pH range is between 4-5 and the optimum temperature range being between 30-50°C. ■

Trayless Solution at the Core of Successful Apple Packing

A C Goatham & Son has judged **Ulma Packaging's** Atlanta tray-less flowrapper to be a success and is in-



Ulma's Atlanta tray-less flowrapper

vesting in two more of the machines to meet increasing demands from customers for this style of packaging for fresh produce. A C Goatham chose the flowrapper, which wraps apples in formats such as 2 x 2, 3 x 2, 4 x 2 and importantly 4 x 1 with or without trays all on the same machine because of the kit's flexibility, robustness and cost-saving potential. Company partner, *Ross Goatham*, said: "We needed the machine in a hurry and it was a textbook installation. Ulma's technical support is first class and they go the extra mile with rapid back-up when required. We've been very happy with the Ulma flowwrapping equipment. It does exactly what we want. We are making a huge investment in a new pack house, but we can definitely see that by using flow wrap technology there are savings to be made. "The cost per kilo in labor is much less for one of these machines compared to a manual polybag operation. At the moment we are running at about 35-40 packs per minute, but we know that Ulma is planning to introduce an auto in-feed for this model so we expect output for the new equipment to handle in excess of 60 bags per minute at the new site." ■

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Benelux:

A Diversified Food Retail Market

Dutch are comfortable with full service supermarkets that are close to their house and approximately 80 percent of Dutch food retail outlets are full service supermarkets, according to a new report by **USDA**. The remaining 20 percent includes mainly convenience stores, some wholesalers and just a few superstores. Belgium full service supermarkets account for an estimated 55 percent of the market and the share of convenience stores, superstores and wholesalers account for an estimated 45 percent, a much higher share than in the Netherlands. However, sustainable food market is one of the most important growth markets in the Netherlands retail market.



Benelux food retail market

Approximately 80 percent of the Dutch food retail outlets are full service supermarkets located downtown and in residential areas according to USDA. Dutch are comfortable with full service supermarkets that are close to their house. The remaining 20 percent includes mainly convenience stores (near office buildings and train/metro stations), some wholesalers and just a few superstores (convenient located alongside highways in shopping malls and industrial parks). On the other hand, Belgians prefer large supermarkets and superstores that are easy to access by car. In addition, they increasingly appreciate having much smaller convenience stores close to their homes. The USDA reports that in Belgium, full service supermarkets account for an estimated 55 percent of the market and the share of convenience stores, superstores and wholesalers account for an estimated 45 percent, a much higher share than in the Netherlands. It is also worth mentioning that independent food retail stores are slowly decreasing in both of the markets. This can be explained by the shrinking margins and on-going consolidation in the retail market. Top three food retailers in the Netherlands, **Albert Heijn**, **Jumbo** and **Aldi**, have a market

“... Belgians prefer large supermarkets and superstores that are easy to access by car”

share of 64 percent where as the market for discounters has decreased to 13.5 percent. Dutch discounters like **Bas van der Heijden**, **Dirk van den Heijden** and **Digros** were able to maintain their share of the market. In Belgium, the major three retailers have 72 percent of the market and the market share of the Belgium discounter **Colruyt** grew at the expense of German based **Aldi** and **Lidl**.

The Netherlands towards sustainable food products

During the last decade, Dutch retailers have increasingly sourced food products which are either produced sustainably or obtained in a sustainable manner, reveals USDA in its report. The **Dutch Ministry of Economic Affairs, Agriculture and Innovation** recently published a report, Monitor Duurzaam Voedsel 2011, that sheds the light on consumer spending on sustainable food in the Netherlands. Sustainable food is one of the most important growth markets in food retail and foodservice markets. The turnover of sustainable food rose in 2011 by 30.5 percent while total spending on food in the same year grew by 3.1 percent only. As a result, the market share of sustainable food increased from 3.5 percent in 2010 to 4.5 percent in 2011. But



how is sustainable food being defined and measured? The **MinAg** defines sustainable food whereby during production and processing, more than what is legally required, environmental, animal welfare and social aspects or criteria have been taking into account. According to the USDA report, spending on sustainable food in 2011 in the Netherlands totaled USD2.34 billion, up by USD548 million compared to 2010.

Branded companies take on private label in Belgium

In Belgium, private label products continued to pose a threat to branded products in 2011-2012, even in impulse and indulgence products reported **Euromonitor**. With their cut prices in economy products and their strong efforts in the mid-priced to high-end segments, private label offerings are often the threat of supermarket chains against discounters, but also against top brands. Nevertheless, branded products managed

“...
spending on
sustainable
food in
2011 in the
Netherlands
totaled
USD2.34
billion”

to hold their own relatively well in 2011-2012. Unsurprisingly, multinationals and bigger local players managed to fare better than smaller companies, which struggled to differentiate their offerings from the competitively-priced private label products towards 2012. It is worthwhile to note that packaged food in Belgium is one of the various fast moving consumer goods markets which is likely to be affected by the unstable economic situation. In its report, Euromonitor forecasts the stagnation of the packaged food sector, especially given the mature status of various products, which limits the potential for volume growth. Nonetheless, pockets of growth opportunities remain, which will ensure that the market does not shrink in the future. ■

Prepared by:

Soha Ghandour
Assistant Editor & Researcher

يميل سكان هولندا إلى الذهاب إلى محلات السوبر ماركت الواقعة على مقربة من منازلهم. وتشكّل محلات السوبر ماركت ذات الخدمات الكاملة حوالي ٨٠ في المئة من أسواق بيع الأغذية بالتجزئة في هولندا وفقاً لما جاء في تقرير صادر عن USDA. أما العشرين في المئة الباقية فتشمل بشكل خاص المتاجر الشاملة وبعض تجار الجملة وعدداً قليلاً من المتاجر الكبرى. من ناحية أخرى، يقدر في بلجيكا حجم محلات السوبر ماركت ذات الخدمات الكاملة بهه في المئة من حجم السوق بينما تبلغ حصة المتاجر الشاملة والمتاجر الكبرى وتجار الجملة حوالي ٤٥ في المئة وهي نسبة أعلى بكثير من نسبة هولندا. زد على ذلك، تعتبر سوق الغذاء المستدام إحدى أهم الأسواق النامية في سوق التجزئة الهولندية.



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Innovative Cereals Supplements

Belourthe, the Belgian cereals manufacturer, is launching three cereal supplements targeted to specific consumers: NINOLAC MAMA, for pregnant and breastfeeding women; NINOLAC KIDS, for children in growth phase; NINOLAC GOLD, for the middle-aged and seniors. The company wishes to consolidate its role as a provider of affordable, innovative and highly nourishing cereals for consumers at all life stages. NINOLAC MAMA is a formulated nutritional supplement specially designed to fulfill the needs of pregnant and breastfeeding women, for themselves and for their developing fetus or growing infant. NINOLAC KIDS is made with premium Belgian chocolate and contains 38 vital nutrients, providing a complete and balanced formula for the needs of growing children from 3 years onwards. NINOLAC GOLD's formula is designed with 36 vital nutrients and is among the world's best nutrition for middle aged and seniors. All the products are made with hydrolyzed cereals, a technology that is mastered only by the most advanced industries. The cereals hydrolysis breaks the cereals starch and allows an easier digestion and naturally sweeter product. Belourthe has more than 80 years of experience



Belourthe products are made with hydrolyzed cereals

in the processed cereals business. Its plant is among Europe's largest cereals processing sites. The company has a Grade A Quality Certificate from the BRC (British Retail Consortium), one of the most important European quality systems. Its products are exported to the five continents. ■

Aldia: the Belgian Fruit Specialist



Aldia, the Belgian fruit processing specialist and belonging to the **Zeelandia group**, offers a wide range of high quality glazes for hot and cold application, jellies, bake stable and freeze stable fruit fillings with maximum fruit content

and very high fruit definition, baking jams and other fruit based ingredients for decoration, toppings and fillings of confectionary and pastry items. Aldia has over 85 years of experience and exports worldwide to more than 65 countries on all continents. The company is continuously looking for new business opportunities and to expand its network of distributors. The fruit processing company additionally offers a wide scope of solutions for industrial manufacturers of pastry and cookies. Aldia has also developed a unique way to pack fruit preparations in bigger size drums or stainless steel containers in an aseptic way: a shelflife of at least 2 years is guaranteed without any use of preservative while keeping the product in ambient temperature. ■

Oleon: Sustainable Food Emulsifiers

oleon
A NATURAL CHEMISTRY

Oleon is a major company in Europe specialized in the production of ingredients based on natural oils and fats. The

company has its headquarters in Belgium and several production plants in Europe for the production of fatty acids, glycerin, bio-propylene glycol and fatty acid esters and the products are marketed under the Radia® brand names. For the food sector Oleon is producing middle chain triglycerides (MCT) and a wide range of emulsifiers for application in the bakery, the dairy and the confectionary industries. In a joint venture with United Plantations, Oleon is currently building in Malaysia's Selangor Halal Hub a complete food emulsifier plant to strengthen its position in the food industry in Asia and the Middle East. Furthermore the partnership will also allow Oleon to reinforce its ability to respond to the growing demand for certified and traceable products. The state-of-the-art UniOleon factory is expected to start producing food oleo-derivatives in 2014. ■



A Healthy Food Retail Market

Germany's grocery retail market reached sales of USD218 billion in 2011 and part of that demand is met with domestic products. However, the country remains an important importer of major categories of food products. Consolidation, market saturation, strong competition and low prices are key characteristics of the German retail food market. In addition, greater health consciousness is strongly influencing food and drink sales and the German ageing population is fuelling the demand for health and wellness as well as functional, organic and sustainable food products.

Germany's food grocery retail landscape

With 82 million of the world's wealthiest consumers, Germany has the biggest market for food and beverages in the European Union (as per the **USDA**. According to **Euromonitor International**, grocery retail sector reached sales of USD218 billion in 2011. Part of that demand is met with domestic products; however, Germany remains an important importer of major categories of food products. In 2011, Germany imported USD58.1 billion of consumer-oriented products. By value, about one fourth came from the Netherlands, France and Italy, each had about 10 percent of the import market. After Switzerland and Turkey, the U.S. is the third largest non EU-supplier of consumer-oriented products. In 2011, U.S. exports totaled USD824 million, led by tree nuts, food preparations, and beef. The German food and beverage retail landscape is characterized by consolidation, market saturation, strong competition and low prices. The sector is dominated by five large retail companies (including **Edeka**, **Rewe Group**, **Schwarz Group**, **Aldi Group** and **Metro Group**). However, in recent years, there has been a trend in consumer preference toward smaller grocery formats, including convenience stores, small grocery retailers and independents.

Trends in food retailing

German consumers are attracted by high quality food products nevertheless they remain extremely price conscious, and show a marked preference for shopping at discount outlets. According to **USDA**, Germans are devoted to their discounters and the country has globally the highest share of discounters in food retailing. This is one reason why margins in the retail level are so thin. Greater health consciousness is also strongly influencing food and drink sales. An ageing population is fuelling the demand for health and wellness as well as functional and organic food products. **The Austrian Trade Commission** reports that two-thirds of Germans see a direct link between nutrition and health. German consumers are also willing to pay more for "sustainable," "locally sourced," "free range," "natural," "fair trade" and "carbon neutral" products.



"... Germany remains an important importer of major categories of food products"

For sustainability in particular, the **USDA** reveals that major retailers and producers are increasingly requiring private certification. **Unilever**, for example, has pledged purchase 100 percent 'sustainable' products by 2020 and is already making strong progress toward that goal. On the same note, environmental concerns drive the demand for regional products. According to **Euromonitor**, Germans are increasingly opting to support local farmers and producers, regarding them as a highly trustworthy source of food. Food scandals in recent years, such as the 2011 **EHEC** epidemic that allegedly originated in Spain, also raised consumer awareness of the complexity of importing food. Hence, regional products gained in popularity, as they were widely believed to be of higher quality and to have a lower impact on the environment. ■

Prepared by:

Dina Fawaz
Acting ER Manager/Senior Editor and Researcher

بلغت مبيعات سوق البقالة بالتجزئة في ألمانيا ٢١٨ مليار دولار أمريكي في العام ٢٠١١ ويأتي جزء من هذا الطلب من خلال المنتجات المحلية. بالرغم من ذلك، لا تزال ألمانيا مستورداً مهماً للفئات الأساسية من المنتجات الغذائية التي تتميز سوق التجزئة للمواد الغذائية الألمانية فتتمثل بالاندماج واشباع السوق والمنافسة القوية والأسعار المنخفضة. كما يؤثر الوعي الصحي المتزايد بشكل كبير على مبيعات المأكولات والمشروبات. وتحرك شريحة السكان المتقدمين في السن الطلب على المنتجات الغذائية الصحية والوظيفية والعضوية والمستدامة.



Convincing Technology and Design

Blanco Professional GmbH + Co KG produces high-quality solutions for commercial kitchens and medical facilities and is a supplier for industry. For over 85 years the company has proven its great skill, especially in working with stainless steel and high-grade synthetics. Each year, the business unit "Catering" of Blanco Professional sets new standards for the catering industry with sensible solutions for efficient and quality-conscious kitchen and catering management. The front cooking station Blanco Cook offers a new fume extraction module with excellent filter technology. The electrostatic Ion-Tec option enables to filter even blue smoke. With ten efficient table-top cooking units Blanco Cook enables an appetizing cooking show right before the guests. Blanco banquet trolleys make it possible to keep food cold or warm at the exact temperature until it is served on the dot to many guests. They have an excellent energy balance and provide great ease-of-use. Due to their quality and purist overall appearance they have been presented the coveted "red dot design award". With compact tray spacing, Blanco hot air trolleys increase ease-of-use and economy. The Unitray is designed for trays



Blanco Cook enables an appetizing cooking show

with the Gastronorm format (530 x 325 mm) or in the special format 565 x 332.5 mm. The Recaldo Avento hot-air trolley holds Euronorm trays (530 x 370 mm) or Gastronorm GN 1/2 containers. ■

Quality Sweets for the Whole World



Since 1984 **Cavendish & Harvey** had their own sweet factory. Hence, the reputation as a manufacturer and supplier of top-quality confectionery "Made in Germany" has become firmly established. The sweets are created just outside Hamburg, and every year 30 million tins of them are packed. C&H use perfected recipes, with selected raw materials, high quality packaging and classic designs. Following the principle "Cavendish & Harvey Confectionery for Connoisseurs", the brand concentrates on the production and international marketing of premium confectionery. In 2012 C&H successfully carried out a comprehensive relaunch of their premium confectionery range. The design was visually rejuvenated while the fruit picture was kept. The tins are filled with delicious, naturally-flavoured sweets. The bed of icing sugar ensures that the candies do not stick together and the unique golden seal keeps the sweets fresh. Thanks to consistent internationalisation, C&H candies are enjoyed in more than 80 countries worldwide. ■

VEMAG: an Outstanding Reputation



VEMAG Maschinenbau GmbH has been developing and producing machines and equipment for the food industry and for small business for over 60 years. During this period, the company has achieved an outstanding reputation among food manufacturers both at home and abroad. In recent years, the German company has placed increasing emphasis on the systematic nature of specific solutions, in other words the integration of complex processing steps into the filling/portioning process. The objective is a modular system made up of standard fillers and customized attachments which can be flexibly adapted to suit the particular requirements of a user. One of the areas of focus here has been the development of the VEMAG Convenience System which provides the user with a flexible system for portioning and shaping innovative products. At the same time, the aim is to make it possible to integrate the solutions found into complex production lines without any problems. ■



Kuwait's Food and Hospitality Sector Witnesses Growth

By 2015, Kuwait hopes to welcome one million tourist arrivals per annum according to market studies. **Alpen Capital** reported growth in CAGR for the hospitality sector in the country at 8.1 percent over the period 2011–16. As a result of the growth of the hospitality sector, fuelled by the influx of tourists and expatriates, the country offers great potential for the development of companies in the food sector. The food sector has also witnessed strong growth thanks to the Kuwaiti government regulations on food prices, the increasing population and the increased per capita income.

In its report on the GCC Hospitality Industry, **Alpen Capital** reported growth in CAGR for the hospitality sector in Kuwait at 8.1 percent over the period 2011–16. The report also estimates a 2012-13 GDP growth of 3-5 percent and a strong business travel base. By 2015, Kuwait hopes to welcome one million tourist arrivals per annum. "Tourist arrivals are also expected to increase at a CAGR of 4.9 percent between 2012 and 2022. Kuwait has the highest proportion of budget hotels in the region (around 22 percent) and the potential to capture a broad international target audience offers exciting prospects for leisure project developers looking at opportunities in and around Kuwait City," commented **Mark Walsh**, Portfolio Director, **Reed Travel Exhibitions**. As a result of the growth of the hospitality sector, fuelled by the influx of tourists and expatriates, the region offers great potential for companies in the food sector. According to **Zawya**, the food and agricultural sector in the country is one of the largest sectors with more than 87 companies with **Kuwait Food Co**, **Americana**, **Mezzan Holding**, and **M.H. Alshaya Co**, being the major players in the food segment. Besides, the country offers many opportunities for trading companies since around 93 percent of food requirements are being imported as per **Capital Standards'** latest report. The food sector has mainly witnessed strong growth thanks to the Kuwaiti government regulations on food prices, the increasing population and the increased per capita income. On the same note, the retail segment also increased with the growing number of hypermarkets in the GCC region and is expected to grow by 8 percent in the next 10 years. On the logistics side, sourcing of raw materials and distribution of finished products plays an important role in enhancing profitability and competitive position of food companies. According to the report, companies that are vertically integrated within the food segment have the benefit of supplying quality raw materials to their processed food business or franchise businesses and in turn maintain an uninterrupted supply. Whereas, companies that are



"The food sector has mainly witnessed strong growth thanks to the Kuwaiti government regulations on food prices"

solely reliant on third party suppliers are affected by the volatility in international food prices. Major companies operating within the food segment are either horizontally or vertically integrated that enables them to adopt a better pricing strategy. Moreover, companies that can source raw materials locally or produce them locally are in a better position to price their products competitively. It is also worthwhile mentioning that since most of the food companies in Kuwait are unlisted family-owned businesses, the corporate governance helps keep an oversight on the overall business practices of a company. ■

Prepared by:

Rawand Fakh
Editor & Researcher

تأمل الكويت أن يبلغ عدد سياحها السنوي مليون سائح بحلول العام ٢٠١٥. وفي هذا السياق، ذكرت ألين كابيتال المتخصصة بدراسات السوق أن المعدل النمو السنوي المركب لقطاع الضيافة سينمو بنسبة ٨.١ في المئة خلال الفترة الممتدة بين ٢٠١١ و ٢٠١٦. ونتيجة نمو قطاع الضيافة الذي يدفعه تدفق السياح والمغتربين، تُقدم الكويت إمكانات نمو كبيرة للشركات في قطاع المأكولات. بالإضافة إلى ذلك، ينمو قطاع المأكولات بفضل تنظيم أسعار المواد الغذائية من قبل الحكومة الكويتية وزيادة عدد السكان وارتفاع الدخل المتاح.



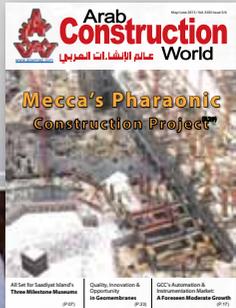
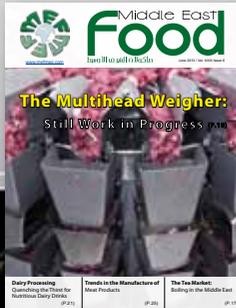
Kuwait Pavilion at Food and Hospitality Oman



Major food and hospitality companies from Kuwait will be part of the 8th Food & Hospitality Oman, which is scheduled to take place from September 2 to 4 at the Oman International Exhibition Center. These companies, which will come under the banner of the **Public Authority for Industry (PAI)** of Kuwait, will be participating as a pavilion for the first time in Oman's biggest food and hospitality show. PAI is an autonomous authority under the supervision of the Ministry of Commerce & Industry, responsible for developing, promoting, and supervising the industrial activity in Kuwait. Its participation in Food & Hospitality Oman underlines its aims to increase the Kuwaiti industrial exports share in the international markets, creating export and investment opportunities, and improving the competitiveness of Kuwaiti

food and beverage exports to adhere to international standards. *Ammar Ahmad*, Exhibition manager for Food & Hospitality Oman says "Oman is becoming an important market, offering various opportunities and an easy gateway for international companies to enter the Oman market. It is definitely a good platform for Kuwaiti companies to introduce and promote their products and services and we expect to see more beneficial returns for all our exhibitors." As organizer **Omanexpo** continuously seeks to bolster international participation for each show edition, this positive response from a booming regional market sets the stage for an even-more successful Food & Hospitality Oman 2013. This show will once again enjoy the support of companies from Italy, Pakistan, Jordan, India, Egypt and Sri Lanka. ■

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Positive Prospects for South Africa Agricultural Sector

South Africa possesses a highly advanced agricultural industry, based among other things on first-generation biotechnologies and effective plant breeding capabilities, according to a report by the **USDA**. Besides, the country is a major exporter of agriculture, fish, forestry and corn products. Overall, **Business Monitor International (BMI)** holds a positive view on the South African agricultural sector and sees particular growth potential in the grain and livestock sectors.

The ninth largest producer of biotech crops in the world

South Africa possesses a highly advanced agricultural industry based among other things on first-generation biotechnologies and effective plant breeding capabilities according to a report by the **USDA**. The country has been involved with biotechnology research and development for over 30 years and will continue to be the biotechnology leader on the Africa continent. The production area of biotech crops continued to expand in 2011 to reach 2.3 million hectares, making South Africa the ninth largest producer of biotech crops in the world. According to the report statistics, Genetically Modified (GM) corn plantings represent 80 percent of the total biotech planting, followed by GM soybeans which represent approximately 19 percent and GM cotton approximately representing one percent.



A major exporter

The Netherlands, the United Kingdom and Zimbabwe are the three major destinations of South Africa's agriculture, fish, and forestry products and represents almost a quarter of total exports as per the **USDA**. Besides the country's exports of these products to the United States were valued at USD252 million in 2011, and accounted for 3 percent of total agricultural exports by South Africa. Additionally, the country is a major exporter of corn on the Africa continent and a large percent of South African corn exports are destined for countries in Africa. According to the **USDA**, South Africa exported 2.4 million tons of corn, which included 1.7 million tons of white corn and 710,334 tons of yellow corn in 2010/2011. Almost half of the corn exports (1.1 million tons of white corn) went to Mexico. Other major export destinations included the countries neighboring South Africa (399,632 tons of white corn and 114,170 tons of yellow corn), Korea (302,259 tons of white corn and 45,234 tons of yellow corn) and Taiwan (161,550 tons of yellow corn). Despite the unfavorable climatic conditions, South Africa is expected to continue to be a net exporter of corn.

Future prospects

BMI holds a positive view on the South African agricultural sector and sees particular growth potential in the grain and livestock sectors. Both sectors' growth is expected to be boosted by regional export demand. The sugar sector also presents interesting growth opportunities, mainly thanks to renewed investment and improved technologies. The increasing use of sugar for biofuel will also have a positive impact on sugar production levels. Nevertheless, it is worth mentioning that the country's grain and livestock producers have been hit by recent hikes in grain prices and subdued corn supply on the domestic market. Margins have plummeted, and foreign competition for exports has made it even more difficult for producers to stay afloat. However, it is believed that the country's main companies, **AFGRI**, **Rainbow Chicken** and **Astral Foods**, have managed to weather this crisis well and are likely to see increased profitability. ■

“...
Genetically
Modified
(GM) corn
plantings
represent 80
percent of the
total biotech
planting”

Prepared by:

Soha Ghandour
Assistant Editor and Researcher

تملك جنوب أفريقيا صناعة زراعية متقدمة للغاية، وبحسب الدراسات المتخصصة فإنها تركز على التكنولوجيا الحيوية إلى جانب القدرات الفعالة في تحسين النوع النباتي. وبالإضافة إلى ذلك، تعتبر مصدراً رئيسياً للمنتجات الزراعية، الأسماك، مستلزمات التحريج، والذرة. على الرغم من الظروف المناخية غير المواتية، من المتوقع أن تستمر هذه البلد بكونها مُصدراً صافياً للذرة لعدد من البلدان مثل كوريا، المكسيك، وتايوان. تحمل تقارير السوق توقعات إيجابية للقطاع الزراعي الجنوب إفريقي بشكل عام، وترى إمكانات نمو في مجال الحبوب وتربية المواشي بشكل خاص.

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Döhler Invests in High Tech-Distillation Equipment

As a fully vertically integrated company, **Döhler** processes natural flavor keys of the highest quality with the most authentic and freshest raw materials available. Natural Isolates and keys such as Octanal, Decanal, Linalool, Valencene, Ethyl-butylate, Sinensal, Hexanal and many more, all derived from oranges, are processed at Döhler América Latina in Limeira, Brazil. The new distillation columns are multi-purpose devices and impressive in terms of capacity and size. They serve as a capacity expansion and at the same time enable the company to broaden its Citrus keys portfolio. Several distillation columns, chromatography, vacuum molecular distillation, spinning cone columns and captive equipment form the core of Döhler's Natural Flavor Extract processing when it comes to citrus. No solvents are applied, neither as carriers nor as processing aids. The most recent investment allows even more flexibility in production scheduling and will improve lead times substantially. The Natural Flavor Extract portfolio consists of Fruit Isolates, Fractions as well as composed FTNF/J flavors. These so-called add-



Döhler processes natural flavor keys of the highest quality back flavors can be applied in juices and nectars made from concentrate. They also give the important twist to make the final beverage unique and to differentiate it from others. All relevant technologies are available at one site. Some of these are especially helpful when it comes to the very demanding fractionation processes. Nowadays, tailor-made Isolates can be processed and directly supplied from Döhler América Latina in Limeira/Brazil. ■

Poly-Clip System Sets another Quality and Hygiene Standard

To offer its customers top quality, especially under the aspect of foodstuff safety, **Poly-clip System** decided to certify its quality management systems according to ISO 22000, the international standard for the entire food chain. ISO 22000 ensures regular and independent monitoring of all processes for clip and loop production and thus guarantees even more safety for customers from the foodstuff manufacturing sector. After



Poly-clip System certifies its quality management systems according to ISO 22000

all, this reliability has top priority for Poly-clip System. Since its introduction in 2005, ISO 22000 certification combines and harmonises numerous national standards in a comprehensive, comprehensible and globally recognised standard. It ensures that all quality assurance processes comply with international requirements. It therefore also includes the requirements of the internationally recognised system for foodstuff safety, HACCP (Hazard Analysis and Critical Control Points). ISO 22000 is the core element of FSSC 22000, the foodstuff standard recognised by Global Food Safety Initiative (GFSI), which additionally takes account of the special requirements of large trade chains and international manufacturers. Instead of testing merely the finished product, ISO 22000 also affects the preliminary processes. This permits early recognition of potential risks and avoidance or elimination thereof via preventive measures. The certification objective is to increase foodstuff safety at all levels of the manufacturing and supply chain and to create a uniform globally recognised testing framework for foodstuff management systems to enhance the confidence of customers and consumers. ■

The Latest Micronutrient Information Online: NUTRI-FACTS



DSM Nutritional Products launches the non-commercial website NUTRI-FACTS

Three years ago **DSM Nutritional Products** launched the non-commercial website NUTRI-FACTS (www.nutri-facts.org) providing latest scientific news and established facts about health impacts, requirements and safety of micronutrients. Meanwhile, the website has been established successfully as B2B information source mainly for nutritional experts in food industry and public, healthcare professionals, educational institutions and media representatives. NUTRI-FACTS is also well established on Facebook (www.facebook.com/Understanding.Vitamins) and Twitter (@Nutri_Facts_Eng). The statistics show that the visitors especially favour the news section and the micronutrient portraits, followed by the "Topic of the Month" and the "Expert Opinions". The latter one is of interest as it offers reliable comments from independent experts on relevant topics. This, by the way, applies to the entire website: all the content is documented with references and quotations, and does not simply reflect the opinion of a company, like most other portals do. In 2012, NUTRI-FACTS was awarded with the HONcode certification, the highest and most trustworthy ethical standard for medical and health-related information available on the internet. Due to the site's highly respected and independent view, many food, beverage and supplement companies use NUTRI-FACTS successfully for their consumer relation activities. The fact that the content is offered in English, German, French, Spanish, Russian and Japanese is also appreciated. NUTRI-FACTS has also been established to help change the negative image of micronutrients in fortified foods and dietary supplements propagated by mainstream media. The relationships between diet, health and disease are extremely complex and affected by many factors. It is correspondingly difficult to ascertain and

influence these relationships. Thus, studies investigating micronutrient efficacy, requirements and safety sometimes come to conclusions that are less clear than expected, or even contradict expectations. Fact is that there is copious scientific evidence that supports the importance of micronutrients for health. However, many media outlets in Europe and the US tend to use spectacular-sounding but poor-quality studies to create punchy negative headlines and catch readers' attention. They follow the rule that bad news sells best. Consequently, they frequently warn against consuming micronutrients in fortified foods and supplements. Unfortunately, as a result of negative media reporting, many consumers are needlessly wary and distrustful of products, which actually can close the micronutrient "gaps" in their diet. This is especially problematic because, as many national and international nutrition surveys show, certain parts of the population in developed countries (where lifestyles have changed drastically) do not have adequate intakes of essential micronutrients. NUTRI-FACTS is a place where one can find adequate, balanced information and all the positive scientific news about vitamins & co., which is usually not taken up by mainstream media.

DSM Nutritional Products is a major supplier of vitamins, carotenoids and other ingredients to the feed, food, pharmaceutical and personal care industries. Throughout the U.S. and Canada, DSM Nutritional Products North America operates research, production and distribution facilities with over 600 dedicated employees. The company is committed to create innovative products and services that contribute to the quality of life. DSM's products and services are used in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. ■

T 600: Compact and Fully Integrated

At the IFFA 2013 **MULTIVAC** presented a new fully automatic traysealer model in the medium output range: The T 600 seals up to 40 trays per minute and is directed primarily at small and medium-sized food producers and packers requiring a solution that is compact and capable of being fully integrated in a line. "The T 600 is a competitively priced model with which we are closing the gap in our traysealer portfolio between the slightly smaller compact model T 300 and the high-performance model T 700. We expect great interest from growing companies that want a higher level of automation and/or want to switch from manual loading of their packaging machine to a fully automated solution," says *Alexander Kult*, Product Manager at MULTIVAC. The main application areas of the T 600 lie in the food sector, primarily in meat, sausage and convenience products, but it is also suitable for the packing of seafood/fish and cheese, as well as fruit and vegetables or salad products. The T 600 can produce MAP packaging with and without LID film, skin Isopak packaging and SlicePac packaging. The machine is also equipped with a tray-gripper system. What is known as a "smart belt" lines up the trays pre-



The T 600 seals up to 40 trays per minute

cisely into the position of the tray gripper, which automatically transports the trays to be sealed into the die. At the same time, the sealed trays are transferred from the die to the discharge conveyor and automatically removed from the traysealer. ■

tna Launches On-Machine Seasoning System

Global packaging solutions specialist **tna** announces the launch of intelli-flav® OMS 5, for the ultimate flexibility in on-machine seasoning (OMS) applications.



tna's intelli-flav OMS 5

The latest evolution of the intelli-flav® seasoning range, the new machine offers consistent coverage and flavor for both wet and dry seasoning. Fully integrated with both oil spray and flavor injection systems, tna's new OMS provides total control of adhesion and fast flavor changes for snack lines. Designed to deliver the company's renowned combination of performance, simplicity and flexibility, the tna intelli-flav® OMS 5 features a responsive variable mass seasoning system with dynamic vibratory weigher to directly control oil spray and powder flow into the drum. This enables an accurate, proportional amount of seasoning to be evenly applied to the product for improved coverage and flavor dispersion. Further performance benefits are realized through the enhanced position of the scarfplate on the machine's infeed. Mounted to the edge of the drum, the scarf better directs the product into the spraying and flavoring area, providing high quality seasoning performance. Additionally, the newly designed scalloped infeed conveyor allows more product to enter the seasoning drum, while also helping to control product direction for greater accuracy and reduced waste. With a simple, modular design, the tna intelli-flav® OMS 5 is fully enclosed for increased levels of hygiene and ease of cleaning. ■

DuPont Launches YO-MIX® Greek

To give dairy manufacturers a simpler, more efficient and consistent way to culture America's best-selling yogurt, **DuPont Nutrition & Health** is introducing YO-MIX® Greek, a five-species yogurt culture blend from the DuPont™ Danisco® range. "American consumers quickly embraced Greek-style yogurt because of its thick, creamy texture, high protein and non-fat content," explains *Sonia Huppert*, global product director, thermophilic cultures, DuPont Nutrition & Health. "For dairy manufacturers, the challenge has been not only to keep up with market demand, but to deliver a consistent product with every batch. Thanks to our significant global cultures expertise, with YO-MIX® Greek, we're offering yogurt makers a one-step culture solution." The new product gives manufacturers five commonly used species in one blend, in one package. This easy-to-use blend simplifies the culturing process and reduces potential mixing and formulation errors during production. The culture blend was designed specifically for use in the development of Greek yogurts. In addition to streamlining the production process, the balanced blend is designed to deliver a mild dairy flavor over the shelf life of the yogurt. "U.S. consum-



YO-MIX® Greek designed specifically for Greek yogurts

ers prefer a mild tasting yogurt with less tang," said *Jeff Lambeseder*, cultures product manager, DuPont Nutrition & Health. "So we designed our culture blend to create a mild, less acidic flavor, and our sensory research demonstrates that it consistently delivers a mild taste throughout its shelf life." ■

Micron-Pro™ Cooking Oil Filters



The Micron-Pro™ cooking oil filter has paid for itself in oil savings within the first year at plants producing meatballs, potato chips, batter-breaded foods, and other products. Using no additives, paper, or consumable filter media, Micron-Pro can filter particles down to sub-micron size at rates up to 125 gallons/minute (approx. 473 liters/minute) of hot oil. Fines are quickly removed from the oil and filter to minimize burning and free fatty acid formation. Up to 98 percent of the oil can be recovered from filtered particles, depending on debris type. Fines are automatically discharged from the filter with no operator intervention. Low-pressure operation assures safety. Priced lower than competitive filters, Micron-Pro has minimal moving parts and requires no costly centrifuge, bellows, or conveyors screens. Designed by Filtration Automation, Micron-Pro filters are manufactured, sold, and serviced worldwide by **Heat and Control**. ■

Middle East Food (MEF)

GEA Grasso VT Range Reduces Overall Costs



With its new GEA Grasso VT range, **GEA Refrigeration Technologies** has optimized and streamlined its assortment

of two-stage piston compressors. Instead of 20 models in three different model ranges, seven models now cover the complete performance spectrum, with output from 217 to 1,114 m³/h. The performance range of the ammonia compressors lies between 45 and 262 kW (35/35 °C) and 34 and 203 kW (-40/+35 °C). The compressors are designed in their standard versions for fast pull-down output control to enable faster freezing of batches containing fresh and relatively warm products. The VT range replaces the models of the ranges GEA Grasso 12, 12E, and 10, which overlapped in their displacement ratings. At the same time, the new and reliable models operate with greater energy efficiency. In comparison to the old two-stage GEA Grasso piston compressors, the energy savings of the new models is up to 9.4 percent. ■

Mühlenchemie Offers a New Service

Mühlenchemie GmbH & Co. KG is offering its customers a new service: from now on, mills can have their wheat lots tested for their baking properties at the trial bakery in Ahrensburg. That saves time, because the need for optimization can be recognized before the flour is produced on a commercial scale. The flour improvement specialist has invested in a test mill that is able to simulate the processes otherwise confined to industrial mills. Today's fluctuating grain qualities compel the milling industry to seek individual solutions for flour improvement. Putting off the search for these until the grain is actually being ground results in extra costs through rejected batches and time wasted in finding a suitable solution. So it is important to determine as early as possible what baking properties different lots of wheat will have after milling. With the aid of the new pilot mill, millers can now have the quality of the raw material and its effect on baking properties analyzed by Mühlenchemie under realistic conditions. One option is to have samples of wheat tested and evaluated in Ahrensburg before purchase



With the aid of the new pilot mill, millers can now have the quality of the raw material

or delivery so that flour improvement measures can be recommended and carried out as soon as possible. "With the new pilot mill, Mühlenchemie now offers an all-round service", says the firm's Managing Director **Lennart Kutschinski**. ■

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Blossom Sweets Introduces Arabian and Asian Flavors

Blossom Sweets, run by two Emirati sisters is known for its exquisite, mouth-watering and gourmet desserts, pastries and cakes. Exclusively this Ramadan, Blossom Sweets will introduce 20 unique treats inspired by Middle Eastern and Asian flavors; including low calorie and sugar-free. Celebrating the holy month; Blossom Sweets will feature a wide selection of sensational treats and gift hampers starting from 9th July, 2013. Ramadan a time for reflection and giving; the patisserie will also give 5 per cent of every purchase to the Red Crescent Society. *Lamia Ahmed Al Hashly*, Owner, Blossom Sweets said, "We would like to wish residents and our customers Ramadan Kareem. Sweets and desserts are an essential part of every meal and especially a sign of hospitality to visitors during Ramandan. Keeping this element in mind as well as the popular flavors savored during this time, we wanted to offer our customers something unique. We will also be introducing desserts with low-cal and sugar free options." *Amna Al Hashly*, Managing Direc-



Blossom Sweets known for its gourmet desserts, pastries and cakes

tor, Blossom Sweets said, "The new flavors incorporate requests from our customers which further reflects our competency and passion to offer exciting and unique desserts. Ramadan is a time of reflection and giving and Blossom Sweets will give five per cent of every sale to Red Crescent Society. We would like all residents and customers to be part of this effort." ■

Mazagan Beach & Golf Resort Introduces 'Fauchon'

Mazagan Beach & Golf Resort, a major tourism destination in the Arab world, which is operated by **Kerzner International**, the global developer for tourism



Mazagan Beach & Golf Resort in Morocco

resorts, has strengthened its F&B positioning the world of culinary delights with the opening of the French hospitality brand "Fauchon". Through Fauchon, Mazagan consummates its Food & Beverage portfolio, offering unbeatable guest experience, especially for Arab guests. The resort is attracting more hospitality service providers to support strong demand from GCC visitors during festivals taking place in North Africa. The French brand offers fresh products, pastries, catering services, unique products, corporate gifts, tray meals as well as a café and a lunch counter. *Stephan Killinger*, Managing Director, Mazagan Beach & Golf Resort, said: "We are seeing increased footfall from the Arab World and this has encouraged us to partner up with renowned names in F&B services to offer superior services. Fauchon was the appropriate choice in this direction. In addition, Mazagan has always been leading with many F&B initiatives and special culinary additions such as Nobu the famous cutting edge Japanese cuisine which received impressive feedback." He added: "The summer season will throw up a lot of interesting surprises, led by the Fauchon offerings. We are a global tourism destination supported by spectacular nature and cool weather during vacation periods." ■

Shakespeare and Co. Opens at St. Regis Saadiyat Island Resort

With its 16th outlet opening in the UAE and 3rd in the capital, **Shakespeare and Co.** has once again planted its roots in an upscale 5 star locale. The Collection at The St. Regis Saadiyat Island Resort is a prime location that will undoubtedly appeal to residents, locals and travelers alike. Situated within close proximity of the Abu Dhabi coast, this beachfront resort is a jewel amidst a prestigious development that is striving to be “the place to be” in the capital. The location within The Collection is able to accommodate up to 140 patrons, which includes the area of the grand outdoor terrace. Adorned with an abundance of crystals, feathers and lace while keeping in line with our Victorian hue, this outlet will surprise its patrons with understated pizzazz. A prominent pâtisserie counter welcomes guests from the main entrance showcasing delectable culinary masterpieces for which Shakespeare and Co has become well known.

The Shakespeare and Co. concept, launched in Dubai in 2001, is composed of four modules: the Café Restaurants, Chocolates, Pâtisserie and Catering. It offers



Shakespeare and Co. 16th outlet opening in the UAE

a cozy, chic “home away from home” atmosphere and an eclectic menu featuring all day breakfast, lunch and dinner comprising classic dishes from the world’s favorite cuisines. Custom arrangements of homemade chocolates and cakes, and catering for home, office or business are also available. ■

Elaf Bakkah Strengthens Saudi Hospitality Industry

Elaf Group of Companies for Travel, Tourism and Hotels, has highlighted the progress of the Elaf Bakkah Hotel which is on track to open before Ramadan this year. The hotel is strategically situated in the Mahbas



Elaf Bakkah Hotel to open before Ramadan

Al-Jin Area; only 1,800 meters away from the Holy Mosque in Makkah. Hotel guests can enjoy their stay in any of the 810 rooms and 32 suites, all featuring state-of-the-art equipment and modern amenities. Further, guests can also engage in a fulfilling shopping experience at the 15 stores that will open at the hotel, in addition to two restaurants offering exquisite Arabic and international cuisine. The hotel is equipped with 24 elevators for guests, 4 entrances and 213 parking slots, in addition to a helipad, as part of Elaf Group’s efforts to ensure the highest levels of guest satisfaction. *Ziyad Bin Mahfouz*, President of Elaf Group of Companies, said: “The Elaf Bakkah Hotel represents a key element of Elaf Group’s strategy to increase its number of hotel rooms to 5,000, in order to accommodate the increasing flow of tourists to Saudi Arabia. Elaf Group remains committed to offering the best hospitality services according to international best practices, to support the efforts of the Saudi General Authority for Tourism and Antiquities and achieve the goals of sustainable tourism development, while also boost Saudi Arabia’s status on the world tourism map.” ■

Shopping for Business Opportunities at SAITEX and AB7



SAITEX and AB7 food and beverage trade shows to open at the end of June

South African business owners and retailers are preparing for their annual 'big business boost' when the Southern African International Trade Exhibition (SAITEX) and Africa's Big Seven (AB7) food and beverage trade shows open at the end of June. SAITEX, now in its 20th year, and AB7 now in its 11th, both take place at Gallagher Convention Centre in Midrand, Johannesburg from 30 June to 2 July 2013.

The two co-located, multi-sector exhibitions form a valuable platform for agents, distributors, importers and entrepreneurs across all retail sectors to source new products, explore new markets, and discover new trends, tastes and ideas from all over the world. "SAITEX has been helping South Africans to start new businesses and grow existing enterprises in the retail and food and beverage sectors for over 20 years," says *John Thomson*, Managing Director of **Exhibition Management Services**, organisers of the event. "The addition of AB7 to the event five years ago brought a powerful networking tool to the regional food and beverage sector, and this is now attracts the attention of even more producers, manufacturers, agents and buyers from around the world." AB7 is the biggest food and beverage trade exhibition in Africa and comprises seven food and beverage sectors. AgriFood, is an expo for growers, producers and manufacturers; the Pan Africa Retail Trade Exhibition covers the merchandising sector; FoodTech Africa includes ingredients and flavourings, manufacturing, production, processing and packaging technologies; DrinkTech Africa covers the beverage industry from manufacturing equipment to bottling, packaging and finished products; Interbake Africa covers the baking sector; Retail Solutions Africa

covers Retail IT, security, shop fittings, refrigeration, merchandising and point of sale systems, and FoodBiz Africa covers the food service and hospitality sector. "SAITEX is world renowned as a giant expo for general retail goods including FMCG, electronics, appliances and hundreds of other product categories," continues Thomson. "It now incorporates THABS – Tools, Hardware and Building Supplies - which includes everything from hand tools, water pumps, building supplies and paints to automotive parts, spares and accessories. SAITEX even looks after the homemaker market with the popular Housewares & Homewares show, as well as the Home Appliances expo, covering everything from kitchen equipment and accessories to furniture, decor and home entertainment systems." "This year the five great halls at Gallagher Convention Centre will be packed with almost 1 000 exhibitors from 45 countries, showcasing tens of thousands of products in hundreds of categories," adds Thomson. SAITEX and AB7 will both be hosting workshops and business breakfasts on 1 July. The 'Taking Your Business into Africa' business breakfast – presented by the Consumer Goods Council of South Africa – aims to explore strategies for getting new retail business into Africa and will appeal to CEOs, entrepreneurs and executives. The speaker line-up includes Bill Russo, Director of McKinsey and Co. who will discuss the McKinsey report, 'The Rise of the African Consumer'. *Martyn Davies*, CEO of Frontier Advisory, will discuss business opportunities in Africa. The session will include a panel discussion on how to leverage market sector trends in Africa. China and Mauritius are also hosting business breakfasts on 1 July to encourage trade and business with South African companies. ■

Eurasia Packaging 2013: an Ambitious Packaging Fair

Beside the long-standing collaboration of **REED TÜY-AP** and the **Packaging Manufacturers Association (ASD)**, receiving the support of other associations of the sector such as AMD, ESD, KASAD, MASD, OMÜD and SEPA, the Eurasia Packaging 2013 İstanbul Fair will bring the sector together at TÜYAP Fair Convention and Congress Center in September 12-15, 2013. Concurrently with Eurasia Packaging Fair, İstanbul Food-Tech 8th Food and Beverage Technologies, Food Safety, Additives and Ingredients, Cooling, Ventilation, Storage Systems and Logistics Fair will be organized. The Scope of Eurasia Packaging Fair includes; Packaging Machines, Auxiliary Equipment & Systems for Packaging Production, Packaging Products, Complementary Packaging Materials, Raw Materials and Intermediate Products for Packaging Production, Services for the Packaging Industry, Packaging Recycling Technologies and Warehousing / Storage / Logistics / Transportation.

Interphex pavilion is at Eurasia Packaging 2013 fair
The INTERPHEX Pavilion brings the world's largest and most prestigious pharmaceutical event to the Turkish market. There are INTERPHEX events in the U.S., China, Japan, and Singapore. The INTERPHEX packaging and processing exhibitors provide equipment and solutions not only for the Turkish pharmaceutical industry but also other process industries. Interphex Pavilion includes: Packaging Machinery, Equipment & Systems for Pharmaceuticals and Processing, Packaging & Manufacturing Equipment & Systems for Pharmaceuticals.

Eurasia Packaging Fair attracts worldwide attention
Eurasia Packaging İstanbul Fair will bring more than 5,000 foreign buyers together with their exhibitors. This fair will accelerate the packaging sector in a period when seeking of new markets and global competition gained critical importance. Buying delegations from Europe, North Africa, Middle East, Balkans, Russia, Georgia will be hosted. Buying delegations from Albania, Algeria, Bosnia Herzegovina, Bulgaria, Croatia, Egypt, France, Georgia, Germany, Greece, Iran, Iraq, Italy, Jordan, Kosovo, Lebanon, Macedonia, Middle East, Morocco, Romania, Russia, Serbia, UK, Ukraine, Uzbekistan will be hosted during Eurasia Packaging Fair. Turkey is a rising asset in a very strategic region between Eurasia and Europe geography, and has achieved a booming and unstoppable growth. Eurasia Packaging Fair has been the biggest fair in its field, and is an exemplary fair where re-



Eurasia Packaging İstanbul Fair will bring more than 5,000 foreign buyers

gional advantage and development of Turkey is perfectly exhibited.

The region's most comprehensive and largest packaging exhibition

The fair will provide a platform for all product groups; a new business leads from different geographies intra regional; an effective meeting place where relationships with customers strengthened. It will also introduce new products and packaging solutions to targeted groups and serve as an effective environment to introduce new technologies and foster brand awareness.

Unrivalled packaging exhibitions for the region

The fair is considered as the most comprehensive packaging exhibition in the region with 19 years of service to the industry, a sectorial association support and international colleagues

Good reasons to visit

One can meet more than 1000 leading Turkish and international companies and representatives, make valuable contacts and create network, follow technological developments and modernize its own packaging, source international products to reduce costs, identify new opportunities, find inspiration, and hear about what's new

Highlights of 2012 fair

42.118 professional visitors from Turkey and 5.026 professionals from 96 countries had visited the fair; 16 percent visitor increase; 6 percent foreign visitor increase and 17 percent increase of visiting country diversity. ■

Saudi Agro-Food Returns in its 20th Edition

Saudi Arabia's economy is still steadily and rapidly growing, thanks to large government spending and an expanding private sector. The 2011 raise in public sector wages and social benefits has further led to an increase in consumer spending, mainly in household expenditure, with a 4.5 percent expected GDP growth by 2013. Similarly, the rising population with high youth percentage and high GDP per capita in the GCC, particularly in Saudi Arabia, besides a noted shift towards healthier food choices will create a surge in the food sector. Organized by **Riyadh Exhibitions Company** and accredited by **UFI, The Global association of the Exhibition Industry**, Saudi Agro-Food, the Kingdom's most established food exhibition, returns in its 20th edition to the Riyadh International Convention and Exhibition Center (RICEC), from September 15 to 18, 2013. The International Trade Show for Food Products, Processing and Packaging Technologies will once again gather the region's leading agriculture and food industry professionals to benefit from exclusive business opportunities in a custom-made setting showcasing all the latest related equipment, products, services and solutions; as well as all types of popular and new food products. Saudi Agro-Food will be held in parallel with Saudi Agriculture, the International Agriculture,



Saudi Agro-Food, the Kingdom's most established food exhibition

Water and Agro-Industry Show in its 32nd consecutive year and Saudi Food-Pack, the 2nd International Exhibition for Food Processing and Packaging that will be showcasing a vast array of equipment and solutions, answering Saudi Arabia and the region's needs. ■

All Eyes on Ghana's Hospitality and Foodbiz West Africa Expo

"The hospitality and food industries in sub-Saharan Africa are on the verge of explosive growth due to rapid economic expansion across the region," says *John Thomson* of Johannesburg-based expo organiser **Exhibition Management Services (EMS)**. "West Africa is about to get a big taste of the good life this year with its own hospitality, food and beverage expo." The exhibition takes place at the Accra International Conference Centre in Ghana from 2 to 4 October 2013. "Accra is the perfect host city for this spectacular business opportunities event as it provides an ideal infrastructure to accommodate all the exhibitors and visitors we are expecting at the show in October," says Thomson. "Ghana exemplifies the growth that is possible in Africa; that's why it's a paradise for entrepreneurs. It has a stable political climate and advanced infrastructure, strong economic growth of over 8 percent and a fast-growing middle class with money to spend." Thomson believes this is the



John Thomson of Johannesburg-based expo organiser Exhibition Management Services

reason why many local companies in the food and hospitality sectors have already signed up for the new event. "The interest in Hospitality and Foodbiz West Africa has been far stronger than we expected." "This event provides a versatile, localised platform for companies across Africa and the world to showcase their products, brands and services to a business audience focussed on expanding into new markets," adds Thomson. "It's an opportunity nobody can ignore."

Hospitality and Foodbiz West Africa is proudly endorsed by the **Ghana Ministry of Tourism, Ghana Tourism Authority, Ghana Tourism Federation**, the Institute of Hospitality Ghana and the Institute of Packaging Ghana.

Thomson concludes: "Africa has a rich culture with a fast growing economy and countless opportunities. The 21st century belongs to Africa, the world's new economic frontier. Now is the time to start doing business." ■

Saudi Food & Hotel and Hospitality 2013: a Major Success



The show was double the size of last year's exhibition

Saudi Food and Hotel and Hospitality Expo 2013 is hailed as a major success as it concluded a four-day run at the Jeddah Center for Exhibitions and forums with over 18,000 visitors and millions of riyals worth of trade transactions for 400 exhibitors from 18 countries. Commenting on the outcome of the show, *Zahoor Siddique*, Vice President for Exhibitions, **ACE** stated, "The exhibition had set new standards with record attendance and unprecedented business volume and we are glad to meet the needs of the industry by providing a platform for restaurants, hotels, retailers and businesses to network, gather the latest industry information, and forge new business opportunities". "Saudi Food, Hotel and Hospitality fair, provided an excellent opportunity for us to introduce our products and services to the wider Saudi Arabia market. It is our 4th time exhibiting here and the visitor turnout was notable. The exhibition allowed us to make new contacts and further our goals in establishing our brand in Saudi Arabia and the region," commented *Joao Paulo Paixao*, International Business Executive at **Arab Brazil Chamber of Commerce**. According to him, the Arab Brazilian Chamber of Commerce encourages and supports both Brazilian and Saudi organizations to strengthen ties between these partners. "As a result of this support we were able to increase Brazil's bilateral trade with Saudi Arabia to reach USD15 billion," he said. Consul General of Malaysia, *Mohd Khalid Abbasi Abdul Razak* said "To establish networking with their Saudi counterparts, and equally important to explore for business opportunities, currently there are 11 Malaysian companies taking part in a big way at the Sau-

di Food & Hotel and Hospitality exhibition showcasing their goods and services in various food products such as processed canned food, chocolates products, healthy food and beauty products, nutraceutical and functional food related products, pre-instant mixed coffee and variety of buns, bread and biscuits." Taking part at exhibition for the 5th year, *Dieter Fiebelkorn*, GM, **Kaechele**, Germany, added "The Saudi market is big and difficult but participating in this exhibition made things easy for us to meet partners." The office of Agriculture Affairs at the **Embassy of the United States of America** in Riyadh introduced its products that are known worldwide for their variety and quality, *Hassan Ahmed*, Agriculture attaché commented "It is a great opportunity for us to introduce the variety of agriculture products here in the Saudi market which is considered as a good market for us." He pointed out that the trade volume between Saudi Arabia and US in agriculture and food has reached USD1.3 billion and added that the opportunities for trade between the two countries will continue to grow because the Saudi economy is growing rapidly and both countries enjoy robust bilateral trade relationship. Inaugurated by *Jaber Mohamed Al-Shehri*, Vice Agriculture Minister for Fishery Affairs, the expo organized by **Al Harithy Company for Exhibitions (ACE)** was held from May 19-22, 2013. The event attracted thousands of visitors with a major influx of specialized and business visitors in the last couple of days. The organizers have announced the dates of the next edition of Saudi food, hotel & hospitality arabia as 13-16 April, 2014 at the Jeddah Center for Forums and Events. ■

2013

September



Oman

Food & Hospitality Oman 2013

International Exhibition of Food & Beverages, Food Processing Technologies, Kitchen and Catering Equipment, Packaging Systems, Hotel Supplies and Related Services
2 - 4

Oman International Exhibition Center
Muscat - Oman

Info:

Omanexpo LLC

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Turkey

World Food Istanbul

21th International Food Products & Processing Technologies Exhibition
5 - 8

Istanbul Expo Center
Istanbul - Turkey

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Turkey

Eurasia Packaging Istanbul 2013

Packaging Industry Fair
12 - 15

Tüyap Fair Convention and Congress Center
Istanbul - Turkey

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Tüyap Fairs and Exhibitions Organization
Inc.

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Fax: +90 (212) 886 93 99

Email: sales@tuyap.com.tr

Website: www.tuyap.com.tr



Saudi Arabia

Saudi Agro-Food 2013

International Food, Equipment & Catering Show
16-19

Riyadh International Exhibition Centre
Riyadh - Saudi Arabia

Info:

Riyadh Exhibitions Co. Ltd

Tel: +966 1 454 1448

Fax: +966 1 454 4846

Email: esales@recexpo.com

Web: www.recexpo.com

November



UAE

Sweets & Snacks Middle East

International Exhibition for the Sweet & confectionery, Bakery, Snack Food and Ice Cream Industry
17-19

Dubai

UAE

Info:

Dubai World Trade Centre

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Iraq

Iraq Agrofood

The 6th International Exhibition For Agriculture, Food, Food Processing And Packaging
18 - 21

Erbil International Fairground
Erbil - Iraq

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UAE

SIAL Middle East 2013

Food International Trade Fair
24 - 26

Abu-Dhabi National Exhibition Center (Adnec)
Abu Dhabi - UAE

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December



UAE

Halal Middle East 2013

International Halal Food exhibition, including Halal food and drinks, equipment and machinery and Halal certification bodies.
9-11

Expo Centre Sharjah
United Arab Emirates

Info:

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UAE

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Saudi Arabia

Saudi Horeca 2013

The Saudi International Food, Beverage & Hospitality Exhibition
10 - 12

Riyadh International Convention & Exhibition Center
Riyadh - Saudi Arabia

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تمت الطباعة عند مضمحل للطباعة والنشر

Saudi Tourism Revenues: USD18 Billion by 2016



العوائد السياحية السعودية: ١٨ مليار دولار أمريكي في العام ٢٠١٦

Tourism companies in Saudi Arabia are aggressively investing their resources in the local market, particularly during the Hajj and Ummrah seasons, to further consolidate KSA's leading footprint in the tourism landscape. In 2012, Saudi Arabia saw a 10 percent increase in tourism revenues over 2011, achieving a remarkable USD16.5 billion. Saudi tourism industry players are now keen on making the most of the opportunities presented at travel and tourism events to further boost the sector and achieve their target of raising USD18 billion worth of tourism revenues by 2016, mainly tapping the market for tourism for leisure and religious purposes in particular.

Youssef Abdul Latif Jameel, Chairman of **Abdul Latif Jameel Real Estate Investment Company (ALJREIC)**, pointed out that the hospitality industry in the middle-east region occupies the largest share of the global market, where Saudi Arabia alone accounts for 46 percent. "The Kingdom is seeing massive investments and expansion projects in a strong attempt to attract larger number of tourists and visitors to the country. One of the many major projects is the expansion of King Abdul Aziz International Airport which is poised to accommodate up to 80 million travelers by 2035." Jameel further described the expansion strategy of the company which can be characterized by the USD2.6 billion Jabal Al Ka'aba project as a genuine contribution to the development of Makkah and the Kingdom as it will help address the growing demand for hotel rooms in the city, especially during the Hajj and Ummrah seasons.

Jameel finally lauded the wise directives of the Custodian of the Two Holy Mosques King Abdullah Bin Abdulaziz Al Saud and the Crown Prince, as well as the directives of the Saudi Commission for Tourism and Antiquities (SCTA) to develop the tourism industry and support major sector-related investments to maintain the increasing demands for both inbound and outbound tourism. He also underlined the ambitious government initiatives and development plans to engage the private sector and stimulate its role in the Saudi economy.

Youssef Abdul Latif Jameel

Chairman

Abdul Latif Jameel Real Estate Investment Company (ALJREIC)

دأبت الشركات السعودية العاملة في قطاع السياحة والسفر على الإستثمار بثقل في السوق المحلية وخصوصاً خلال مواسم الحج والعمرة، إيماناً منها بالمكانة الريادية للمملكة كوجهة سياحية واعدة. ويبدو أن المملكة تشهد طفرة ملحوظة في هذا المضمار، حيث حققت ١٦,٥ مليار دولار أمريكي عائدات سياحية في العام ٢٠١٢، بما يمثل ١٠ بالمئة زيادة عن العام السابق له، تضع شركات السياحة السعودية جلّ اهتمامها اليوم على الإستفادة المثلى من الفرص المتوفرة عبر الفعاليات المختصة بمجال السياحة والسفر، وذلك في إطار حرصها على الإرتقاء بالقطاع السياحي في المملكة إلى أعلى المستويات وتحقيق التوقعات الرامية إلى رفع قيمة العائدات السياحية إلى ١٨ مليار دولار أمريكي في العام ٢٠١٦، مع التركيز بشكل خاص على مجالات السياحة الترفيهية والسياحة للأغراض الدينية في موسم الحج والعمرة.

ومن جهته، أشار يوسف عبداللطيف جميل، رئيس مجلس إدارة شركة «عبداللطيف جميل للاستثمارات العقارية»، إلى أن قطاع الضيافة في منطقة الشرق الأوسط يستحوذ على حصة الأسد من السياحة الدولية، في حين تحوز المملكة العربية السعودية وحدها على ٤٦ بالمئة منه. وأكد جميل على أن «المملكة تستثمر بكثافة في البنى التحتية ومشاريع التوسع الجديدة في خطوة وثيقة منها إلى إستقطاب أعداد أكبر من السياح إلى المملكة. ومن بين أهم هذه المشروعات الكبرى مشروع تطوير «مطار الملك عبد العزيز الدولي» بمدينة جدة ليستوعب ما يصل إلى ٨٠ مليون مسافر بحلول العام ٢٠٣٥». وأكد جميل إستراتيجية التوسع للشركة حيث بلغت أبرز مشاريعها مشروع «جبل الكعبة» الذي تبلغ قيمته ٢,٦ مليار دولار أمريكي. ويعتبر مساهمة حقيقية لتطوير مدينة مكة المكرمة وتمكينها من تلبية الطلب المتزايد على الغرف الفندقية في فترات الحج والعمرة.

وختاماً، أثنى جميل على التوجيهات الحكيمة لخادم الحرمين الشريفين الملك عبدالله بن عبدالعزيز آل سعود وولي عهده الأمين، وعلى إرشادات الهيئة العليا للسياحة والآثار الرامية إلى تطوير القطاع السياحي في المملكة ودعم الإستثمارات الرئيسية فيه لمواكبة الطلب المتزايد على صعيدي السياحة الداخلية والخارجية على السواء. كما أشاد أيضاً بالمبادرات والخطط التنموية الطموحة التي أطلقتها الحكومة السعودية في سبيل مشاركة القطاع الخاص وتعزيز دوره في دفع عجلة النمو الإقتصادي في المملكة العربية السعودية.

يوسف عبداللطيف جميل

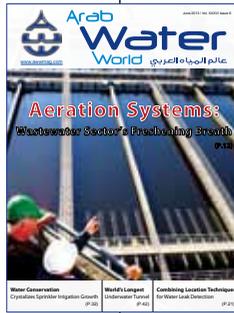
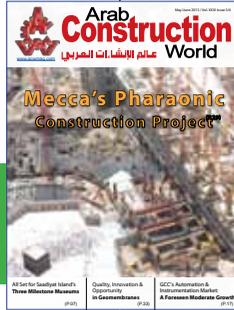
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