

Pulses and Special Crops Trade Mission to Amman and Gulfood February 13 – 19, 2019 Amman, Jordan and Dubai, UAE

Saskatchewan Trade and Export Partnership (STEP) is organizing a Business Development Trade Mission to Amman, Jordan and Dubai, UAE from February 13 - 19, 2019. Pulses feature prominently in the cuisine of the Middle Eastern market. This region has high population growth rates with extraordinary growth in foodservice and retail sales. The growth of pulse consumption in the Middle Eastern and African region is supported by the popularity of pulses within the region, as well as steady influx of South Asian expatriates. Pulses are used in a variety of Middle Eastern dishes. More value added processed products now contain pulses as the main ingredient, in substitution of other less healthy options.

Jordan is a net food-importing country, importing up to 98% of consumable items from abroad, including wheat, barley, chickpeas and lentils. The market is growing due to the increasing number of Syrian refugees entering the country. Jordan's per capita income and spending levels remain higher than the averages for the Middle East North Africa (MENA) region.

Gulfood is considered as the world's largest annual food trade show which attracts the Middle East's largest trade industry audience. With the global food market due to register a compound annual growth rate (CAGR) of 4.5% from 2015 to 2020, the UAE food and beverage market alone is anticipated to reach a valuation of AED82 Billion (USD22 billion) by the end of the decade, according to Euromonitor International. More than 5,000 exhibitors and approximately 97,000 visitors are expected at this year's show.

The primary objective of the mission is to meet pre-qualified traders & distributors, visit customers at the Gulfood show, meet new customers and network with industry stakeholders. STEP is working with the Trade Commissioner Services in Amman to conduct a robust program while in Jordan.

There will be a fee of CAD \$500 to participate in this mission. The costs would be borne to make the payments for meeting rooms, ground transportation and networking event. All participants are required to organize their own travel and hotel booking. STEP will provide an itinerary and recommend a hotel in both Amman and Dubai and each applicant will be required to book the hotel rooms directly in order to confirm their reservation.

STEP Market Access Program (MAP) – a funding program for new market development efforts may be available for regular members. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives. For complete information on the program, please refer to www.sasktrade.sk.ca or indicate on the following page that you wish to discuss.

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SASKATCHEWAN  CANADA



EXPRESSION OF INTEREST

Pulses and Special Crops Trade Mission to Amman and Gulfood February 13 – 19, 2019 Amman, Jordan and Dubai, UAE

- I would like to join the STEP Food Trade Mission to Amman, Jordan and Gulfood in Dubai, UAE.
- I would like to participate in the following cities:
 - Amman, Jordan from February 13-15, 2019
 - Dubai, UAE from February 17-19, 2019
- I am interested in applying for MAP funding through STEP. Please send me the forms.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

Email: _____ URL: _____

Signature: _____

(Your signature confirms your company's intention to participate in this program)

Please return this form to Mortoza Tarafder, Director, Agriculture prior to

Friday, November 16, 2018

Tel: 306.787.9687 Fax: 306.787.6666

Email: mtarafder@sasktrade.sk.ca

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