



STEP – Agriculture

**Pulses and Special Crops Trade Mission
to Jordan and Gulfood Show, Dubai
Feb 11 - 19, 2019
Amman and Dubai**

TRIP REPORT

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Overview / Mission Description

STEP decided to return to Gulfood show this year with an additional outreach to the neighboring market. We selected Jordan as this is a small but steady market for our special crops products. Given the current market uncertainty, there is no doubt that we need to find new markets and strengthen our existing markets. Jordan is one of the current markets where STEP never travelled previously. We partnered with the Trade Commissioner Service in Amman who helped us organize the mission. After which we walked the Gulfood show. The program for Gulfood was walking the show. Most of the STEP members have their own exhibiting booths at the show. We had some prescheduled one on one meetings at the show.

In Amman, we had one on one meetings, visited processing plants and organized a networking lunch with the local buyers. The buyers were primarily targeted for pulses and commodity importers, however there were two humus manufacturing plants that we also visited. The primary objective of the mission was to identify and strengthen pulses and the commodity supply opportunity to the market. We also visited one of the upscale superstores and brought in some leads for our value added suppliers. We will share the leads with them as part of our follow up efforts.

Wednesday, February 13, 2019

Amman, Jordan

08:30 Meet in Hotel Lobby

09:00 Meeting at Embassy with the Ambassador, Senior Trade Commissioner and, Trade Commissioner in Amman. The Trade Commissioner in Iraq also joined us.

09:45 Depart Embassy

10:30 Meeting and tour at Chickpeas Factory

11:40 Meeting and tour at Flour Mill

12:15 Meeting and tour at Pasta Factory

13:30 Lunch at the Official Residence

15:30 Tour at Cozmo

Evening Free

Thursday, February 14, 2019

Amman, Jordan

08:30 Meet in Hotel Lobby

09:00 Meeting and tour at cannery, producers of Canned Food

10:30 Meeting and tour a distributor

Friday, February 15, 2019

Amman, Jordan

Free Time

Saturday, February 16, 2019

Amman, Jordan

Travel to Dubai

Sunday, February 17, 2019

Dubai, UAE

Walk Gulfood Show

Monday, February 18, 2019

Dubai, UAE

Walk Gulfood Show

Market Information

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 average for the Middle East North Africa (MENA) region. Jordan brings great opportunities after the signing of Jordan-Iraq Economic Cooperation agreement. Jordan is now viewed as a corridor to get into Iraq, which is a much larger market for commodities and special crops.

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 were expected at this year's show.

Results

A total of four STEP member companies joined the mission. STEP represented three members during the visit. For the first time, we went to Jordan. Our mission was solely focused on special crops and provided our members a great introduction to the special crops commodity buyers. The visit to several plants and the pulse market provided an insight of the industry and how things work in Jordan.

Quantitative Results

Trade Leads: 50

Deals consummated: 16

of Companies Participating: 4

of Companies Represented: 3

Anticipated sales: About C\$0.41M in the next 12 months.

Recommendations

The Amman portion of the program was well coordinated and the mix of companies brought great potential for various Saskatchewan products. We visited a humus plant, pasta plant and flour mill. Jordan is a relatively small market with primary potential for chickpeas. However Jordan recently signed an economic cooperation agreement with Iraq, under which there will be only one single point of entry to the Iraqi market with zero to five percent tariff. The Jordanian business believes this will open up a huge market for them. They expect Jordan will now be the gateway to this market. Therefore we need to keep close contact with both of these markets and perhaps make a visit to the Iraqi market in the near future.

Gulfood remain one of the largest trade shows in the world and certainly the largest show in the region. This is STEP members largest special crops show and most of our members exhibit at the show. UAE imports over 80% of its food product, of which around 50% are re-exported to Gulf Cooperative Council countries, the Indian subcontinent and Eastern Africa. The key to Gulfood is that it attracts buyers not only from the Gulf region but from all over the Middle East and North Africa region (MENA). With the global food market due to register a compound annual growth rate (CAGR) of 4.5 per cent from 2015 to 2020, the UAE food and beverage market alone is anticipated to reach a valuation of AED82bn (US\$22bn) by the end of the decade, according to Euromonitor International.

More than 5,000 exhibitors and approximately 97,000 visitors visited the show. Since most of STEP members exhibit at the show, we should aim to walk the show at least once in every two years.

STEP Contact For Further Information

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Pictures

