

Media Release

Gulfood 2010: Success with top-quality Swiss products

Zurich, 25.1.2010. **Swiss quality and know-how are appreciated around the world, including in the international hotel and gastronomy business. Swiss products and services have contributed to the success of this sector for many years. From 21 to 24 February 2010 at the Gulfood trade show in Dubai, under the Switzerland family brand 11 Swiss manufacturers will be presenting numerous highlights to a demanding clientele.**

Many Swiss companies have long-standing customer relations and export experience in the United Arab Emirates. Gulfood is therefore an important event in the annual trade fair calendar. The focus is on fostering existing customer relationships, developing new contacts and presenting the specific product offering to an interested target group. At the «**SWISS** Pavilion», located in Hall 2, 11 Swiss exhibitors will be showing their products and services on an area of 144 m². Trade visitors can look forward to seeing five new exhibitors this year who are taking part for the first time at Gulfood. The Swiss participation has once again been organised by Osec in cooperation with the Swiss Business Hub Dubai and fial, the Federation of the Swiss Food Industries.

Swiss quality products for demanding customers

At home and abroad Swiss products enjoy a good reputation. Demanding customers appreciate the excellent quality, top-grade raw materials, high quality and manufacturing standards, good service and reliability provided by Swiss companies. Swiss quality has long since ceased to be just the trademark of fine confectionery and delicious cheese. It also stands for the best plant, machinery and technical equipment based on innovative technology.

The «**SWISS** Pavilion» will welcome trade visitors with a broad and interesting range of different products from the food and non-food sectors. In addition to chocolate and other confectionery specialities, this will include drinks, coffee, textiles for restaurants and hotels, professional kitchen equipment and lots more. One exhibitor for example will present finest chocolate products for professional processing by the industry as well as for food service providers. With couvertures in various taste directions, with chocolate splinters, cubes, dragées and different fillings as well as cocoa and chocolate powder the finest pralinés and desserts in excellent quality can be produced.

The innovations created by the exhibitor include round couvertures as well as fine praliné creations for food service providers. The participants at the trade show will also include a Swiss chocolatier who produces luxurious chocolate creations in the United Arab Emirates from select Swiss raw materials in accordance with Swiss quality standards and to meet specific customer requirements. The chocolate is hand-made and stands out by virtue of exquisite attention to detail. Seasonal collections, as well as a men's and women's collection are among the new developments that will be on show at Gulfood.

Fit through the day

More and more consumers are paying attention to healthy nutrition when they choose their food and drink. Lifestyle and health drinks are therefore enjoying increasing popularity. Drinks enriched with the high-vitamin fruits acai and guarana can be enjoyed by trade visitors on the Swiss joint stand. The innovative Swiss Power Drink contains a daily dose of Vitamin C. Energy drinks not only embody a feeling for life they also have a stimulating effect. One exhibitor is presenting the third generation of energy drinks. They include interesting taste directions such as maté, Swiss Alpine herbs and guarana. Lovers of fine coffee will also be well catered for at the «**SWISS Pavilion**». Exclusive coffee in fair-trade quality for restaurants and first-class hotels as well as top-grade coffee products for caterers, rail companies and airlines will feature at the trade show. In addition to high-quality coffee, a professional coffee machine is essential for perfect preparation. A further exhibitor is among the specialists in the manufacture of coffee makers. With a new machine this firm is offering everything that counts in small-scale catering, the vending sector and self-service – compact size, simple operation and minimal effort for refilling and cleaning. The coffee machine is available in two versions, for use with either fresh or powdered milk.

From high-quality textiles to professional technology

Top equipment is essential for demanding guests at first-class hotels. Sleeping comfort is particularly important. Swiss bedding, with the guarantee of being produced in Switzerland, contributes to a healthy and natural night's sleep. One exhibitor is presenting duvets, pillows and neck rolls that create a feeling of well-being. The bedding can be washed at a temperature of 95 degrees and is certified to the Öko Tex 100 standard. Products are also available which are suitable for people with house dust mite allergies. Another exhibitor offers attractive table and bed coverings made of high-quality linen. As a new development, the bed and table linen is now also available in organic and fair-trade quality. Another Swiss company exhibiting at Gulfood supplies professional technical equipment to restaurants, hotels, bars and bakeries. The various items of

equipment meet the highest technical standard and make it easier to carry out the demanding work in professional kitchens. For customers involved in the industrial production of cheese, a Swiss company offers the requisite production facilities as well as innovative packaging technology.

The Swiss exhibitors at Gulfood

The Swiss exhibitor brochure contains short descriptions of the Swiss exhibitors at the «**SWISS Pavilion**» and their new developments. The brochure will be available as from mid-February 2010 at www.osec.ch/swisspavilion under Gulfood 2010 or can be ordered from the contacts below.

We look forward to your visit:

| «**SWISS Pavilion**» | Hall 2 | Stand No. C2-28 / C2-32 / C2-34 / C2-36 / C2-40 / C2-42 / D2-31 / D2-33 / D2-37 / D2-39

Further information:

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