

### GULDFOOD 2009



#### Event Overview

The Gulfood Show is the Middle East's largest food, drink, foodservice and hospitality exhibition. The 2009 Show was attended by 45,000 trade visitors, who came to see 3,300 companies from 76 countries.

#### Promotion Overview

AMAG provided financial support to 8 licensees to enable their participation at the Gulfood Show in Dubai, 23-26 Feb 2009.

Companies identified UAE, Kuwait and Oman as the key sources of new customers.

Survey results indicated that licensees found the show to be very worthwhile.



### ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.