

## FOOD EXPO 2006 POST-SHOW REPORT



### Food Expo 2006

*International Exhibition of Food, Beverages, Catering,  
Processing, Packaging, Agricultural Equipment & Services*

Show Dates	:	3-5 December 2006	
Venue	:	Oman International Exhibition Centre Muscat, Sultanate of Oman	
Exhibition Hours	:	10:00 a.m.-1:00 p.m. & 4:30 p.m.-9:00 p.m	
Event Type	:	Trade Event	
Website	:	<a href="http://www.omanexpo.com/foodexpo">www.omanexpo.com/foodexpo</a>	
Gross Exhibit Area	:	6528 sqr mtrs	
Exhibition Profile	:	Food Expo 2006 showcased a wide range of products related to food and beverage including food processing, packaging, and food production as well as food preparation and other services. The international exhibition primarily focused on the following major areas: <ul style="list-style-type: none"><li>● Food Products</li><li>● Kitchen &amp; Catering Equipment</li><li>● Hotel &amp; Restaurant Supplies</li><li>● Food Packaging Technologies</li><li>● Agriculture &amp; Fisheries</li><li>● Food Processing Equipment</li></ul>	
Exhibitor Profile	:	Number of Local Exhibitors - 52 Number of Int'l Exhibitors - 69	
Participating Countries	:	Brunei Finland Germany Italy Malaysia	Sultanate of Oman Sri Lanka Tunisia United Arab Emirates United Kingdom
Event Sponsors	:	Abdul Khalik Abdullah Habib Najwani & Partners LLC Battery Energy Drink	

Cooking Demo	:	Al Sawadi Beach Resort								
Media Partners	:	Oman Daily Observer Arabic Daily Oman								
Chief Guest	:	H.E. Ahmed Sulaiman Saleh Al Maimani Undersecretary, Ministry of Commerce & Industry								
Visitor Statistics	:	Pre-Registered Visitors - 1675 Walk-In Visitors - 6779								
Visitor Profile	:	<ul style="list-style-type: none"> <li>● food importers</li> <li>● food processors</li> <li>● grocery store owners</li> <li>● F&amp;B managers</li> <li>● restaurant operators</li> <li>● wholesalers/distributors</li> <li>● purchasing managers</li> <li>● hypermarket executives</li> <li>● executive chefs</li> <li>● general public</li> </ul>								
Visitor Promotion / Marketing Activities	:	<p>1. Visitor promotion campaign included advertisements and the publication of news releases in the following:</p> <table border="0" style="margin-left: 40px;"> <tr> <td>Times of Oman</td> <td>Al Shabiba</td> </tr> <tr> <td>Oman Daily Observer</td> <td>Arabic Daily Oman</td> </tr> <tr> <td>Oman Tribune</td> <td>Al Watan</td> </tr> <tr> <td><a href="http://www.ameinfo.com">www.ameinfo.com</a></td> <td><a href="http://www.strategy.com">www.strategy.com</a></td> </tr> </table> <p>2. Personalised invitations were also provided to exhibitors from Oman for distribution to clients in their databases.</p> <p>3. The event was also aggressively promoted through triads, e-mail shots, and a fax campaign targeting the food industry as well as the hotel industry in Oman.</p>	Times of Oman	Al Shabiba	Oman Daily Observer	Arabic Daily Oman	Oman Tribune	Al Watan	<a href="http://www.ameinfo.com">www.ameinfo.com</a>	<a href="http://www.strategy.com">www.strategy.com</a>
Times of Oman	Al Shabiba									
Oman Daily Observer	Arabic Daily Oman									
Oman Tribune	Al Watan									
<a href="http://www.ameinfo.com">www.ameinfo.com</a>	<a href="http://www.strategy.com">www.strategy.com</a>									
Next Show	:	2-4 December 2007 Oman International Exhibition Centre Muscat, Sultanate of Oman								
Organiser	:	<p><b>Omanexpo LLC</b> P.O. Box 20, Code 117 Wadi Kabir, Sultanate of Oman Tel. No. +968-24790333 Fax No. +968-24706276 E-mail: <a href="mailto:omanexpo@omantel.net.om">omanexpo@omantel.net.om</a></p>								
Contact Person	:	<p>Abdullah Beg Food Expo Project Manager Mobile: +968-95140107 E-mail: <a href="mailto:abdullah@omanexpo.com">abdullah@omanexpo.com</a></p>								