

## Press Release

# **Global exhibitors from 11 countries at the region's largest dedicated travel catering expo**

**WTCE Middle East generates exceptional interest from regional buyers, 50 hosted buyers confirm participation**

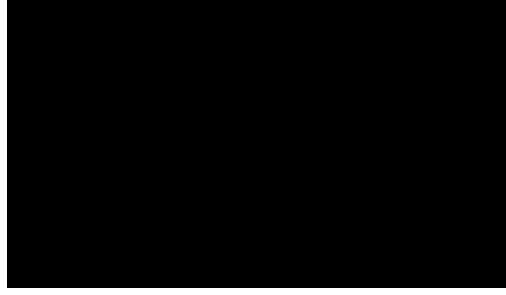
**Newly branded show co-located with Airport Show and GALF**

**Dubai, April 18, 2016:** The 3rd edition of the World Travel Catering & Onboard Services Expo Middle East (WTCEME), co-located with the Airport Show 2016, has generated a tremendous regional response with key decision-makers from 20 airport operators, civil aviation authorities, airlines and flight caterers from 11 countries confirming their attendance for the event. More than 50 hosted buyers have already confirmed their participation for the show.

WTCEME, which is the region's largest dedicated platform for the travel catering industry, will be held at the Dubai International Convention and Exhibition Centre (DICEC) from May 9 to 11, providing a strong B2B platform to global suppliers, caterers and experts to explore opportunities in the aviation catering business, thus ensuring the sector mirrors the growth and success of the region's thriving aviation industry.

Exhibitors from the UAE, Spain, UK, India, China, Sri Lanka, Bahrain, Canada, Italy, Belgium, Saudi Arabia, France, Malaysia, Turkey, Egypt





and The Netherlands will showcase a wide range of travel catering services and solutions, including food, snacks, beverages, food packaging, processing, preparation and preservation equipment, tableware and chinaware, accessories, toiletries and travel amenities.

The countries which will be represented at WTCEME under the Hosted Buyers Programme, designed to facilitate meetings between buyers and suppliers, include Malaysia, Zimbabwe, India, Egypt, Kuwait, Lebanon and Saudi Arabia, amongst others.

Reed Exhibitions Middle East, the organisers for the event, said the trade event will benefit from participation by over 1,500 trade visitors from all the major airports and travel catering businesses in the Middle East, North Africa and South Asia (MENASA) region.

Daniyal Qureshi, Event Director of WTCEME, GALF and Airport Show, said: "Backed by aviation growth in the region and the profile of its participants, WTCEME continues to generate a strong interest from the travel catering industry worldwide and has become an ideal platform for suppliers to understand regional markets, and also act as the best source for regional authorities to source their requirements. This year, the expo is bigger and with the massive expansion programme of airports and airlines in the region, it is expected to significantly enhance the scope of business opportunities for industry players."

WTCEME will be held under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman and Chief Executive of Emirates Airline and Group, and is supported by Emirates Flight Catering, Food Point, Dubai Civil Aviation Authority (DCAA) and Dubai Airports.





The event will enable participants to tap into the high-potential Middle East region, which commands a significant share in the \$15 billion global travel catering market. With the region estimated to handle over 400 million passengers by 2020, travel catering requirements as well as the products, services and solutions are set to witness a major growth to cater to the rising numbers.

Visitors will have a plenty of choice to explore at WTCME in terms of products and technologies that come handy in managing the growing volume of catering services for air travelers.

The expo's visitors will include chefs, consultants, food & beverage managers, health & safety managers, in-flight service managers, operations managers, procurement managers, production managers and purchasing managers from airports, hospitality, airlines, charter and business jet operators, cruise operators, flight catering and large scale catering companies.

For more information on WTCE Middle East, please visit [www.wtceme.com](http://www.wtceme.com).

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