

TECH4FOOD

MAGAZINE

DESIGN • KNOW HOW • INNOVATION • VISION

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Gulfood Manufacturing 2022 reportage

The Dubai-based trade show (November, 8-10) was attended by plenty of Italian companies aimed at boosting their export of f&b packaging and processing solutions in the MENA region. Which, once again, proves to be an undisputed technological and business hub as highlighted by the representatives of an industry that is performing brightly, and yet is affected by the consequences of the war in Ukraine, shortage of raw materials and electronic components, as well as record-high energy prices. The most recent solutions presented in the Emirates, end-of-year performances, and predictions for 2023 in our interviews with the Italian companies we met during our visit.





The made in Italy excellences on show at the 2022 edition of Gulfood Manufacturing (November, 8-10). Which, once again, proved to be a benchmark for the sector in the MENA region. And far beyond. The highlights of our visit.

by Lucrezia Villa, Federica Bartesaghi and Alessandro Rigamonti

From 8 to 10 November, the World Trade Centre in Dubai (DWTC) hosted the 2022 edition of Gulfood Manufacturing, the flagship event in the Middle East and North Africa for food & beverage production technologies. From new ingredients, through faster, more profitable and sustainable processing and packaging to supply chain solutions were the way forward at Gulfood Manufacturing. The show that, year after year, attracts in Dubai business leaders, industry operators and heads of global food & beverage brands.

1,600 exhibitors from over 60 countries (25% new to the show) showcased their latest technologies alongside the complete food production value chain to the approximately 30,000 trade visitors from over 140 nations.

This year's edition, which was 40% larger than the previous ones, bore witness to the United Arab Emirate's global market attraction and the overall competitiveness of its industrial sector, renowned as an international business hub. Topics such as optimizing operational efficiency, driving responsible sourcing with traceable supply chains,

navigating entry barriers in new markets, adopting sustainable practices, and generating new funding sources were high on the agenda at the three-day event. When a line-up of f&b industry leaders, regulatory and policy makers, advisors, investors and research & development specialists addressed the sector's latest insights and most pressing global challenges. Such as food price increases (by nearly 14% this year in emerging markets and by over 7% in advanced economies), the repercussions of the inflation wave, supply chain disruptions and rising energy and transportation costs, to mention just a few.

The Dubai-based event, as usual, was attended by plenty of Italian tech manufacturers, showcasing their latest cutting-edge solutions, with the aim of boosting their export in the MENA region. During our visit, we met very satisfied Italian exhibitors both for the major turnout of public and the quality and variety of contacts in what proves to be the key event for the operators in the MENA region. And far beyond. The appointment for the next edition of Gulfood Manufacturing is now set for 7-9 November 2023.



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Gulfood Manufacturing 2022 reportage

GB Bernucci

www.gbbernucci.com



Alberto Bernucci

"After two years, the trade show is back to being a landmark for food packaging in the Middle East. We have noticed a great flux of trade operators, who have shown significant interest. At the event in Dubai we presented Paperseal cook, a tray made of a pre-cut flat cardboard assembled and combined with a barrier liner, which is available for microwave and traditional oven applications. Fully recyclable, the tray is disposable in paper. We are satisfied with the results accomplished in the first nine months of 2022, even though the current uncertainty is weighing on future developments. External factors such as the war, and Covid-19 still influence our daily activities. Add increases, partly unjustified and speculative, in raw materials and transportation, energy costs and, last but not least, inflation. The latter has been shaping, if not reducing, purchasing power and it has been reflecting on customers' eating habits. As for 2023, expectations are good. We will launch new products but, as already stated, being unable to predict with certainty a future scenario is the worst for any entrepreneur."

Ica

www.icaspa.it



From left: Darradi Abderrahim and Davide Petrigliano

"The trade show once again proves to be the economic hub of the Middle Eastern market. We are very satisfied with it. The Dubai World Trade Centre is an amazing location, able to enhance the exhibitors and engage visitors. This year we showcased one of our latest lines for capsules: the RCL1 machine with 'warehouse' device for aluminum and compostable capsules with high barrier. A very fast format change allows to switch from one capsule standard to another. In this current turmoil scenario, customers' attention towards investment is at its highest. To this end, our longstanding presence on the market makes all the difference. This contributed to the positive results achieved in the current year and we have great expectations for 2023 as well. Notwithstanding the fact that we all continue to be confronted with the same difficulties: from electronic component shortages, to the skyrocketed energy and raw material costs. In the future, compostable items, on which ICA has been investing since 2007, as well as mono-material recyclable plastic products and paper packaging's comeback - which we have never stopped producing since the 70s - will continue to be the main trends. Such crucial outlooks will of course be influenced by international political and economic scenarios."

Cama

www.camagroup.com



Paola Frascini and Renato Dell'Oro

"We are very happy with Gulfood Manufacturing. Once again, it has proven to be the biggest event in the Gulf area. We have met a significant number of visitors and, most importantly, upon an initial analysis, it seems like the majority of the contacts collected are valuable. This year, our booth was bigger and more welcoming. We did not present any machinery, yet the scaled-down version of one of our lines attracted many visitors. 2022's first nine months performed in line with expectations. There have been ups and downs, yet we will end the year positively notwithstanding the electronic component shortages and an overall uncertainty due to the international situation. Fortunately, Cama's planning ability - which relies on ever innovative and effective technology: from augmented reality to 4.0 Industry - has enabled us to meet all our customers' requests. As far as future plans are concerned, we will remain vigilant, but we feel optimistic. Our 35,000 sqm new production site is almost completed, and we have invested in terms of human resources to meet the growth in sales. Moreover, we have improved our warehouse in order to minimize the impact caused by delays in material procurement."

Minerva Omega Group - Gam International

www.minervaomegagroup.com



Salvatore Verola

Alessandro Barrucco, Sales Director:
"We are fully satisfied with this year's Gulfood Manufacturing edition, as it certainly led to a large flow of high quality and business-focused visitors, followed by a good number of end users for our company. In Dubai we introduced GAM International, our newest corporate acquisition which has allowed us to deepen our focus on the Ho.Re.Ca business through the company's 35 years' experience in supplying pizza equipment, dishwashers and food processing machines. In 2022, Minerva Omega Group has definitely seen a significant growth compared to 2021 numbers - especially in the first seven months of the year - and we can surely say we are expecting to close this year in line with budget. Like most companies in our sector, though, we faced some supply issues connected to raw materials' and parts' availability and rising costs. We expect 2023 to be a more difficult year compared to 2022, especially for the first four months in the EU market mostly due to cost increases and uncertainties as a direct consequence of the war. We feel that the situation will be particularly critical for the Ho.Re.Ca sector."

Gorreri

www.gorreri.com



Luca Gorreri and Chiara Lombardi

"The number of high-quality trade visitors we met at Gulfood Manufacturing 2022 exceeded all expectations. At the trade show we showcased Gorreri Cuttermixer, the new mixer which enables to recover 100% of the sponge cake line production scraps, thus cutting down production costs. This year's balance is undoubtedly affected by war in Ukraine and cost increases, as well as the electronic components shortages. We were investing greatly in the Russian market, but luckily we also concentrated on other countries. Covid-19's aftermath, which has made it difficult to find employees and organize business trips, continues to negatively affect us. Like everyone, we hope the war comes to an end and the situation settles in order to be able to make plans for our company in the long-run too, unlike the current three-month span. Gulfood Manufacturing's outcome gives us hope for the year to come, when Interpack and Iba will take place. The pro-industry politics adopted by the new Italian Government is also a good signal. As a matter of fact, many projects and tenders for companies' growth and development which had been on standby for months, finally took off again."

Agriflex

www.agriflex.it



From left: Erjon Demiraj, Luciano Agri and Franco Zusi

"We are satisfied with Gulfood Manufacturing 2022's outcome. The trade show acts as a very good linking hub with customers from Asia, Africa, and the Middle East. At the three-day-event in the Emirates we presented new and updated innovative solutions: the silos designed for storing short pasta and other fragile granulated products; the new bag-emptying hopper group which is assisted by the bag lifting system; the latest version of the vibrosifter and of the iron filter, and the new model of the micro containers. In 2022 Agriflex performed brightly and we expect to end the year on such a positive note. Despite the sharp increase in raw material prices and subcontractors' longer delivery times, we feel optimistic about 2023. We believe we will keep up the pace."

Ricciarelli

www.ricciarellisp.a



From left: Umberto Bianchi and Massimiliano Santoro

"Compared to last year's edition, which had already satisfied us, we noticed an ever greater attendance and a specific interest towards our company, evidenced by the ongoing flux of visitors to our booth. Being at Gulfood Manufacturing allowed us to present, alongside our partners engaged in the distribution of our services in those areas, Ricciarelli's complete range of primary and secondary packaging solutions. It also gave us the chance to better understand the current needs of the Middle Eastern market. The last months were not easy. 2022 was hit by a series of factors that are under everyone's eyes (the war in Ukraine, to name just one) which undoubtedly affected our production. On top of this, the raw material shortages forced us to delay many of the orders we had received. Supplies that we could get within a few weeks were subjected to a significant variation. The positive signals launched by the market in these last months, however, make us optimistic about the future. We will continue to work to satisfy our customers' needs as best as we can and we will keep on studying and designing new solutions in order to meet all manufacturers' requests."

Cavanna

www.cavanna.com



From left: Giorgio Carmagnola Vietti and Riccardo Cavanna

"The 2022 edition of Gulfood Manufacturing was a very lively one. The fair is a key showcase, not only for the Middle East. We had the chance to once again prove our identity as a global partner of turnkey packaging solutions. We were able to meet our customers face-to-face and collect new contacts. In Dubai we presented our digital platform 'C-Connect', which is ideal to optimize the packaging lines' productivity. It is a multi-platform tool that gathers all the services dedicated to the single customer. Notwithstanding a really complex global economic situation, we expect to achieve a turnover of about 80 million euro at the end of 2022, aligned with 2021's outcome. Electronic components' shortages were and still are a problem. We are able to handle such issue thanks to our planning system and an optimization algorithm. We will continue to stand by our customers, supporting them in investment evaluations for years to come, well beyond these months' difficulties. Interpack in Düsseldorf will set the stage for a further assessment of the economic situation's evolution and shed a light on the industry insights."

Sirman

www.sirman.com



The team

"We are extremely pleased with this edition of Gulfood Manufacturing. The attendance has been great and, mainly, we have noticed the presence of high-profile visitors. This Region, with all the investments in the Horeca sector scheduled for the next years, does the rest. At the event we presented our Tuff mixer, and the new pizza oven model Lipari. Furthermore, the Wi-Food version of our Softcooker, together with the Top range of our vacuum packaging machines have received amazing feedbacks. As for 2022, up until July the company performed great in almost all markets, later on we recorded a significant decline in the EU countries due to the prolongation of the conflict in Ukraine and the sharp concern for energy costs. Anyways, we expect to end 2022 on a more positive note compared to 2021. As all manufacturers we have been affected by raw material shortages in the first semester, of course, costs' instability must be added. Thinking about 2023, the prospects are good for a return in more reasonable production times yet, in parallel, the concern for the European market, due to the conflict in Ukraine, remains."

Cepi

www.cepisilos.com



From left: Tomas Zavalloni and Igor Riccardi

"We are very satisfied with the 2022 edition: we collected many interesting contacts, who presented us with quite structured projects, with manufacturers from the MENA region to Bangladesh and South Africa. The majority is active in the food sector, which is our core business. In Dubai we concentrated on our 3IN1 station, a solution for blending which is suitable for premixing or dosing in a wide range of food sectors. We also had the chance to present our new facility, the result of the exceptional 87% growth in the past decade. The new site tripled our productive area to a total of 15,000 sqm. Undoubtedly, we are currently facing a very delicate geopolitical situation, on top of this there is a heavy material crisis which hits relentlessly. Yet, the latest years proved us that our system is strong. In 2022, as a matter of fact, we recorded a stable turnover, with a sharp increase in commissions. Our sales network in the five continents is wide and well-established. In 2014 we opened our offices in Malaysia to manage our operations in the Asian market. In the future, our goal is to further strengthen our network in other continents. Moreover, we are planning an additional increase in production capacity, both in terms of diversifying our technologies and by investing in human resources and training."

Vimco

www.vimco.it



Chiara Mambretti

"Vimco landed in Dubai for the first time thanks to Gulfood Manufacturing. We are very happy with the trade show, we met with many interested visitors. Who approached us with concrete projects in hand. We will definitely take part in another edition in the future. We also collected many new contacts, mainly from the Middle East, India, Iran, Pakistan, and North Africa. The UAE and, in general, the Middle East are a new market for Vimco. Thus, we wanted to introduce our company and its values, the range of products we can supply in the secondary packaging sector and our services. We are very pleased with the work carried out in 2022 up until today. The company has been undergoing a growth phase. We believe we will end 2022 checking all the goals we set for the year. Unfortunately, a critical and current aspect has to do with raw material as well as electronic component shortages, which poses a challenge that reflects on the delivery of our machinery. In 2023, Vimco will continue to pursue the path undertaken. One of our objectives is to continue and develop our presence in the Middle East, Iran, India, and North Africa. We also aim at strengthening our presence in global markets such as the US and the Far East."

Ima

www.ima.it



The team

"Almost unexpectedly, this trade show has been the most successful among the ones we attended post-Covid, both quantitatively and qualitatively. Having a quite diverse portfolio of technology solutions, Ima is able to satisfy the main needs of Gulfood's professional visitors. At the show, we introduced Ima Maisa EC15, an entry-level double chamber teabag packaging machine, fixing is achieved by two simple knots - one to fix the cotton thread to the filter bag head and the other to fix the cotton thread to the tag. The system is able to produce 150 bags per minute. 2022, which we can define as a year of recovery, performed in line with our expectations, the same goes for the end of year figures. Even though since 2021 the main difficulty us technology manufacturers have had to face is linked with electronic components' shortages, which has oftentimes caused delays in the production fluxes, thus leading to an increase in costs, as well as significant inefficiencies. Yet, we want to highlight that for us food is an ever-growing sector, especially on a global scale. Backed by certain acquisitions, now more than ever, we are able to present ourselves as suppliers of both turnkey plants and stand-alone solutions for the main market's sectors: preserves & condiments, dairy, confectionery, tea, coffee, bakery, meat, produce, and more."

Tecno Pack

www.tecnopackspa.it



Nicole Pozzer

"The 2022 edition of Gulfood Manufacturing was a success for Tecno Pack. The Dubai-based event, once again, proved to be a crucial linking hub with potential customers in the Gulf area, and far beyond. We have noticed a great flux of trade operators to our booth, which for the first time after the acquisition back in September we had the opportunity to share with Euroimpianti - Skilled Group. The company based in Schio (in the Veneto region) for over 50 years has been specializing in the design and manufacture of palletizing systems and pallet handling, as well as Automatic Guidance Vehicles and (AGV) and Laser Guidance Vehicles (LGV). Thanks to the acquisition, this year, our company has strengthened its position as a manufacturer of packaging machines and, most of all, turnkey packaging solutions in the food and non-food sector. Our customers can currently count on the skills and professionalism of approximately 400 employees, able to meet all their needs and wants. Moreover, Euroimpianti has boosted the international networking capacity of the whole Group, also thanks to the presence of Skilled Group North America Inc. Thus as far as future plans are concerned, we remain optimistic despite the current delicate geopolitical scenario."

Erre.Ci.A

www.erreCIA.it



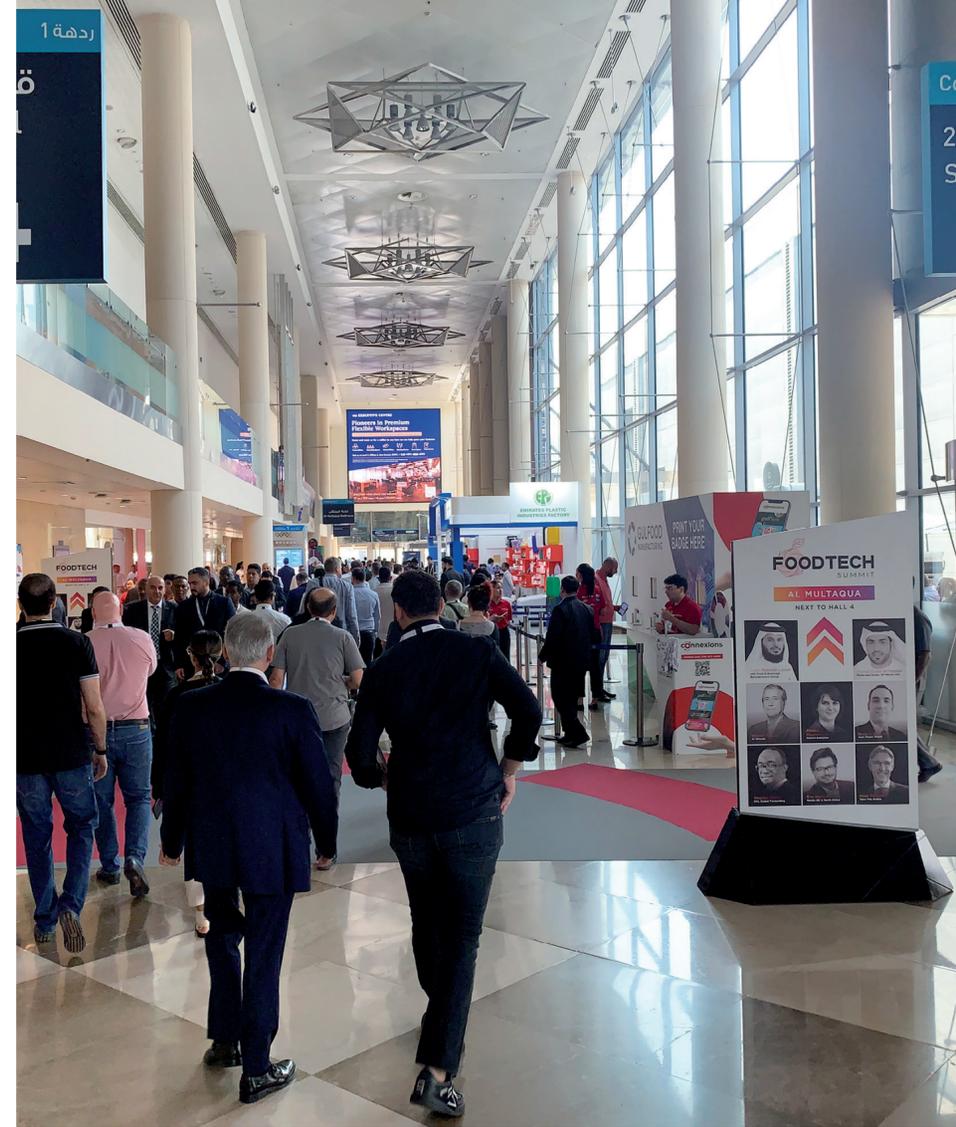
From left: Andrea, Cristiano and Camilla Donà

Sordi

www.sordi.com



The team



Faerch

www.faerch.com



From left: Gianni D'Alise and Michele Rolando

Imar

www.imaritaly.com



Roberta Lisarelli and Giorgio Tomada

Reepack

www.reepack.com



From left: Pietro Valli and Olivier Boucher

Ams Ferrari

www.amsferrari.it



Marco Cioni

follow

B&B Silo System

www.bebilos.com



From left: Leonardo and Andrea Bonazza

Tlm

www.tlmpack.com



From left: Antonella Bruna-Brunot, Alessio Messina and Marco Saporito

Arol

www.arol.com



Fatjon Guza

G. Mondini

www.gmondini.com



From left: Roberto Marziotti and Leo Docherty

Gasparin

www.gasparin.com



Renzo Gasparin

Gea

www.gea.com



The booth

Axor

www.axor-italia.com



From left: Giorgio Oca and Marco Mistrini

Bertuzzi

www.bertuzzi.it



Tiziana Adravanti

Cft

www.cft-group.com



The booth

Ilpra

www.ilpra.com



Sara Longhin

Marsina Engineering

www.marsina.com



The team

Miele

www.mielepackaging.it



From left: Jean Claude Nduwimana and Giuseppe Miele

Comat

www.comatonline.com



Massimo Petrosino

Dima

www.dima.it



Claudio Aldrovandi and Siham Chihab

E80

www.eletric80.com



The team

Navatta Group

www.navattagroup.com



Riad Guesmi

P.e. Labellers

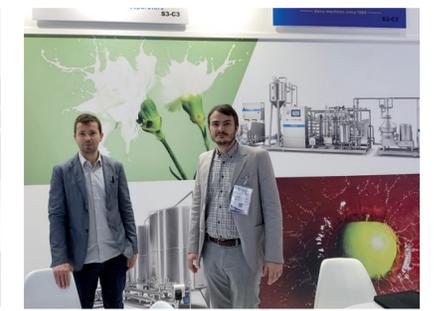
www.pelabellers.com



Cristiana Rondini

Pietribiasi

www.pietribiasi.it



From left: Emanuele Carollo and Marco Battilotti

Fava - Storci

www.fava.it - www.storci.com



The team

Fbr Elpo

www.fbr-elpo.it



Antonio Incalza

Finpac Sleeve

www.finpac.it



The team

Prismatech

www.prismatech.it



Tiziano Bernini and Aicha Badri

Sacmi

www.sacmi.it



Valentina Scalini

Siad

www.siadmi.com



From left: Maurizio Colliva, Luca Citi and Mohanan Parambil

follow

Tropical Food Machinery

www.tropicalfood.net



From left: Noe De L'Arche Tenken and Guido Diemmi

Smi Group

www.smigroup.it



The booth

Alimec

www.alimec.com



Andrea Roso

Zacmi

www.zacmi.com



The booth

Silos Revolution

www.silosrevolution.com



Ikram Lefi and Giuseppe Malorzo

TT Italy

www.ttitaly.com



From left: Marco Fabiani and Pietro Campi

Tme Packaging Solutions

www.tmeitaly.com



Paolo Vernazza

Weight Pack

www.weightpack.com



Dario Bruno

Universal Pack

www.universalpack.it



From left: Marco Nardini and Nicolò Giovannini

Tmci Padovan

www.tmcigroup.com



The team

Zilli & Bellini

www.zilli-bellini.com



From left: Stefano Zilli and Andrea Bellini

**Gulfood
Manufacturing**
will be back in 2023,
from 7 to 9 November