



Gulfood 2025: IMPORTANT PRODUCT RESTRICTIONS.

To whom it may concern:

As you will be aware demand for exhibit space at Gulfood far outstrips supply. In an effort to help more exporters access these important regional markets we introduced a number of product focused events and one of the most important is ISM Middle East.

ISM Middle East has now been established for over a decade as the home for confectionery exhibits yet we have received a number of objections to exhibits in Gulfood that continue to promote confectionery. Consequently, we ask for your special consideration in ensuring that **NO CONFECTIONERY** products are displayed at Gulfood 2025 (either physically or within any stand or venue signage, branding, brochure or graphics). Specifically excluded are:

Confectionery, sweets, bonbons, candies, caramels, drops, chewing gums, gums and jellies, licorice, marshmallows, nougat, pralines, toffee and truffles, Cocoa, chocolate and chocolate products.

These sweet treats should be directed to **ISM Middle East** <https://www.ism-me.com> as these product categories will no longer be accepted in Gulfood 2025.

PROFILE ENFORCEMENT:

Exhibits will be closely scrutinized to ensure compliance and required to provide confirmation and acceptance of these profile restrictions a upon space application.

During the event displays that are found in breach of the profile amendments will be removed and appropriate penalty applied which may include stand closure, forfeit of performance bond and/ or loss of exhibit space at future editions of the show.

To ensure that our new objective is met, we would require your full listings and space allocation on your Block (s) to be submitted in advance and approved by Gulfood team.

Thank you for your understanding and look forward on a smooth collaboration.

Goli Vossough

A handwritten signature in blue ink, appearing to read "Goli Vossough".

Goli Vossough

Commercial Director

Exhibitions Department

Dubai World Trade Centre