

# Dubai's Gulfood 2013



THE BIGGEST TRADE FAIR IN THE MIDDLE EAST, THE GULFOOD, TAKES PLACE IN DUBAI FROM 25<sup>TH</sup> TO 28<sup>TH</sup> FEBRUARY 2013. THIS TIME THE FOCUS IS PLACED ON INTERNATIONAL FLAVORS



**+** Four days of food, ingredients, processing and packaging, 3,500 exhibitors and 113,398 m<sup>2</sup> of exhibition space which means an expansion of 13% – the figures for the Gulfood 2013 in Dubai look good. Furthermore, the expansion includes an additional temporary hall, the Zabeel Pavilion, dedicated to food and drink companies due to the strong demand both regionally and globally. In general, the trade fair can be divided into six sectors: Beverage & Beverage Equipment, Food & Drink, Food Service & Hospitality, Ingredients, Processing & Packaging and Restaurant and Café.

## How to get there

The trade fair exhibition grounds are 5 km away in the southeast of the city. From the Dubai International Airport it is a 15 min drive to the Dubai World Trade Centre. Visitors have different possibilities of reaching the Gulfood: by shuttle bus available throughout the show opening hours, by the Dubai metro, by taxi, by abra (a traditional boat constructed of wood) and the public bus transport service. The red metro line connects the exhibition centre with Dubai International Airport and has stops at all of the city's sights, malls and hotel districts with trains running every seven minutes. Taxis are plentiful and affordable in Dubai and are operated by the Roads & Transport Authority (RTA) through five companies (denoted by different colored roofs). All RTA taxis are metered at the same rate, with the exception of the 'pink' ladies-only cabs for which there is a small surcharge. Also, the public bus transport system in the Emirate of Dubai is run by RTA. 504 peak bus schedules are run on 62 bus routes covering over 168,000 km on a specimen working day. Furthermore, about 153 Abras transport people across the Dubai Creek, each seating around 20 passengers.

## Gulfood – a selection of exhibitors for the baking industry:

### ++ ADM International Sarl, Rolle, Switzerland

*Shk Saeed 2 Hall, Stand S2-B32*

The agricultural processor Archer Daniels Midland (ADM) will showcase its ingredients' portfolio including soya proteins, lecithin and the deZaan™ range of high quality chocolate and cocoa solutions. The latter is being introduced by ADM Cocoa to the Middle East market following a successful launch in Asia earlier this year. On display will be, for

example, the deZaan™ high performance powders for bakery, cereals and confectionery applications.

### CSB-System AG, Geilenkirchen, Germany

*Shk Saeed 1 Hall, Stand S1-G41*

The software company will be providing information on IT-aided business processes in Dubai. Important topics the company deals with are integrated functions for increased transparency and efficiency. The main focus is on new developments in the areas enterprise resource planning, quality management and traceability, nutrition labeling, route optimization, business intelligence, automation, intralogistics as well as mobile business applications.

### MIWE Michael Wenz GmbH, Arnstein, Germany

*Shk Saeed 1 Hall, Stand S1-E41*

The German company will present, in collaboration with its partner HEIDI Chef Solutions, the energy-efficient rack oven MIWE roll-in e+, the baking station Miwe condo in a new visual appearance and the complete range of bakery refrigeration. Novelties at the Miwe roll-in e+ are, for example, the eco:wing which features a specially positioned cover flap in the flue gas duct, further improving heat transfer and increasing the energy efficiency of the entire system by another 15%. The roll-in e+ also includes the MIWE aircontrol, a dosable environmental control system in nine stages which circulates 30% more air volume. Furthermore, a new (and equally energetically advantageous) feature is the optional heat storage wall, which gives the oven better heat storage



thanks to increased mass, ensuring fast baking readiness and continuous maximum steam performance, even when baking batch-after-batch.

With regard to the baking station MIWE condo, the changes are the new proofing cabinet, which has been completely re-designed in line with the principles of hygienic design, with a rounded stainless steel inner shell without all the superfluous grooves and edges. Second, the TC touch control is now available for the MIWE condo with a flat and easy-to-clean glass display. The new door can now be locked into place for cleaning purposes, where the interior side can be cleaned.

#### Sveba-Dahlen AB, Fristad, Sweden

Zabeel Hall, Stand Z-F114

The oven builder will put its focus at the trade fair on energy savings and easier equipment. The introduced SD touch panel is a user-friendly control panel, as all different menus such as manual baking, preprogrammed baking and service parameters are easily and logically accessed. It has also an energy saving mode where the oven automatically lowers the temperature if left unused for a certain amount of time. Furthermore, the panel shuts the damper, turns off the light, stops the rotation and reduces the fan speed. According to Sveba, the different features together with the eco+ execution can save up to 25% energy compared to a standard oven without SD touch panel. Additionally, the Swedish company will present its new range of mixers under its own brand. It ranges from small machines with fixed bowls all the way up to 500 kg mixers with removable bowls. The latter ones use a patented way of locking: it is equipped with a hydraulically controlled cone that engages the bowl from underneath. This system maintains a constant pressure during use and eliminates any possibility of slippage or wear. The taper shaft gives rotating motion to the bowl and guarantees a constant number of bowl revolutions. The motion system is noiseless and free of mechanical play.



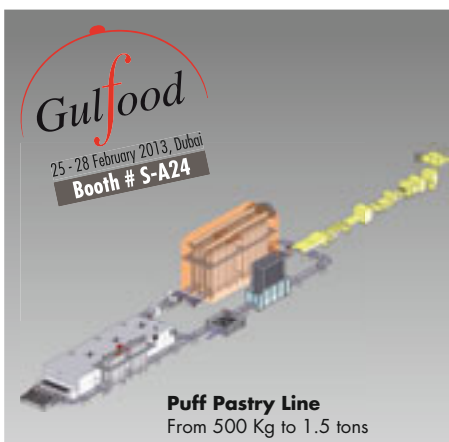
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#### WP BakeryGroup/Werner & Pfleiderer Industrial Bakery Technologies, Tamm, Germany

Shk Saeed 1 Hall, Stand S1-E42

WP Kemper will inform about its Donut and frying machines, as sweet and fried bakery products are popular in Saudi Arabia. The WP Kemper Donut-Fryer of the Evolution series uses a patented die cutter and the machine is therefore capable of producing mini donuts with a weight of only 15 g with up to 30% less scrap compared to usual proceedings. One theme is the new Direct Mix System from WP Industrial Bakery Technologies. It is an integrated system with ingredient dosing and continuous mixing, for example, the continuous mixing machine ZPM. The process runs fully automatically, doses single components precisely and is operator independent and all relevant data for dosing and mixing are visible on the standardized monitor. The Direct Mix System is universally applicable, because the mixing elements of the ZPM mixer can easily be changed. With this feature, different dough forms can be mixed and kneaded, and this over almost the whole product palette. Despite the high output with a dough performance of 500 to 7,000 kg per hour, the ZPM, combined with the dosing station, is on account of its compact dimensions, also applicable for bakeries with limited floor space. +++

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