

15th Edition of



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

HOST ORGANISATION



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26<sup>th</sup> - 28<sup>th</sup> SEPTEMBER 2022, OMAN CONVENTION & EXHIBITION CENTRE, MUSCAT, OMAN



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معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

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الشركة العمومية للاستثمار الغذائي النعيمي  
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12 - 16 MARCH 2023

Oman Convention & Exhibition Centre  
Muscat, Oman

# Oman's National Event for Future Energy, Power, Water, Waste and Environment

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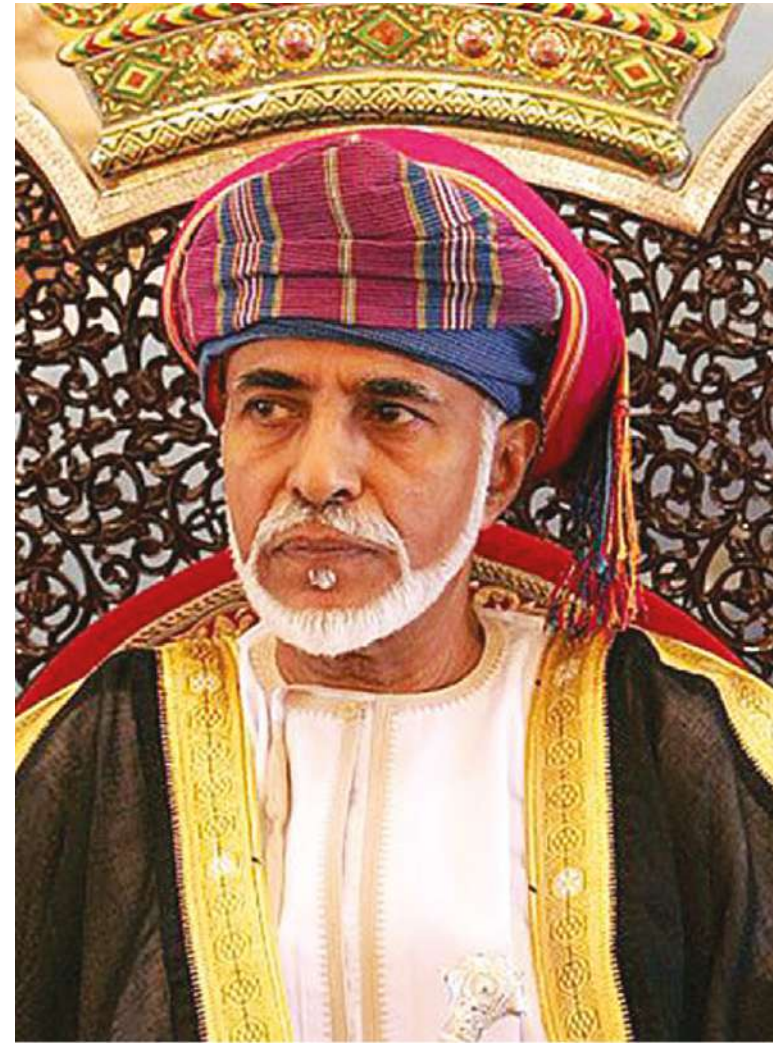
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HIS MAJESTY SULTAN HAITHAM BIN TARIQ AL SAID



LATE HIS MAJESTY SULTAN QABOOS BIN SAID AL SAID

## Welcome from the Ministry of Agriculture, Fisheries Wealth & Water Resources

On behalf of the Ministry of Agriculture, Fisheries Wealth & Water Resources, we are pleased to welcome you to the Food and Hospitality Exhibition and Conference 2022, where the Ministry's strategy focuses on strengthening the position of the Sultanate of Oman as the most competitive center in the region, and in contributing effectively to ensuring the promotion of food security regionally and globally according to international specifications and standards for food safety and food quality.

The Food and Hospitality Exhibition and Conference 2022 aims to enhance the participation of the private sector in economic development. It is also considered an opportunity for the participation of small and medium enterprises, and the localization of important parts of the supply and production chain, with an introduction to the new industries, modern technology and global brands, and this event is a scientific platform in which some scientific papers of interest to researchers and academics in this field are presented.

The duration of the Food and Hospitality Exhibition and Conference is in line with government initiatives and Oman's vision 2040. From this point of view, the Ministry of Agriculture, Fisheries and Water Resources will continue to provide platforms to stimulate growth for this sector. It is important to keep pace with what is new in the world of industry in food and hospitality. Specified in Oman Vision 2040, which would provide an impetus to lead the food and hospitality sector to the desired contribution to raising the local economy, it is expected that all these appropriate factors will lead to a competitive strength for the Sultanate of Oman in these and other sectors.

The Ministry and the organizers of Food and Hospitality Oman event invite you to take advantage of the visiting opportunities to learn about new companies and brands in one place with ease and to establish relationships and business deals.

To join hands in support of achieving the desired contribution to the emergence of the Sultanate of Oman as one of the countries that have a role in developing and strengthening the food and hospitality sector and its associated sectors.

## SUPPORTERS AND PARTNERS

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## Workshop Agenda

\*Agenda updated as of 7 September 2022

### DAY 1 | 26 SEPTEMBER 2022

Time	Session
09:30	Registration
<b>Session 1: Food Logistics &amp; Supply Chain</b>	
11:00	<b>Recent technological advances in Food Logistics</b> Faisal Ahmed Khan, COO, A'Saffa Foods
11:20	<b>Food Logistics a Complex Web</b> Eng. Ibrahim Al Amri, COO - Oman Flour Mills Company
11:40	<b>Food Waste Management in the E-Food Supply Chain</b> Dr. Ahmed Mohammed, Director- Faculty of Transport & Logistics and Associate Professor in Logistics & Supply Chain Management, Muscat University
12:00	<b>Food Logistic &amp; Supply Chain</b> Mohammed Albelushi, Airline Commercials Officer & Catering, Oman Air
12:20	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Faisal Ahmed Khan, COO, A'Saffa Foods</li> <li>Eng. Ibrahim Al Amri, COO - Oman Flour Mills Company</li> <li>Mahmoud Elleithy, CEO, Matajer Al Arabiah</li> <li>Mohammed Albelushi, Airline Commercials Officer &amp; Catering, Oman Air</li> </ul>
<b>Session 2: Food Packaging</b>	
14:00	<b>Evaluation of HACCP Implementation in Food Manufacturing Companies in the Middle East</b> Abdul Azeez, Principal Food Safety Consultant and Managing Director at M R S International Food Consultant
14:30	<b>Food Packaging</b> Paritosh Kumar, Packaging Manager, Hanoon Oil Factory
15:00	<b>Food Packaging Trends for (2022 &amp; 2023)</b> May Al Harthi, Marketing specialist, Nakheel Dates
15:30	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Abdul Azeez, Principal Food Safety Consultant and Managing Director at M R S International Food Consultant</li> <li>Paritosh Kumar, Packaging Manager, Hanoon Oil Factory</li> <li>May Al Harthi, Marketing specialist, Nakheel Dates</li> </ul>
16:00	End of Day 1

### DAY 2 | 27 SEPTEMBER 2022

Time	Session
11:00	<b>Food Security &amp; Legislation and laws during the Covid-19 pandemic</b> Dr. Mohammed Al Baloushi, Senior food inspector, Department of Development and Quality Control, General Directorate of Health Affairs - Muscat Municipality
<b>Session 1: Food Safety</b>	
11:20	<b>Alternative Protein Market Outlook &amp; Growth Trends</b> Dalal Alghawas, Program Director, Big Idea Ventures
11:40	<b>HACCP implementation in SMEs, Challenges and Opportunities</b> Shaima Al Hasani, QA officer, Mazoon Dairy
12:00	<b>Transforming Hygiene practice, Food Safety &amp; Quality in Traditional Food Market</b> G.M. Reza Sumon, Researcher - Project Manager & Co-Lead, GAIN
12:20	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Dalal Alghawas, Program Director, Big Idea Ventures</li> <li>Shaima Al Hasani, QA officer, Mazoon Dairy</li> <li>G.M. Reza Sumon, Researcher - Project Manager &amp; Co-Lead, GAIN</li> </ul>
<b>Session 2: Food Security</b>	
14:00	<b>Future food: Alternative protein</b> Dr. Bashair Al Riyami, Food Innovation Expert
14:30	<b>Food Security in Oman, where we were and how far we've come</b> Nasser AlMoqbali, Manager Investment- (Sourcing & Screening), Nitaj
15:00	<b>Improving Food Security by Communicating Food Safety to Consumers</b> Abeer Ali Al Kalbani, Food processing technology and nutrition, University of Technology and Applied Sciences
15:30	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Dr. Bashair Al Riyami, Manager - Economic Diversification Investments, Oman Investment Authority (OIA)</li> <li>Nasser AlMoqbali, Manager Investment- (Sourcing &amp; Screening), Nitaj</li> <li>Abeer Ali Al Kalbani, Food processing technology and nutrition, University of Technology and Applied Sciences</li> </ul>
16:00	End of Day 2



\*Agenda updated as of 7 September 2022

DAY 3 | 28 SEPTEMBER 2022

Time	Session
11:00	<b>Restaurant Management Ecosystem</b> Adel El Masri, Head of Global Brand Marketing, FOODICS
<b>Session 1: Food Safety Session By Ministry of Agriculture</b>	
11:20	<b>Omani Busoor: A Nutritious Snack And A Market Opportunity</b> Khalid Muhammad Abd-Allah AL-Shuely, Food processing research division head, Ministry of Agriculture & Fisheries
11:40	<b>The fabrication of Chitosan-Zinc oxide nanorods composite (CHT/ZnO) on a Support substrate</b> Mohammed Abdullah Shahin AL Belushi, Food Analysis Specialist, Ministry of Agriculture & Fisheries
12:00	<b>Food Products from Dates (Arabic)</b> Mansoor Khalfan, Head of food research section, Ministry of Agriculture & Fisheries
12:20	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Khalid Muhammad Abd-Allah AL-Shuely, Food processing research division head, Ministry of Agriculture &amp; Fisheries</li> <li>Mohammed Abdullah Shahin AL Belushi, Food Analysis Specialist, Ministry of Agriculture &amp; Fisheries</li> <li>Mansoor Khalfan, Head of food research section, Ministry of Agriculture &amp; Fisheries</li> </ul>
<b>Session 2: Restaurant Innovation / Takeaway and Delivery innovations</b>	
14:00	<b>Superfast, Super-local and Super-efficient</b> Awwab Al Najdawi, General Manager, Talabat
14:20	<b>F&amp;B Industry Post Covid</b> Kishore Singh, Pioneers of Excellence, International Investment LLC
14:40	<b>Self- Ordering: The Future of the Restaurant Industry</b> Omar Knio, Brand Marketing Director, FOODICS
15:00	<b>Panel Discussion (Q&amp;A)</b> <ul style="list-style-type: none"> <li>Awwab Al Najdawi, General Manager, Talabat</li> <li>Kishore Singh, Managing Director, PaperCats hospitality/ Jaipur Pink Hospitality</li> <li>Adel El Masri, Head of Global Brand Marketing, FOODICS</li> </ul>
15:30	End of the Conference

Speakers



**Faisal Ahmed Khan,**  
COO, A'Saffa Foods

Faisal Ahmed Khan has more than 20 years of experience in the field of Food Processing. More than 10 years of experience at senior management position. As a senior manager position, played a vital role in establishment, commissioning and operations of the modern processing plants in India and GCC countries. He works as COO of A'Saffa Foods, Sultanate of Oman. Furthermore, worked as Dy General Manager Saudi Pan Gulf Food Company, Kingdom of Saudi Arabia.

He is a Post-Graduate in Food Science and Technology and Business Administration. He was Associate of Indian Institute of Management, Ahmedabad. Furthermore, performed consultancy services for the Ministry of Food Processing and Ministry of Agriculture, Government of India. Mr. Khan is having a tremendous expertise in Food Processing Technology and its application in wide variety of sectors. Mr. Khan is adept in Operations, marketing and Sales, Research of Development, Training and consultancy and Strategic Planning of professional organization and institutes.



**Eng. Ibrahim Al Amri,**  
COO - Oman Flour Mills Company

Chief Operating Officer 'Oman Flour Mills' since December 2018 in Sultanate Oman. Ibrahim Al Amri has worked as an operations manager in "Minerals Development Oman SAOC MDO" from 2012-2013 and as the General Manager of operations and Community Relations at the Mawarid Company LLC (MB Holdings Group) from 2008-2012. He has worked for 5 years for MB Petroleum which he has taken many positions that include Country Manager in Mozambique and South Africa, QHSE Manager and a Completion Engineer between the years 2003-2008.

Ibrahim has a Bachelor's Degree in Mechanical Engineering that he obtained in 2002 from Leeds University and has completed the National CEO program in the year 2017 at the IMD Business School in Switzerland.





**Dr. Ahmed Mohammed,**  
Director- Faculty of Transport & Logistics and  
Associate Professor in Logistics & Supply Chain  
Management, Muscat University

Dr. Ahmed Mohammed is a Director- Faculty of Transport and Logistics and Associate Professor in Logistics & Supply Chain Management at Muscat University. He has several years of academic and industrial experience in the UK and the middle east. Ahmed owns a Ph.D. in engineering from the University of Portsmouth/UK. His research focuses on the modeling and optimization of supply chains networks. Ahmed has published so far around 55 peer-reviewed journals (e.g., IJPE, CAIE, JCLP, and ANOR) and conference papers and conducted a number of collaborative projects with the industry. Also, He is a reviewer for several quality journals such as IJPE, TRE, TRD, EJOR, IET, IJPE.



**Mohammed Albelushi,**  
Airline Commercials Officer & Catering, Oman Air

An experienced OPS with a background in logistics and 4+ years of operations management experience. Practical experience in the supply chain, inventory and warehousing, procurement, and purchasing.

Working as OFFICER | AIRLINES COMMERCIALS & CATERING, Oman Air in Supply chain management

Floating Tenders / RFP / RFQ internally & externally.  
Out station tender evaluation. Ex: Istanbul, Milan, London...etc.



**Abdul Azeez,**  
Principal Food Safety Consultant and Managing  
Director at M R S International Food Consultant

Dr. Abdul is currently working as Principal Food Safety Consultant and Managing Director at M R S International Food Consultant of Dubai, United Arab Emirates. He has obtained Masters Degree in HACCP from the University of Salford, United Kingdom and Ph.D from University of Putra Malaysia. He is a former food safety enforcement officer of Dubai Municipality food safety department. He is currently in charge of many ongoing HACCP and ISO projects honored by M R S International Food Consultant, Dubai. and skills, while making a significant contribution to the success of the company.



**Paritosh Kumar,**  
Packaging Manager, Hanoon Oil Factory

An accomplished, high-growth and experienced professional with 22+ years of rich and varied experience in spearheading Packaging management for food products. A polymer engineer along with PG – Diploma in Operation Management joined Areej Vegetable Oil, Oman in 2003 as a Packaging Professional. Further to ensure professional growth joined IFFCO, UAE, a one of the largest producers and retailers of processed food products and agro commodities in 2008. Then came back to Oman as a Packaging Manager of Hanoon Oil Factory. Hanoon is a producer of all cooking oils for Oman households and abroad. During the Professional Journey I received many awards from different company management like Director Awards, Spirit of ERCO, and Engagement Champion for extra curricular activities.

I am a trained FSSC 22000 professional and consequently lead the Food Safety Team in Previous and current organization.

I am an established YouTube for uploading Industrial educational videos related to food and its packaging.



**May Al Harthi,**  
Marketing specialist, Nakheel Dates

May Al Harthy is a Marketing Specialist at Nakheel Oman Development Company who has experience in brand and product development, Market Research, and management of brands and promotions in the Modern Retail Market. May holds a Master's Degree in International Marketing from Sussex University in the UK and she is a participant of "Etimad" a National Leadership Program.



**Dalal AlGhawas,**  
Program Director, Big Idea Ventures

Dr. Dalal AlGhawas is the Program Director at Big Idea Ventures, a venture capital firm which invests in future food technologies in the alternative protein ecosystem. Combining research, commercialization, capital and partnership to support high growth startups. Technical specialization in food safety, biotechnology, diagnostics, clinical research and public health. Established first food technology accelerator in Hong Kong and World's first Alternative Protein accelerator and has worked with >100 global technology startups. Focus on plant-based protein alternatives, cellular-agriculture, sustainability, smart kitchen equipment, med-tech and software. International thought leader in the food technology space 70+ conferences, TV, podcasts, roundtables, industry reports, start-up competitions Hong Kong Permanent Resident, well connected in APAC and GCC. Doctor of Philosophy (Food Science and Food Biotechnology) from leading Asian University of Hong Kong with publications in top tier peer reviewed journals, startup manuals and industry reports.



**Shaima Al Hasani,**  
QA officer, Mazoon Dairy

I have a master degree in food science from Sultan Qaboos University( SQU) in 2017. Skilled in Self-confidence, Research and Development (R&D), Cross-team Collaboration, Food Processing, and Dairy Products.

I Published a manuscript in International Journal of Nutrition, Pharmacology, Neurological Diseases. It's about "Antioxidant and Antitumor Properties of Wild Blueberry (Sideroxylon mascatense): Effects of Drying Methods".

I'm capable to manage label, artworks & packaging development. Conducting lab trials, recipe modification. Examination of product chemical, physical, microbiological characteristics. Ensure that the results meet GSO standards in order to reach high quality & safety products.



**G.M. Reza Sumon,**  
Researcher - Project Manager & Co-Lead, GAIN

With my education background in Anthropology, I have more than twelve years of experience in the field of Urban Development, Policy Advocacy and Research and Nutrition focussing on workforce and Keeping Food Market Working (KFMW) working with BRAC, the Global Alliance for Improved Nutrition (GAIN), The Asia Foundation and Transparency International Bangladesh (TIB). I have been leading different programmes and sharing knowledge linked with the Ready-Made Garment Sector and Urban Contexts in different parts of Bangladesh.

I have strong communication skill and have applied Innovations in my work. During the COVID-19 crisis period, I led the new innovative ideas as an alternative to switch project delivery using digital platforms. Currently, I am the Project Manager of the Workforce Nutrition project and playing a leading position for Nutrition security for vulnerable worker project and co-leading position for Eat Safe Bangladesh project along with co-leads to support other five-country colleagues. I have been playing one of the critical roles in leading the Eat Safe project in Bangladesh.

**I spoke as an expert at Dubai International Food Safety Conference 2021**

**I spoke on COVID-19 in Traditional Markets - Evidence of Consumer and Vendor Resilience During a Global Pandemic Webinar as a Speaker**



**Dr. Mohammed Al Baloushi,**  
Senior food inspector, Department of Development and Quality Control, General Directorate of Health Affairs - Muscat Municipality

1. Department of Development Research and Quality Control at the General Department of Health Affairs in Muscat Municipality, as of January 2019 AD.
2. First Health Inspectors in the General Department of Health Affairs - Muscat Municipality, as of November 7, 2009.
3. Full-time Research Assistant in the Strategic Research Project entitled "The Added Value of Marine Raw Materials and Health" at the College of Agricultural and Marine Sciences under the UNESCO Chair, Sultan Qaboos University from June 2006 - April 2009.
4. Chemical technician in laboratories of Petroleum Development Oman in Bahja Production Chemistry Laboratory 2004.



### Dr. Bashair Al Riyami, Food Innovation Expert

Dr. Bashair Al Riyami has earned her BSc in Nutritional Sciences at University College Cork, Ireland, and her MSc in Food Science and Nutrition from SQU. Her PhD was in Biochemistry from SQU in 2015 followed by her second PhD in Nutritional Science from University of Nottingham, UK (2018). She worked in the Health sector for 8 years. Recently she diverted her interest into working in the fisheries, food and industry of fisheries. She joined Industrial Innovation as Director of innovation for food and beverage sector. Support the establishment of start-up and F&B sector innovation and investments.



### Nasser AlMaqbali, Manager Investment- (Sourcing & Screening), Nitaj

Nasser Hilal AlMaqbali works in Nitaj as a Manager in the investment department who is responsible for sourcing and screening opportunities in the food security sector. He has more than 15+ years of experience in business development, ICV, stakeholders engagement, sales, and marketing. He has launched more than 28 ICV opportunities for SMEs and local companies. He oversees more than 24 business opportunities for food security.



### Abeer Ali Al Kalbani, Food processing technology and nutrition, University of Technology and Applied Sciences

Abeer Ali Al Kalbani (PhD) is a lecturer at the University of Technology and Applied Sciences teaching food processing technology and nutrition. She was awarded her PhD degree in Household Food Security with a focus on the awareness of women and their role in HFS from the University of York, UK (2018). Abeer is also a writer of Children Literature. She has 3 books published in which one of them is translated to 3 languages. She is a co-Founder of Pages Bookstore Café in Istanbul (2015) and Amsterdam (2017) and owner of Pages Bookstore Muscat since 2019. In 2021 and 2022, she cooperated with the FAO, Oman, in delivering workshops on world food day and the artisanal fisheries and aquaculture.



### Adel El Masri, Head of Global Brand Marketing, FOODICS

Adel El Masri is an expert at analyzing and studying public perception of people in order to bolster image, improve and protect business values. He specializes in creating positive images for brands while creating customer loyalty that lead to sales and bottom-line growth. He manages to keep brands at their prominent position in the industry. He has a deepened knowledge of developing strategic planning that gives people or brands value and equity leading to transformative progress. His strength lies in the ability to tackle visions, analyze the market and act as the conduit between brand and the public.



### Khalid Muhammad Abd-Allah AL-Shuely, Food processing research division head, Ministry of Agriculture & Fisheries

I am a food science professional with more than 28 years experience, specialized in food analysis, food processing, and food microbiology. As a division head I am responsible of planning, designing, and conducting experiments to study various crops processing potential with special emphasis on dates.



### Mohammed Abdullah Shahin AL Belushi, Food Analysis Specialist, Ministry of Agriculture & Fisheries

Mohammed Abdullah Shahin AL Belushi, 28 Years Old

**Experience:** 5 years as researcher and 3 years in Food Safety Industry

**Publication:** authored and co-authored just under 10 publications in the field of material synthesizing, characterization and testing their application in maritime, food and water industries.

**Education:** Graduated with a BSc in Marine Science and Fisheries from Sultan Qaboos University and is currently pursuing a MSc at the same institution.

**Current position:** Currently working for the Ministry of Agriculture, Fisheries Wealth and Water Resources. Working as a Food Analysis Specialist for the Food Safety and Quality Center's Central Laboratory for Food Safety, in the section of Analysis of Food Contact Material



### Mansoorah Khalfan, Head of food research section, Ministry of Agriculture & Fisheries

Attended lots of training courses and seminars in Oman and abroad. Participated in many studies and research published in recognized scientific journals



**Awwab Al Najdawi,**  
General Manager, Talabat

Awwab Abdullah Mohammed Al Najdawi earned his bachelor's degree from a reputable University in Jordan and years of experience in Oman, Awwab joined talabat in 2020 and has been the General Manager of talabat Mart since. He is responsible for tMart's growth locally as he aims for the dark store to be a top-of-mind grocery store for quick shopping, Today, tMart has over 10 stores across Oman.



**Kishore Singh,**  
Pioneers of Excellence, International Investment LLC

- A seasoned hotelier and Entrepreneur , Hotel Management graduate from Delhi -India and with a specialization in Hotel & restaurant revenue management from Cornell University- USA with a vast experience of holding management positions in different hotels before turning an entrepreneur.
- President of F&B guild of Oman since 2012
- Recognised for excellent people management and team building abilities besides infusing the spirit of action and result oriented work culture
- He has been a part of various successful projects in the Sultanate of Oman, K.SA. & India
- He has played a key role in developing & Managing Hospitality divisions for four Business houses in Sultanate of Oman by Planning ,conceptualizing and executing high end hospitality ventures like a 5star Al Nahda resort &Spa ,Jungle themed restaurant 'The Jungle', Japanese concept '360 degrees', Molecular gastronomy focussed gastro pub 'On the Rocks restaurant & Lounge', Fine dining Indian concept 'Razmazaan', Mangalorean seafood concept 'Sa-na-diege'.



**Omar Knio,**  
Brand Marketing Director, FOODICS

Omar Knio is a well-seasoned brand communication & marketing strategist in technology and a constant learner in the Omnichannel landscape. Thanks to his 13 years of experience, Omar helps brands build meaningful connections with their audiences while hitting their revenue targets. He is specifically passionate for accelerating startups in the F&B landscape.

## Session Summaries

DAY 1

### **Faisal Ahmed Khan, COO, A'Saffa Foods** *Recent technological advances in Food Logistics*

11:00

Technological advances have affected all aspects of human life in recent times; the field of food supply chain (FSC) and food logistics is not the exception. The new trends are bound to change the way food is being produced, processed, handled and stored over the years. This improvisation of latest technological trends will enhance the efficiency, improve the performance, eliminate the idle capacities and reduce wastages. The various trends under exploration in the food logistics include Inter of Things (IoT), Block chain, Artificial Intelligence, Cloud logistics, virtual reality, robotics, big data analytics and automation.

Although these trends are successfully tested in tried in non-food sector, how effectively it will be utilized in food logistics sectors? this major question and challenge to be answered by major stakeholders of food production, processing, handling and subsequent food supply chain managers at different stages of operations.

### **Eng. Ibrahim Al Amri, COO - Oman Flour Mills Company** *Food Logistics a Complex Web*

11:20

- Do you Know where the wheat for bread comes from
- Supply Chain of Wheat
- Transport System: Wheat
- The Most-Common Cargo Vessel Types
- Global Food Challenges: Logistics and Supply Chain
- How Will Climate Change Affect Global Logistics?
- The Future of Farming
- Global Food Challenges
- The Future of Supply Chain and Logistics

### **Dr. Ahmed Mohammed,** Director- Faculty of Transport & Logistics and Associate Professor in Logistics & Supply Chain Management, Muscat University *Food Waste Management in the E-Food Supply Chain*

11:40

Conforming with the United Nation's Sustainable Development Goals 2, 6 and 12, food waste management is necessary for the realization of key pillars for the Sultanate of Oman Vision 2040: People and Society, and Environmental and Natural Resources. Electronic food (e-food) shopping has emerged as a fast-growing market. However, research on food waste management within an e-food supply chain (EFSC) is very limited. In addition, the EFSC is a highly competitive, complex, and evolving value stream, which requires dedicated and advanced methodologies to explore and address the burgeoning problem of e-food wastages.

To address e-food waste challenges, this project aims to develop a holistic methodology to empirically explore, measure and mitigate food waste in EFSC. To accomplish this, two surveys for suppliers and e-food consumers are conducted to explore the challenges associated with EFSC. In addition, interviews with senior managers and key participants in the upstream of EFSC are facilitated to validate and extend prior findings. In addition, destinations of wasted food are identified. Based on the collected data, statistics regarding e-food waste are measured. Finally, the study proposes strategies to guide practitioners and policymakers to implement and curtail e-food waste.



## Mohammed Albelushi, Airline Commercials Officer & Catering, Oman AIR

### Food Logistic & Supply Chain

12:00

- How you can have proper supply chain management in the organization
- Global obstacle and global issue of logistics and supply chain
- How you can deal with the sting hiring the coast, transitment
- How to manage & deal inside the organization regarding the logistics

## Panel Discussion

12:20

## Abdul Azeez, Principal Food Safety Consultant and Managing Director at M R S International Food Consultant

### Evaluation of HACCP Implementation in Food Manufacturing Companies in the Middle East

14:00

**Introduction:** The way that food is produced and distributed has undergone fundamental changes in recent decades particularly in Dubai and Middle Eastern region. The food safety area has become more complex, driven by widespread changes in methods of food production and processing, coupled with rapid increases in global food trade and increased tourism. Consumers today are demanding more meaningful information about food safety and quality. To meet this demand, some companies are engaging third-party audit bodies to provide greater assurance that their products meet quality and safety requirements.

**Purpose:** The purpose of the study was to evaluate the level of implementation and operation of hazard analysis critical control points (HACCP) and PRPs(Prerequisite Programme) as per the codex alimentarius commission protocol of 12 logical steps and codex GHP(Good Hygiene Practices)

**Methods:** Both qualitative and quantitative analysis techniques of in-depth interviews, observations and review of documents were used in this study to complement each other The triangulation method used in this research was to look at the problems from different angles, Five cluster random samples were collected from the sampling frame of 112 food manufacturing companies of DM FCD(Dubai Municipality Food Control Department) list.

**Results:** Research identified lower compliance rates of Good Hygiene practices (PRPs) which compromise 37.4%for the sampled factories and31.8% compliance rate for HACCP protocol logical step. A number of barriers to the successful implementation and operation of HACCP and also perceived benefits. Barriers included various aspects like difficulties in identifying hazards, an inadequacy of knowledge.

## Paritosh Kumar, Packaging Manager, Hanoon Oil Factory

### Food Packaging

14:30

In the beginning will be talking on the Food industry in Oman, Growth expected and food products Oman offers. Will explain the Food packaging, their types

Also about

- Global Food Packaging Market
- Food Packaging Trend

## May Al Harthi, Marketing specialist, Nakheel Dates

### Food Packaging Trends for (2022 & 2023)

15:00

"Packaging is part of the first impression your customers have with your food product – make it a good one." Food packaging trends are constantly evolving and as marketers strive to keep up with consumers changing behaviors and preferences, it has never been more vital to highlight unique and innovative packaging designs and branding to outperform competitors.

- Why is food packaging so important?
- The latest trends in food packaging

## Panel Discussion

15:30

## DAY 2

## Food Security & Legislation and laws during the Covid-19 pandemic

### Dr. Mohammed Al Baloushi, Senior food inspector, Department of Development and Quality Control, General Directorate of Health Affairs

11:00

## Dalal Alghawas, Program Director, Big Idea Ventures

### Alternative Protein Market Outlook & Growth Trends

11:20

- Food Security and alternative protein in GCC
- Impact of grains & oilseeds market volatility on the economics of plant-based protein
- Scaling up plant-based protein across GCC / Asia & challenges
- Novel technologies fermentation and cellular agriculture

## Shaima Al Hasani, QA officer, Mazoon Dairy

### HACCP implementation in SMEs, challenges and opportunities

11:40

- The importance of small companies across the food chain
- Identifies the slow uptake of HACCP
- Companies concern for the production of safe food

**G.M. Reza Sumon, Researcher - Project Manager & Co-Lead, GAIN** 12:00  
*Transforming Hygiene practice, Food Safety & Quality in Traditional Food Market*

**Background:**

Traditional food markets are critical for people's livelihoods, diets, and nutrition. Unfortunately, some food markets had to shut down to reduce the spread of COVID-19. Given the importance of traditional markets to livelihoods and nutrition, it is critical to understand how to improve their resilience during shocks such as COVID-19. In 2020, GAIN began implementing a series of research activities to better understand the rapidly changing situation in Bangladesh's traditional food markets. A set of surveys were conducted to assess consumers' and vendors' perspectives on the availability and price of nutritious food, health safety information, and markets' resilience.

**Approach:**

GAIN partnered with the market associations and local authorities of two food markets in Dhaka and established COVID-19 response units in each market. Funded by USAID's Feed the Future Initiative, EatSafe: Evidence and Action Towards Safe, Nutritious Food, GAIN began implementing bi-weekly rapid surveys starting in September 2020. By January 2021, a monthly panel assessment of consumers and vendors and bi-weekly collection of nutritious food prices was added.

**Results:**

Between Sep2020 and Jun2021, consumers' and vendors' knowledge on how to avoid the contraction of COVID-19 increased by 3.1 and 2.5 percentage points, respectively, to 100%. Consumer concerns when shopping in the markets decreased by 56.0 percentage points (88.7% Sep-20; 32.7% Jun-21). The share of vendors observing infrequent consumer shopping decreased by 43.7 percentage points (60.0% Sep-20; 16.3% Jun-21). Since its start, the COVID-19 response activity has captured the perceptions of more than 3,000 consumers and vendors. Based on these shared findings, GAIN and market leaders began offering awareness programs on COVID-19, food safety and nutrition, and distributed materials such as face masks, sanitizer, and clean drinking water. With support from additional donors, GAIN was also able to build sanitation facilities in the markets.

**Application:**

Based on GAIN's COVID-19 response activities, a Technical Working Group was formed by the Bangladesh Food Safety Authority. The group collaborates with local authorities and benefits from their insights on consumer and vendor needs to validate recommendations on consumers, markets, and infrastructural audits. This new formation will support market system resilience and provide essential learnings for any adaptation of markets in the future.

**Lesson learned:**

Overall behavioural changes require more pilot testing and a holistic market planning approach that needs to be explored in the future. Along with the 'perception data' of consumers and vendors, 'observational data' collection on market cleanliness, use of a mask by consumers and vendors and social distancing practice while shopping or selling in the market is required to explain market behaviour.

**Sustainability:**

Both wet markets are moving forward to transform into healthier markets, and the consumers are getting aware of safe and nutritious food consumption. The two wet markets where we have worked are now ideal models in Dhaka city. Members from other market associations, development partners and government officials from different departments frequently visit our market for learning, and one market has applied to GAIN to support them in transforming their market into healthier markets

**Acknowledgement:**

This presentation was made possible through support provided by Feed The Future through the U.S. Agency for International Development (USAID), under the terms of Agreement #7200AA19CA00010. The opinions expressed herein are those of the Global Alliance for Improved Nutrition (GAIN) and do not necessarily reflect the views of USAID or the United States Government.

**Panel Discussion** 12:20

**Dr. Bashair Al Riyami, Manager - Economic Diversification Investments, Oman Investment Authority (OIA)** 14:00  
*Future food: Alternative protein*

Alternative proteins are plant-based and food-technology alternatives to animal protein sourced from plants, insects, fungi, or through tissue culture. In the last couple of years, Alternative protein market has been rapidly expanding driven by consumer changing behavior for healthy and sustainable food. With the food system sustainability challenges and increased protein demand, will alternative protein be part of our future food in the region?

**Nasser AlMaqbali, Manager Investment- (Sourcing & Screening), Nitaj** 14:30  
*Food Security in Oman, where we were and how far we've come*

As the title entails, it will cover the efforts summed in achieving greater targets in self-sufficiency in some of the food groups and the vast change that was achieved in the past 10 years.

**Abeer Ali Al Kalbani, Food processing technology and nutrition, University of Technology and Applied Sciences** 15:00  
*Improving Food Security by Communicating Food Safety to Consumers*

Food security will be affected not only by the future trends in human population, but also by how consumption is reshaping and being reshaped by consumer behavior. Sustainable food systems can be improved by empowering consumers to make better dietary choices in terms of food safety. This will not only ensure reducing the rate of foodborne diseases but would also reduce household food waste. Wasting food impacts on food security and climate change in a negative way since it consumes natural resources in order to be produced and emits greenhouse gases during both production and decomposition processes. Therefore, it can be clearly seen that consumers, along with their utilization/consumption patterns, have an essential role in shaping demand aspect of food systems through their values, knowledge and preferences. These three elements are determined and affected by consumers accessibility to available accurate and credible food safety information. Progress in raising the awareness of consumers will improve sustainable food systems and food security.

In my study (2017), on the awareness and perception of women consumers on food security, safety and nutrition, it was found that participant women lacked planning skills pertaining safe storage time, temperature and conditions of purchased food. However, they appear to practice good cleaning and hygiene routines in their kitchens both in rural and urban regions. The results demonstrated that media (i.e. TV and radio) in addition to family were considered as principal sources of food related information. Results also highlighted the absence of the influence of effective training programs designed to improve their awareness as participants mentioned that they had not received any such interventions from the government or private sectors.

Therefore, and besides setting food safety regulations, communicating food safety to consumers is crucial to achieve sustainability goals. This communication should focus on consumers' basic three needs; social, rational and emotional in order to eliminate the gap between policy makers, stakeholders and consumers. It needs to stem from understanding the motivations and emotions behind consumer's decisions and establishing a credible resource to answer them through engagement and shared values.

**Panel Discussion** 15:30

DAY 3

**Adel El Masri, Head of Global Brand Marketing, FOODICS**  
*Restaurant Management Ecosystem*

11:00

Unveiling Foodics restaurant management tech-stack ecosystem to empower restaurant owners with cutting-edge technology in service of their financial growth and expansion of their customer base.

**The Foodics Experience**

Foodics, MENA's leading restaurant and payment tech provider, is a one-stop-shop restaurant management ecosystem that enables restaurateurs to effortlessly control, streamline, and grow all their operations, anytime and from anywhere.

**Khalid Muhammad Abd-Allah AL-Shuely, Food processing research division head, Ministry of Agriculture & Fisheries**  
*Omani Busoor: A Nutritious Snack And A Market Opportunity*

11:20

Busoor of Mabsali cultivar was studied with the aim of optimizing the production process, in addition the dried busoor were used to produce a novel secondary product. The effect of drying method and temperature on the final product is confirmed. At 62 °C the fruits dried faster and were visually lighter colored. Furthermore the powder produced from the fruits was characterized thus, a sweetener is a term adopted to describe the product.

**Mohammed Abdullah Shahin AL Belushi, Food Analysis Specialist, Ministry of Agriculture & Fisheries**  
*The fabrication of chitosan-zinc oxide nanorods composite (CHT/ZnO) on a support substrate*

11:40

The Presentation/ Study describes the fabrication of chitosan-zinc oxide nanorods composite (CHT/ZnO) on a support substrate. ZnO nanorods (NRs) with size ranging from 20 to 100 nm and some microrods with an approximate size of 0.5–1 µm were grown on the support substrate. CHT 1%/ZnO composite had ZnO NRs incorporated into chitosan (CHT) coating while ZnO NRs were not visible in the CHT 2%/ZnO NRs composite. The XRD and FTIR results showed the presence of ZnO and chitosan. The water contact angle decreased from 80° ± 2° (control) to 65° ± 2° for CHT 1%/ZnO NRs and 42 ± 2° for CHT 2%/ZnO NRs composite coatings. The antimicrobial activities of the coated substrates were investigated using gram-positive bacteria Bacillus subtilis and Escherichia coli under both light and dark conditions. CHT/ZnO composite coated substrate showed the strongest antimicrobial activity compared to chitosan, ZnO NRs coatings, control substrate the experiments with B. subtilis and E. coli under light conditions. CHT/ZnO composites can be suitable as active packaging material.

**Mansoor Khalfan, Head of food research section, Ministry of Agriculture & Fisheries**  
*Food Products from Dates (Arabic)*

12:00

- Dates food industries
- an introduction about the industry
- Dates processing, preparation and packaging units
- 1 A device for humidifying and sterilizing dates
- Number of machines and beneficiaries of the project to develop dates packaging and packaging units (2000-2018)
- Dates-based industries
- Number of date drying rooms that have been distributed (2000-2018)
- Dates-based industries

**Panel Discussion**

12:30

**Awwab Al Najdawi, General Manager, Talabat**  
*Superfast, Super-local and Super-efficient*

14:00

These are the demands that define the modern era of online shopping. Sped up by the pandemic, q-commerce, or 'quick commerce' has become invaluable to people's lives, helping them stock up their supplies quickly, easily, and without having to set foot outside the door. At the forefront of this are 'dark stores', catering to customers' needs without the effort of physically shopping for goods. talabat kicked off Oman's own dark store journey in 2020 with talabat Mart

**Kishore Singh, Pioneers of Excellence, International Investment LLC**  
*F&B Industry Post Covid*

14:20

- F&B Industry
- The impacts of Covid to the industry
- The downfall of F&B industry due to covid
- The changes in the customer behavior
- Post covid effects

**Omar Knio, Brand Marketing Director, FOODICS**  
*Self- Ordering: The Future of the Restaurant Industry*

14:40

Since the last few years, online ordering has evolved on so many levels. With technology getting more advanced each passing second and customers becoming increasingly tech-savvy, online ordering has become more prevalent around the world. From traditional ordering via phone calls to digital menus, it is now the age of self ordering. Self ordering is anticipated to be the future of the restaurant industry on the back of the myriad benefits they offer to customers.

- Why Self Ordering Is The Future Of The Restaurant Industry?
- Role Of Self Ordering
- How Self-Ordering Tech is Shaping the Future of Restaurants

**Panel Discussion**

15:00

## Show Information

**Event Dates:** 26<sup>th</sup> - 28<sup>th</sup> September 2022  
**Venue:** Hall 4, Oman Convention & Exhibition Centre, Muscat, Oman  
**Show Timings:** 10:00am - 7:00pm

## General Information

### Admission

Trade and business visitors only. Visitors under 18 will not be permitted entry.

### ATMs

There are two ATMs near the Hall 5 entrance of the Convention Centre.

### Charging Stations

There are two mobile top up machines and charging stations along the concourse of the Convention Centre.

### Prayer Rooms

Two prayer rooms can be found inside the Convention Centre.

### Coffee Kiosks

There are two coffee kiosks along the concourse of the Convention Centre and a cafeteria inside the exhibition halls.

## Getting Around

There are reliable, metered taxis which can take you around the city and to points of interest outside the city. Private taxis could also be hailed by app (Mwasalat Cabs), downloaded from Google Play or the App Store. They are stationed at the entrances of the Convention Centre. There

is a system of long-distance shared taxis, painted orange and white.

### Buses

There are city and intercity buses that have daily services to/from the main provincial cities.

### Car Hire

There are local car hire agencies as well as international car-hire chains.

### Where to Stay

Modern Muscat is home to a range of luxury hotels with upscale restaurants. The hotels near the Convention Centre are the Crowne Plaza Muscat OCEC and the JW Marriott, OCEC Muscat.

## What to See

Oman is known for its forts, deserts, mountains, beaches, mosques, Souqs, and stunning wadis. The region is famous for its abundant natural beauty. Some of the must-see destinations are:

### Wadi Shab

Wadi Shab is one of the most beautiful valleys in Oman. Clear water flowing through canyon walls over rocks and into small pools and waterfalls, enchants visitors for a refreshing swim in the cool water. The Wadi is popular among both locals and tourists because of the experience of personal oasis in middle of the desert.

### Mutrah Souq

Mutrah Souq is the traditional market in the Sultanate, historically known as the Souq of Darkness. It is made up of a complex maze of narrow walkways leading to shops that sell local specialties including Omani khanjers, halwa, kummahs, spices, etc.

### Wahiba Sands

The Wahiba Sands Desert (Sharqiya Sands) is a playground for the adventure lovers in Oman. The desert stretches over 125 miles from the Eastern Hajar Mountains to the Arabian Sea. The region is known for its amber-colored sands and towering sand dunes, making it an ideal spot for dune bashing, camel ride, or even camping.

### The Royal Opera House Muscat

The Royal Opera House is a very intricate musical venue and a marvel for the eyes. It showcases stunning architecture and rich handmade décor. This masterpiece covered with wood, marble, glass and gold decors with detailed carvings is a mix of tradition and modernity. This is one of the two architectural wonders to visit in Muscat.

### Ras Al Jinz Turtle Reserve

The Ras Al Jinz Turtle Reserve is a beach offering one of the most beautiful natural experiences in the Sultanate of Oman. Every year, thousands of sea turtles migrate from the shores of the Arabian Gulf and the Red Sea to lay their eggs on Oman's beaches. Reserves have been set up to protect them, making it a tourist attraction. One can see the turtles at the shore by sunset and leave their nest in the morning.

### Nizwa Fort

The Nizwa Fort is a mix of a castle, a fort and a museum. Reflecting the old Omani architecture, the Nizwa Fort is unique due to the circular shape of tower which can be climbed.

### About Oman

Oman is the third largest country in the Arabian peninsula. It borders the Kingdom of Saudi Arabia in the west, the United Arab Emirates in the northeast, and the Republic of Yemen in the south.

It is situated at the entrance to the Gulf in the middle of the East-West trade routes, ensuring easy access to markets in the Middle East, India, Southeast Asia, Africa and Europe. Its geographical position gives it access to major shipping routes and allows it to serve as a port and commercial centre.

Oman is a very hot and humid country with a desert climate, often described as sub-tropical. Rainfall is very low in Oman throughout the year. Summer season: Between May and August. Temperatures could reach up to 40°C. Winter season: Between December and March. Temperatures are between 13°C and 25°C.

## What to Wear

Light dress is recommended throughout the year, with a lightweight jacket for cooler evenings.

Muscat is the heart of the Sultanate, the political and administrative hub of the nation, and the centre of tourism and commercial activities.

The capital area is a prime example of intelligent and aesthetic development, blending the modern with the traditional. Modern Muscat is home to a range of luxury hotels with upscale restaurants. Among its attractions are a number of magnificent beaches, restored forts, museums and traditional souqs. Oman has consistently ranked first in peace and stability in the Middle East and North Africa and also ranks high in economic freedom among all the Arab countries.



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FLOORPLAN & EXHIBITOR PROFILES



## EXHIBITORS & FLOORPLAN

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TAKMAKARON	5604
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VARISH TRADERS	5623
YARJAN TRADING & CONTRACTING LLC	5452
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\*Floorplan updated as of 21 September 2022

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**AAYZ TRADING FZE**

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Aayz Trading FZE is a global source partner, offers a wide variety of high-quality products and try to meet the growing demands of different markets. We are registered and strategically located in the Ras Al Khaimah Free Trade Zone, UAE. It's a special economic zone in Ras Al Khaimah. Hence, in today's global market, this gives us an advantage to connect to the growing markets and leading economies. This is why, in the UAE, we have specially set up our branch office that provides distribution and trading services, especially within the GCC region. Our portfolio of products includes an extensive variety from Frozen Vegetables, French Fries, Fruits, Butter, and Ice Creams to Condiments, Dips and Sauces for retail and HoReCa segments. The Special taste of our products are now starting to gain notoriety, which many of our customers enjoy and trust. We pride ourselves in distributing the happiness and flavors of goodness around the world.



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**Vision:** To be the ultimate reference for all Coffee related details in Sultanate of Oman, and to make our own contribution to the charming Global Coffee World.

**Mission:** Bring all Coffee related International innovations, related services to the proximity and convenience of our local market, assuring their satisfaction and contributing in their success taking over all the hustle and sparing individuals the time to concentrate on enjoying aroma and appraising quality moments, as well as sparing professionals' time to concentrate on their core business, and upgrading quality of their offer.

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ALL IN ONE is an Omani Co which is specialize in the Supplying, Trading, Producing & Packing of Fine Foods Products such as Dried Fruits, Saffron & Nuts. We are Specialist in Retail business and looking for cooperation with Hypermarkets, Duty Free & Horeca sectors. Mohammad Rahim +968 99 26 5200 CEO@AllinoneTradingco.com

**ALPHA PACK**

**BOOTH 5541**

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Alphapack is an innovative packaging company founded in 2012. We provide a complete solution in packaging, designing, printing, and services.

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**@:** @AltuntopBakery **f:** /altuntop2019

ALTUNTOP COMPANY is one of the leading companies in manufacture of bakery and pastry equipment in Turkey. Our experience goes back to 1991 in Turkey. The purpose has always been pursuing world wild food industries technology. In addition to presenting the customers across the global with high quality products. The Company has remarkably succeeded in manufacturing high quality products in accordance with International Standards enabling the company to export to more than 90 countries. All this attributed first to vast area the company occupies which estimated to 22.000 m2 and its human cadres about 300 people allowing for mass production capacities of different bakery equipment. Second comes the longterm experience of our staff represented in consultants, engineers, technicians and workers whose efforts has led to company success. Our policy was and always will be about innovation constant development of equipment and becoming the first choice for the buyers of Bakery and Pastry equipment worldwide.



**ASA GOSTAR SHARIF**

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Asa Gostar Sharif Food Manufacturing Industries Co. has representatives for distribution of products in European countries such as UK, France, Germany, Austria, Switzerland, Russia and Arab countries such as UAE, Oman and Kuwait.turkey The company accepts an active sales representative to distribute its products. All orders of food products with Asa brand and send to the destination country are done by this company.



**BAKER'S MART**

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Since the year of Inception in 2015, Baker's Mart have strived to deliver high quality Bakery Ingredients, Tools, Bakeware, Packaging & Accessories. Today with diversified product range and having reputable international brands partnering with us we are on a mission to expand our reach across GCC. We partner with companies of each scale to host a personal extension for their confectionery needs with the best foot forward. From amateurs to professional bakers, we cater their needs from under one roof.



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We have roasted fresh coffee for many years, creating speciality blends, with unique tastes, and selecting coffees from the best plantations world-wide. We pay the highest attention to the choice of suppliers to ensure that the beans are always the finest. This ensures that you will only receive the best coffee from us. Blueberry Roasters coffee includes motly single-origin coffees that are 100% arabica from more than ten different countries.

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Catering Solutions Trading LLC quickly developed into a prominent player in the marketing and distribution of premium food products in both retail and food service market in the Sultanate of Oman.

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Eriez Magnetics India Pvt. Ltd. is a wholly owned subsidiary of Eriez-U.S.A. has manufacturing plant in Chennai. Eriez-India manufacturers equipment for separating COARSE & FINE TRAMP iron from process materials and feeding equipment for Industries such as Food, Pharmaceutical, Chemical, Feed, Minerals etc. This is 80 Years old company.

**FOODICS**

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FOODICS is the leading cloud-based restaurant management technology and payments platform in MENA, with a 360° SaaS ecosystem supporting its end-to-end digitization and making it a pioneer in the regional F&B industry. Formally licensed as a Fintech company by the Saudi Central Bank (SAMA), the company's vision is to build a complete restaurant management ecosystem that enables owners to run their operations seamlessly and grow their business. Its mission is to empower restaurant and merchant owners with a comprehensive cloud-based POS system to enrich their operations. FOODICS caters to every segment of the F&B sector from traditional dine-in restaurants, cafés, quick service restaurants, bakeries, food trucks through to cloud kitchens and non-food micro-retailers. Since its inception in 2014, it has successfully processed over 6 billion orders through the platform and raised a record USD170 mil in Series C round, making it one of the most promising SaaS companies to emerge from the MENA region. For more information, please visit www.foodics.com

**GEE GEE AGROTECH**

**BOOTH 5616**

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GEE GEE AGROTECH, one of the leading and prominent manufacturers and exporters of Indian Rice, established in 2005. We are the most credible supplier of both Basmati mainly Pusa 1121 Basmati Rice as well as Indian Non-Basmati Rice. With experience and expertise, we have established ourselves as a reliable entity.

**GITHAONA FOR FOOD INDUSTRIES KATAKIT GROUP**

**BOOTH 5540**

Katakit Group specializes in the production and distribution of snack foods and beverages. In the years to come, Katakit expanded its operations by launching several brands in different product categories such as plain & sandwich biscuits, coated biscuits, powder soft drinks, and powder cooking aids. Today, Katakit enjoys a large market share in confectionery, biscuits, wafers, and powder mixes across the region.

**GOLDEN BEE**

**BOOTH 5725**

**t:** +96894003005 **e:** a-b9@live.com

An Omani company founded 30 years ago specialized in the production and marketing of natural Omani honey.

**GOLDEN PHOENIX**

**BOOTH 5120**

**t:** +96890991497  
**e:** fkheir@goldenphoenix.co  
**w:** goldenphoenix.co  
**f:** @GOLDEN PHOENIX OMAN

- Golden phoenix for trading and contracting L.L.C. established in Oman in the year 2019 as an agent and sole distributor of tableware brands, serving gift shops, Hypermarkets, Restaurants, Hotels and coffee shops.
- Golden Phoenix Oman is a subsidiary of Golden Phoenix group, established since the year 1958 in Lebanon as a distributor of tableware, and grew through the years to become present in more than 17 countries in the middle east and Africa as Nigeria, Ghana, Mauritania, Senegal, Mozambique, Benin republic, Congo, D.R. Congo, Kenya, Gabon, Guinea, Togo, Kuwait, Oman, Syria, Namibia, Central Africa distributing its brands of tableware, ovenware, kitchenware, serveware, household items and FMCG products through multiple distribution and sales channels. Some of the main brands which Golden Phoenix group owns the sole distribution license are: Pasabahce, Borcam, Nude, Sarayli, Oxford, Wilmax, Nehir, Beehome, Torqu, Juhayna.





**GSL EXPORT**

**BOOTH 5750**

**t:** +390392848636 **w:** www.gslexport.it

For over 30 years, GSL is involved in supporting small and medium-sized Italian enterprises, developing their businesses in international markets. GSL Food division, a solid organization specializing in export operations in EU and non-EU markets. We want to bring traditional, genuine, authentic agri-food excellence from every region of Italy.

**GULF MUSHROOM PRODUCTS CO.(S.A.O.G)**

**BOOTH 5121**

**t:** +96898288620 **e:** Nadia.alwardi@gulfmushroom.com **w:** www.mushroomoman.com

**HMA AGRO INDUSTRIES LTD. (GREEN GOLD RICE) INDIA**

**BOOTH 5620**

**w:** www.hmagroup.co.in

**HVD.BE**

**BOOTH 5542**

**t:** +3253420057  
**e:** info@hvd.be  
**w:** www.hvd.be

HVD has specialised in the manufacture of professional waffle irons, running on electricity or on gas or carousel irons for semi-industrial use since 1922.

Artisanal bakeries, market traders, catering establishments and amusement parks can come to HVD.



**MADAYN**

**BOOTH 5400**

**t:** +96899423230 **e:** hamood.al-balushi@madayn.om **w:** www.madayn.om

The Public Establishment for Industrial Estates, today known as Madayn, was established in 1993 in continuity of the industrial march that began in the Sultanate with the establishment of Rusayl Industrial city in 1983. The success story of Rusayl Industrial city encouraged the establishment of Madayn, which today manages and operates (10) industrial cities in Sur, Suhar, Raysut, Nizwa, Buraimi, Rusayl, Samail, Ibri, Al Mudhaibi, Mahas in addition to Knowledge Oasis Muscat (KOM) and Al Mazunah Free Zone.

**MAZOOON DAIRY**

**BOOTH 5200**

**t:** +96893370909 **e:** comm.ads@mazoondairy.om **w:** www.mazoondairy.om

We are the leading largest integrated dairy company in the Sultanate of Oman with a capital outlay of OMR 100 million incorporated in 2015. Our facility is located in As'Sunainah in the Al Buraimi Governorate and is spread over an area of 15 sq kms. Our integrated facility at As'Sunainah includes a state-of-the-art dairy farm with the capacity to house over 25,000 cows, a Central Processing Plant that can produce over a million litres of milk per day and residential and entertainment complexes to house over 500 employees. The facility also consists of a Waste Water Treatment plant and a Biogas generation plant that is unique to the region. We have a wide array of products, including fresh milk, long life milk, yoghurt, laban, ice-cream, cheese and juices, reaching our consumers across the GCC region.

**MEHUL ENTERPRISES LLC**

**BOOTH 5552**

**t:** +96824810057

Mehul Enterprises LLC is a pioneer in distribution of FMCG to the HORECA segment in Oman since 1994. Commitment to quality and customer satisfaction are the core principles of the company. The company is HACCP & ISO 22000 certified & currently imports from 15+ countries and supports the local suppliers.

**MICROBLIC SP. Z O.O.**

**BOOTH 5431**

**t:** +48572578950 **e:** info@melpulveris.com **w:** www.melpulveris.com

The result of our work is a line of Mel Pulveris products, which are dietary supplements based on honey powder, enriched with natural plant fiber. This is our innovation in the field of food additives. We bring honey based products as natural sugar replacement to the marketplace.

**MINISTRY OF AGRICULTURE & FISHERIES WEALTH AND WATER RESOURCES**

**BOOTH 5100**

**t:** +96824953053 **e:** Lamia.AlZaabi@maf.gov.om **w:** www.maf.gov.om

The Ministry of Agriculture, Fisheries and Water Resource is the governmental body in the Sultanate of Oman responsible for all matters relating to agriculture, fisheries, and water resources.

**NATIONAL HOSPITALITY INSTITUTE**

**t:** +96824816313 **e:** fred\_hines@outlook.com **w:** www.nhioman.com

National Hospitality Institute is the leading provider of training for hospitality, travel and tourism, and retail sectors in Oman. Through close links with industry leaders, prospective employers and community groups, NHI provides a host of business solutions which include training, recruitment and consultancy services in quality assurance, management systems, human resource management and staff retention programmes.

**NITAJ (OMAN FOOD INVESTMENT HOLDING COMPANY)**

**BOOTH 5200**

**t:** +96824210300 **e:** info@nitaj.om **w:** www.nitaj.om

Nitaj is an investment holding company in the food security sector under the umbrella of Oman Investment Authority. Nitaj has successfully originated more than ten projects in multiple food groups distributed around the Sultanate. Its aim is to fulfill the local demands by producing high-quality foods while sustainably catering to future generations' needs.

**OMAN AQUACULTURE DEVELOPMENT COMPANY LLC**

**BOOTH 5303**

**OMAN TOURISM COLLEGE**

**BOOTH 5600**

**w:** www.otc.edu.om

Oman Tourism College (OTC) is the leading institution in Oman specialising in tourism and hospitality. Located in the heart of the capital, Muscat, near Madinat Al Irfan, OTC offers a wide range of programmes and courses aimed at developing human resources for the tourism, hospitality, events and related sectors.

**PARS KHOOSHE PARDAZ**

**BOOTH 5710**

**PAX**

**BOOTH 5110**

**w:** www.pax.om

PAX is the first and leading paper bags company in Oman located in Samail Industrial City. Established in 2017, the factory confidently produces a variety of paper bags to fulfill the needs of Oman and GCC market.

**RITAJ SUMAIL TRADE**

**BOOTH 5730**

**t: +96899601190**

**SARWAR FOODS (THE RICE COMPANY)**

**BOOTH 5508**

**t: +923200667702**  
**e: sales@sarwarfoods.com.pk**  
**w: www.sarwarfoods.com.pk**  
**@sarwarfoods\_pvt\_ltd f @SarwarFoodsPvtLtd**

Sarwar Foods (PVT) Limited is the name associated with quality, commitment, and large scale production and distribution of rice to half of the globe. Our forefathers have done this business and we are very proud of our heritage. Besides exporting to Europe we have our presence in Oman as well through partnership with AlAsalah International Trading. Our business partner has warehouse and rice distribution outlets all over the Sultanate. We are famous for > Super Basmati Brown > 1121 Steam > Par-boiled We are quality certified by ISO, HACCP, IFS, BRC, Halal & Kosher. We were awarded highest exporter trophy for two years in a row by honorable president of Pakistan. Our mill is spread over an area of 150,000 meters, and our warehouse capacity is 15,000 mtons, with a production capacity of 30 mtons per hour. Our recently installed SATAKE (JAPAN) machinery allows us to process additional rice at 15 mtons per hour. Through our well trained manpower, and state of the art machinery, we are able to stuff around 200 containers a month. It is our moto to assure quality from origin to destination for our valued business partners. Based on our performance, we recently received Business Achievement Award from Lahore Chamber of Commerce and Industry.



**SHAH NAGARDAS**

**BOOTH 5433**

**t: +96824702772 e: info@shahnagardas.com w: www.shahnagardas.com**

Shah Nagardas is a multi divisional group operating since 1932. We have specialized team for Industrial Kitchen & Laundry Equipment and Accessories. We can take up turnkey projects right from kitchen & laundry facilities planning, MEP layouts, Installation of equipment and Annual Maintenance thereafter. We supply to all Government Sectors, Hotels, Restaurants, Cafes, Caterers, Construction Companies.

**TAKMAKARON**

**BOOTH 5604**

**t: +98211648 e: Export@takmakaron.com w: www.takmakaron.com**

Tak Makaron manufacturing company having had three decades of experience and utilizing technology of the day and expert human resource and having considered rules and principles of food industry is active in the field of manufacturing various types of pasta and spaghetti. This company presents healthy and nutritious products in national and global level aiming supply of food requirements of society.

**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**

**VARISH TRADERS**

**BOOTH 5623**

**t: +91914954013366 w: www.varishtraders.com**

**YARJAN TRADING & CONTRACTING LLC**

**BOOTH 5452**

**w: www.culaccinocaffe.com**  
Authentic Italian Caffe and Caffe

**ZARNOOSH VANAK SEMIROM**

**BOOTH 5603**

**t: +983137887391 w: www.cheshmenaz.com**

**ADDENDUM**

**ABDUL RAUF TRADERS**

**BOOTH 5521**

**AR CONFECTIONERY**

**BOOTH 5520**

**AYTESA AGRO GIDA İHRACAT İTHALAT TICARET VE LTD ŞTI**

**BOOTH 5319**

**BANNAN DIŞ TICARET ÇİMENTO VE GIDA ÜRÜNLERİ SANAYİ VE TICARET LTD.ŞTI**

**BOOTH 5206**

**BARAM**

**BOOTH 5742**

**BEHAR MARKETING PLATFORM**

**BOOTH 5735**

**t: +96899562290 e: abdollah@behardev.com**

**BULEDI FOOD INDUSTRIES**

**BOOTH 5523**

**EM FOOD**

**BOOTH 5507**

**ERMAD ORGANİK GIDA SANAYİ VE TICARET LIMITED ŞİRKETİ**

**BOOTH 5208**

**ERPİLİÇ ENTEGRE TAVUKÇULUK ÜRETİM PAZARLAMA VE TICARET A.Ş**

**BOOTH 5318**

**ETQAN MUSCAT COMPANY SPC**

**BOOTH 5740A**

**FAKHRA AL RIJAIBI TRADING**

**BOOTH 5743**

**GAFFAROĞLU GIDA TARIM VE HAYVANCILIK İNŞ. SAN. TIC. LTD.ŞTI.**

**BOOTH 5233**

**t: +905333546640 e: gaffarogluysesel@gmail.com w: www.gaffaroglusucuklari.com**

Since 2006, we have been producing walnut sausages with sugar/molasses, pestil, sweet samsa and bastik, which are the most popular traditional food of the winter months, on a home scale in Kahramanmaraş. As Gaffaroğlu Maras Sucuk, we take our strength from customer satisfaction and deliver our products to all over the world. As a result of both our tradition and our R&D studies, we respond to your demands in the fastest way with our variety of new and needs-oriented products.

**HASSAN ALI RICE EXPORT COMPANY**

**BOOTH 5522**

**KADOĞLU YAĞ SAN. VE TIC. A.Ş**

**BOOTH 5317**

**KÜÇÜKBAY YAĞ VE DETERJAN SANAYİ A.Ş**

**BOOTH 5205**

**LULU GROUP INTERNATIONAL**

**BOOTH 5600**

**t: +96822034000 e: sushantd@om.lulumea.com w: www.om.lulumea.com**

MARSA YAĞ SAN.VE TIC. A.Ş BOOTH 5230

NADIR YAĞ SANAYI VE TICARET A.Ş. BOOTH 5207

NAKHEEL DEVELOPMENT OMAN BOOTH 5200

NEW FAR BUSINESS SPC (XYPACK) BOOTH 5304

NEW FOOD HOUSE BOOTH 5622

t: +96826882710 e: newfoodhousebarqa@gmail.com w: www.newfoodhouse.com

NOBEL FOODS BOOTH 5506

OMAN FLOUR MILLS BOOTH 5200

t: +96824717300 e: info@omanflourmills.com w: www.omafLOURmills.com

Oman Flour Mills Co. SAOG, made it's beginning in the year 1977 with a capacity to mill 150 metric tons per day of wheat flour and allied products. The company gradually increased our flour milling capacity over the years and today has a capacity of 800 MT per day. In 1983 the company set up an animal feed mill having milling capacity of 300 MT per day. Today the company has a capacity of 1500 MT per day for Animal Feed.

PEYBA GIDA TARIM TURIZM HAYV.İNŞAAT VE TIC. A.Ş BOOTH 5316

PRIME RICE MILLS BOOTH 5505

PRINTSPACE PACKING & PACKAGING MATERIALS TRADING BOOTH 5701

RAMOS AGRO GIDA LOJISTIK İNŞ İTH. İHR. SAN. VE TIC. LTD ŞTİ BOOTH 5502

SALALAH MILLS COMPANY BOOTHS 5401, 5402, 5402A

t: +96895228781 e: rm@salalah-mills.com w: www.salalah-mills.com

SAMA AL GESHBA TRADING LLC (ELCAFE) BOOTH 5730



معرض عمان للغذاء و الضيافة  
FOOD AND HOSPITALITY OMAN

PRODUCT, SERVICE  
& COUNTRY LOCATOR



## PRODUCT & SERVICE LOCATOR

AGRICULTURAL PRODUCE, FISH AND SEAFOOD	
GSL EXPORT	5750
OMAN AQUACULTURE DEVELOPMENT COMPANY LLC	5303
AGRICULTURAL PRODUCE, FISH AND SEAFOOD	
GEE GEE AGROTECH	5616
BEVERAGES (EXCEPT TEA AND COFFEE)	
CATERING SOLUTIONS TRADING	5551
CRAZY FRUITS - NATURAL JUICES, MOCKTAILS AND SMOOTHIES	5430
CAFÉ, BAR SUPPLIES AND EQUIPMENT	
GOLDEN PHOENIX	5120
DAIRY PRODUCTS	
AAYZ TRADING FZE	5543
MAZOOON DAIRY	5200
PARS KHOOSHE PARDAZ	5710
FOOD PRODUCTS	
BAKER'S MART TRADING LLC	5440,5441,5442
GITHAONA FOR FOOD INDUSTRIES KATAKIT GROUP	5540
YARJAN TRADING & CONTRACTING LLC	5452
GOVERNMENT INSTITUTION / REGULATORY BODY	
OMAN TOURISM COLLEGE	
MADAYN	5400
MINISTRY OF AGRICULTURE & FISHERIES WEALTH AND WATER RESOURCES	5100
HEALTH FOOD PRODUCTS	
GOLDEN BEE	5725
KITCHEN APPLIANCES, EQUIPMENT AND SERVICES	
HVD.BE	5542
MUNICIPALITY	
MUSCAT MUNICIPALITY	5105
PACKAGING SOLUTIONS AND SYSTEMS	
ALPHA PACK OMAN	5541
DHAWAHI AL-AIN-AL WATANIH	5400 A
PAX	5110

RESTAURANT MANAGEMENT SYSTEMS	
FOODICS FOR TECHNOLOGY TRADE LLC	5350
TEA AND COFFEE	
AL GHADEER INTERNATIONAL	5451
BLUEBERRY ROASTERS SP. Z O.O.	5432 A
TRAINING AND DEVELOPMENT	
NATIONAL HOSPITALITY INSTITUTE	
GENERAL	
ABFAM GOVARA TEJARAT SHARGE	5605
AGILITY LOGISTICS COMPANY (GLOBAL LOGISTICS OMAN LLC)	5130
ASA GOSTAR SHARIF	5602
CROWNE PLAZA OMAN CONVENTION AND EXHIBITION CENTER	5126
FUTURE WORLD GATEWAY	5304
HMA AGRO INDUSTRIES LTD. (GREEN GOLD RICE) INDIA	5620
OMAN FOOD INVESTMENT HOLDING CO	5200
TAK MAKARON	5604
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN	
VARISH TRADERS	5623
ZARNOOSH VANAK SEMIROM	5603



## COUNTRY LOCATOR

BELGIUM		PAKISTAN	
HVD.BE	5542	ABDUL RAUF TRADERS	5521
INDIA		AR CONFECTIONERY	5520
ERIEZ MAGNETICS INDIA PVT LTD	5618	BULEDI FOOD INDUSTRIES	5523
GEE GEE AGROTECH	5616	EM FOOD	5507
HMA AGRO INDUSTRIES LTD. (GREEN GOLD RICE) INDIA	5620	HASSAN ALI RICE EXPORT COMPANY	5522
VARISH TRADERS	5623	NOBEL FOODS	5506
IRAN		PRIME RICE MILLS	5505
ABFAM GOVARA TEJARAT SHARGE	5605	SARWAR FOODS	5508
ASA GOSTAR SHARIF	5602	TRADE DEVELOPMENT AUTHORITY OF PAKISTAN	
PARS KHOOSHE PARDAZ	5710	POLAND	
TAKMAKARON	5604	BLUEBERRY ROASTERS SP. Z O.O.	5432A
ZARNOOSH VANAK SEMIROM	5603	CRAZY FRUITS SP. Z.O.O.Ş	5430
ITALY		MICROBLIC SP. Z O.O.	5431
GSL EXPORT	5750	TURKEY	
SAUDI ARABIA		ARDEN MAKARNA GIDA SAN. VE TIC. A.Ş	5232
FOODICS	5350	AYTESA AGRO GIDA İHRACAT İTHALAT TİCARET VE LTD ŞTİ	5319
JORDAN		ERMAD ORGANİK GIDA SANAYİ VE TİCARET LİMİTED ŞİRKETİ	5208
GITHAONA FOR FOOD INDUSTRIES KATAKIT GROUP	5540	ERPİLİÇ ENTEGRE TAVUKÇULUK ÜRETİM PAZARLAMA VE TİCARET A.Ş	5318
OMAN		GAFFAROĞLU GIDA TARIM VE HAYVANCILIK İNŞ. SAN. TIC. LTD.ŞTİ.	5233
AGILITY LOGISTICS COMPANY (GLOBAL LOGISTICS OMAN LLC)	5130	KADOĞLU YAĞ SAN. VE TIC. A.Ş ,	5317
AL AZOOM AL AL-HADITHA TRADING	5735	KÜÇÜKBAY YAĞ VE DETERJAN SANAYİ A.Ş,	5205
ALGHADEER INTERNATIONAL	5451	NADIR YAĞ SANAYİ VE TİCARET A.Ş.	5207
ALL IN ONE	5301	MARSA YAĞ SAN.VE TIC. A.Ş.	5230
ALPHA PACK	5541	PEYBA GIDA TARIM TURİZM HAYV.İNŞAAT VE TIC. A.Ş	5316
CATERING SOLUTIONS TRADING LLC	5551	RAMOS AGRO GIDA LOJİSTİK İNŞ.İHR. SAN.VE TIC. LTD ŞTİ	5502
CROWNE PLAZA OMAN CONVENTION AND EXHIBITION CENTER	5126	UNITED ARAB EMIRATES	
FUTURE WORLD GATEWAY	5304	AAYZ TRADING FZE	5543
GOLDEN BEE	5725	ALTUNTOP BAKERY EQUIPMENT	5250
GOLDEN PHOENIX	5120	BAKER'S MART	5440,5441,5442
GULF MUSHROOM PRODUCTS CO.(S.A.O.G)	5121	OMAN	
MADAYN	5400	AGILITY LOGISTICS COMPANY (GLOBAL LOGISTICS OMAN LLC)	5130
MAZOOON DAIRY	5200	AL AZOOM AL AL-HADITHA TRADING	5735
MEHUL ENTERPRISES LLC	5552	ALGHADEER INTERNATIONAL	5451
MINISTRY OF AGRICULTURE & FISHERIES WEALTH AND WATER RESOURCES	5100	ALL IN ONE	5301
MUSCAT MUNICIPALITY	5105	ALPHA PACK	5541
NAKHEEL DEVELOPMENT OMAN	5200	CATERING SOLUTIONS TRADING LLC	5551
NATIONAL HOSPITALITY INSTITUTE		CROWNE PLAZA OMAN CONVENTION AND EXHIBITION CENTER	5126
NITAJ (OMAN FOOD INVESTMENT HOLDING COMPANY)	5200	FUTURE WORLD GATEWAY	5304
OMAN AQUACULTURE DEVELOPMENT COMPANY LLC	5303	GOLDEN BEE	5725
OMAN FLOUR MILLS	5200	GOLDEN PHOENIX	5120
OMAN TOURISM COLLEGE	5600	GULF MUSHROOM PRODUCTS CO.(S.A.O.G)	5121
		MADAYN	5400
		MAZOOON DAIRY	5200
		MEHUL ENTERPRISES LLC	5552
		MINISTRY OF AGRICULTURE & FISHERIES WEALTH AND WATER RESOURCES	5100
		MUSCAT MUNICIPALITY	5105
		NAKHEEL DEVELOPMENT OMAN	5200
		NATIONAL HOSPITALITY INSTITUTE	
		NITAJ (OMAN FOOD INVESTMENT HOLDING COMPANY)	5200
		OMAN AQUACULTURE DEVELOPMENT COMPANY LLC	5303
		OMAN FLOUR MILLS	5200
		OMAN TOURISM COLLEGE	5600





# ALTUNTOP

BAKERY EQUIPMENT

[www.altuntop.com](http://www.altuntop.com)



STAND  
5250

## BAKLAWA DOUGH(PHILLO) SHEETER MACHINE



WE WERE FIRST !  
WE ARE STILL  
**THE BEST !**



### TURKEY FACTORY

**ADDRESS :** 2. OSB 7.CADDE NO:19  
MALATYA/TURKEY  
**TELEPHONE :** +90 422 238 47 72  
**MAIL :** INFO@ALTUNTOP.COM

### DUBAI SHOWROOM

**ADDRESS :** ALTUNTOP BAKERY EQUIPMENT  
SHOWROOM S1  
SALAH AL DIN STREET 221 DEIRA DUBAI - UAE  
**TELEPHONE :** +97142619707