

PHILIPPINE PARTICIPATION IN GULFOOD 2025
CIRCULAR NO. 1

SUBJECT : CALL FOR PARTICIPATION - GULFOOD 2025

Dear Valued Exhibitor:

The APPLICATION for EXHIBITORS for the 20th Philippine participation in Gulfood 2025 IS NOW OPEN! **The deadline for submission of application is on 30 September 2024.**

The Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), is once again organizing the Philippine participation in Gulfood, which is now on its 30th edition, scheduled on 17-21 February 2025 at the Dubai World Trade Center, Dubai, United Arab Emirates.

Gulfood, or The Gulf Food Hotel and Equipment Exhibition and Salon Culinaire, is a renowned international platform dedicated to the food and beverage processing in the MEA region. Gulfood cements its reputation as one of the world’s biggest food and hospitality industries, held annually in Dubai.

The Philippine participation in Gulfood 2025 proved to be an excellent platform for Philippine manufacturers, suppliers and exporters to showcase quality halal food products to the Middle East and Africa market. From the recently concluded show this year (2024), the Philippine participation generated remarkable export sales amounting to USD 136.738 Million and 2,413 total trade inquiries from the 25 companies.

WHO CAN JOIN PHILIPPINE PAVILION @GULFOOD 2025?

<p>Philippine-based companies who meets the following qualification:</p> <ul style="list-style-type: none"> ○ Must be a duly registered manufacturing firm in the Philippines that has at least 1-year direct export experience/ with export potential. ○ Must have joined at least 1 IFEX Philippines in the last 2 years and has committed participation to the next IFEX Philippines edition. ○ No pending valid business or administrative complaints filed by 3rd party, CITEM, DTI or any Philippine company. ○ Must have no outstanding balance in CITEM and is able to submit complete reports and/or required forms in connection with previous participation in any CITEM organized local or international event. 	<ul style="list-style-type: none"> ○ Not included in the DTI watch list ○ Philippine Manufacturers and Exporters of: <ul style="list-style-type: none"> - Plant-based food products; - Fresh and processed fruits and vegetables; - Processed marine products; - Ethnic and gourmet products; - Non-alcoholic beverage; - Biscuits, and pastries; and - Other frozen, organic, vegan products <p>Priorities:</p> <ol style="list-style-type: none"> 1. SMEs with Halal Certification 2. Food Manufacturing firms with domestic base that has capacity for big/volume orders.
---	---

CHECKLIST OF REQUIREMENTS

1. Fully accomplished Application FORM
2. For new company, copies of the following documents for authentication/verification
 - Security and Exchange Commission (SEC) Registration Certificate
 - Mayor’s Permit and BIR Registration Certificate
 - DTI/BOI Registration
 - Updated FDA LTO and CPR
3. Food Safety Certifications (as applicable): e.g. Halal, BRC, Organic, Kosher, etc.
4. Company Profile/Brochure/Product Catalogue/Product Photos

Note: IFEXConnect active members with updated documents are no longer required to submit the abovementioned documents.

COST OF PARTICIPATION

- **Exhibitor Fee (Philippine Pavilion)**
 - USD 5,700 (Regular Booth) + US\$ 1,100 Mandatory Fee
 - USD 6,500 (Corner Booth) + US\$ 1,100 Mandatory Fee
- **Market Sensing Mission Fee - OPTIONAL***
 - USD 1,000 / pax
- **IFEX Philippines 2025 Deposit Fee - Php 10,000**

There are only twenty (20) slots available. Selection of participants is on a **"First-Come, First-Served basis"**. Only TIME STAMP of fully accomplished application form with complete valid supporting documents will be considered. Payment of fees shall be 1 week upon receipt of Statement of Account (SOA), failure to settle the fees on the due date shall mean forfeiture of slot reservation. Forfeited slots shall be offered to the next qualified participant on a wait- list status.

Apart from a Philippine participation, CITEM will also be organizing a Learning Tour / Market Sensing Mission during and/or after Gulfood. The activity aims to provide opportunities for manufacturers who have newly ventured into exporting, Local Government Unites (LGUs), and other stakeholders who would like to learn about the current global trends and the MEA market. With its magnitude, Gulfood is a potential learning ground for what is current in the market and to have a glimpse of the capability of each of the 127 participating countries. Exhibiting companies who wish to be part of the market sending activity must elect other member/s to join this activity, and MUST NOT be the same person designated to MAN their respective booths.

Please click the link below to get the copy of Gulfood Circular No. 1, Project Fact Sheet, Fast Fact and Application Contract Form.

- [Fast Fact](#)
- [Application Contract Form](#)

Interested companies may contact Ms. Jessica P. Genovia, Project Officer, through mobile nos. 09568500465/ VIBER 09297937426. Please email your duly completed Application Contract Form and required documents to jgenovia@citem.com.ph

Thank you, and we look forward to your participation.

Sincerely,

(SGD)
ROWENA DG. MENDOZA
Acting Department Manager
Consumer Business Department, CITEM