

### GULFOOD, DUBAI FEB 2010

#### Event Overview

Gulfood is one of the world's largest food, drink, food service and hospitality exhibition.

The 2010 show was the largest event in the show's history, occupying more than one million square feet of exhibition space, with more than 3,500 exhibiting companies from 81 countries. Ingredients Middle East and Restaurant & Café ran concurrently with the show, creating a full-service industry showcase of the latest trends, innovations, products and services.

#### Promotion Overview

There were more than 50 Australian companies that participated in the show. The Australian pavilion which was subsidised by AMAG was distinctly branded with the AMAG logo.



### ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.