



COFFEE BOARD IN GULFOOD 2016, DUBAI

The city of Dubai is located on the Emirate's Northern coastline and heads up the Dubai-Sharjah-Ajman metropolitan area. Although Dubai's economy was historically built on the oil industry, the Emirate's Western-style model of business drives its economy with the main revenues now coming from tourism, aviation, real estate, and financial services.

History of Dubai

The United Arab Emirates, also called the Emirates or the UAE, was established on 2nd December 1971 which is a federation of seven emirates viz., Abu Dhabi [capital of UAE], Ajman, Dubai, Fujairah, Ras al-Khaimah, Sharjah, and Umm al-Quwain. Islam is the official religion of the UAE, and Arabic is the official language.

Dubai is the most populous emirate / city of United Arab Emirates. Abu Dhabi and Dubai are the only two emirates to have veto power over critical matters of national importance in the country's legislature. The city of Dubai is located on the Emirate's Northern coastline and heads up the Dubai-Sharjah-Ajman metropolitan area. Although Dubai's economy was historically built on the oil industry, the Emirate's Western-style

model of business drives its economy with the main revenues now coming from tourism, aviation, real estate, and financial services. Dubai has recently attracted world attention through many innovative large construction projects and sports events. The city has become symbolic for its skyscrapers and high-rise buildings, in particular the world's tallest building, the Burj Khalifa, in addition to man-made islands, hotels and largest shopping malls etc.. Dubai has also been rated as one of the best places to live in the Middle East.

Coffee in Dubai

Coffee as well as tea is generally served to the visitors / guests in offices and at Arab's homes. It is considered rude to decline taking coffee since the tradition of offering coffee is symbolic of hospitality. Coffee is poured from a pot called **dallah** into a small cup called **finjaan**, which is about the size of an espresso shot. The **dallah** usually has a long spout and is made from brass, but increasingly many other designs are used. It may be served by the hired help or indeed by the host himself.

Coffee is called Kahva. On first tasting such coffee, it does not taste like the regular Espresso or Nescafe Gold Blend. Instead, it is found to be a little bitter and it also gives the taste of some sort of spice in the coffee. This is most probably cardamom, but other spices are also used sometimes. Milk is never added to this type of coffee. Kahva actually means a drink from plants and thus the Europeans used to refer to coffee as Arabic Wine.

Arabic Coffee is prepared differently to other methods. It is not filtered and

not percolated but is just boiled. This is the main difference between other methods of making coffee, and that's why the basic taste of the coffee is so different. Coffee is prepared in the pot called kezveh, which is a copper pot with a long handle, which is similar to a small saucepan.

Being invited to a coffee shop could mean going to Starbucks for a Latte, going to a shisha café, or actually going to a traditional coffee shop. It is a convivial thing, likened to going to a bar in the West, and usually kept between men. But, in general, there are many western types of coffee bars, where people hang out as they would do in the West or to get their caffeine fix.

Coffee Imports of Dubai

As UAE and Dubai are not the Coffee Producing country and Emirate respectively, it imports Coffee from several producing countries. The total imports of coffee from various coffee producing countries by United Arab Emirates for the last 5 years are as under:

Sl. No.	Year	Quantity imported (in MT)
1.	2011	1700
2.	2012	1814
3.	2013	1922
4.	2014	1864
5.	2015	1225

The imports of coffee from India by United Arab Emirates and Dubai for the last 5 years are as under :

Year	Country / City	Quantity (in MT)							
		Arabica Plantation	Arabica Cherry	Robusta Plantation	Robusta Cherry	Instant	Roasted	Ground	Total
2010-11	United Arab Emirates	627.2	6.3	72.5	220.7	187.5	0.0	11.0	1125.2
	Dubai	133.2	1.0	0.0	115.2	0.0	0.0	13.1	262.5
2011-12	United Arab Emirates	1095.0	79.9	153.4	558.9	80.6	0.0	0.8	1968.6
	Dubai	128.4	0.0	0.0	0.0	9.0	0.0	25.7	163.1
2012-13	United Arab Emirates	1326.1	7.0	18.0	91.5	200.6	0.4	14.2	1657.8
	Dubai	25.0	0.0	0.0	0.0	9.8	0.4	18.2	53.4
2013-14	United Arab Emirates	1681.3	13.6	37.6	144.6	199.9	0.4	21.3	2098.7
	Dubai	52.0	0.0	0.0	0.0	1.2	0.0	14.8	68.0
2014-15	United Arab Emirates	1634.1	5.5	0.0	194.8	241.5	0.6	29.0	2105.5
	Dubai	59.4	0.0	0.0	19.2	21.9	1.8	5.8	108.1



(From L to R) Dr. Dr. Manoj Kumar Mishra, Divisional Head – Plant Tissue Culture & Biotechnology, Coffee Board; Dr. Tasveem Ahmed Shoeeb, Deputy Director (P&C), Coffee Board; Ms. Anita Karn, Director (Plantations), Ministry of Commerce & Industry; Ms. Devika at the Coffee Board's Pavilion.

Some interesting points of note observed in Coffee Shops :

- Cafes and coffee shops do not serve alcohol in Dubai and UAE.
- Most of the coffee shop chains serve coffee in takeaway paper cups if requested.
- A shake of the cup shows that coffee drinking is completed.
- Not shaking the cup and giving it back to the server will result in another cup being poured.
- Only right hand is used when drinking, eating or offering.
- Coffee means Arabic Coffee.
- Turkish Coffee is the thick coffee.
- Nescafe means American Coffee.
- If asked for Nescafe with milk and sugar, it is served with condensed milk with 3 teaspoons of sugar.
- Sometimes, but not always, dates will be offered with coffee.
- Sometime a glass of water is served with coffee.

The importance of Gulfood event is for the following reasons

- To access in one location many international pavilions.
- To meet the Heads of state, ministers and government officials from various countries.
- To join the influencers and decision makers in highly interactive discussions, networking luncheons, VIP connect, and a selection of auxiliary events
- To address prominent challenges and issues that must be tackled in the food industry.
- To discover innovative products and services for business to stay ahead in today's fast-paced competitive world.
- To enhance business performance by learning more about the market.
- To learn new ideas and trends that helps to conduct business more productively.
- To source new business at the co-located Gulfood exhibition by accessing industry trade visitors.

The following Indian Coffee Exporters also participated in the event and displayed their coffees and brochures in the Coffee Board's pavilion

1.	Sri. P. J. Suresh Babu	M/s. Chaithanyaa Coffee
2.	a) Sri. M. P. Devaiah b) Sri. C.G. Manjunath Olekar	M/s. Allanasons Ltd.
3.	a) Ms. Devika Dutt b) Mr. Laszlo Kadar	M/s. Sussegado Coffee India Pvt. Ltd
4.	a) Sri. Preshit Rajashirke b) Sri. Darsh Pandhi	M/s. Aaksh Beverages Pvt. Ltd.,
5.	a) Sri. Siddharth Sikaria b) Sri. Vinamra Garg	M/s. SLN Coffee
6.	a) Sri. C. S. Nitin b) Sri. V. Balaraman	M/s. Cothas Coffee
7.	a) Sri. Nitin Ashar b) Sri. Yogesh Neve	M/s. Truevalue Marketing Services Private Limited
8.	a) Sri. Prabin Patro b) Sri. Ravi	M/s. CCL Products (India) Limited
9.	Sri. Nausheer Ahmed	M/s. MA & Sons
10.	Sri. Bola Rahul Kamat	M/s. Bola Surendra Kamath & Sons

The Indian Exporters viz., M/s. Allanasons Ltd., M/s. TATA Coffee Ltd., M/s. L. M. J. International Ltd., M/s. Ruchi Worldwide Ltd., M/s. Ruchi Soya Industries Ltd., M/s. Rams Exim, M/s. Visnukumar Traders Pvt. Ltd., M/s. Amalgamated Bean Coffee Trading Co. Ltd., M/s. Eastern Condiments Pvt. Ltd., M/s. Olam Agro India Ltd., M/s. Universal Import Export, M/s. Unilever India Exports Ltd., M/s. Ganesh Food Products (P) Ltd., M/s. The Joseph Coffee Curing Works and M/s. NKG Jayanti Coffee Pvt. Ltd., have exported coffee to UAE during the last 4 years (2010-11 to 2013-14).

GULFOOD FAIR

Gulfood is the world's largest annual food and hospitality fair. It is a trade show with proven credentials. Established over 25 years, Gulfood has a well-deserved reputation amongst exporters for delivering spectacular return on investment. For the exporter seeking new sales from the Middle East, Africa and South Asia, Gulfood provides a trade and sourcing platform for international flavours to find world-class business.

COFFEE BOARD AT THE GULFOOD 2016

The participation of the Coffee Board of India at the Gulfood 2016 event was by Dr. Tasveem Ahmed Shooeb, Deputy Director (P&C), Coffee Board, Bengaluru and Dr. Manoj Kumar Mishra, Divisional Head - Plant Tissue Culture & Biotechnology, Coffee Board, Mysore.

The Coffee Board put up an impressive specially designed stall, very well decorated with attractive wall panels showcasing the strengths and merits of regionally grown Indian Coffee. Different grades of green coffee and coffees grown in different regions of the country were displayed in the stall. DVDs and brochures on various aspects of Indian Coffee were distributed to the visitors to the Board's pavilion. Excellent liquid coffees brewed out of the best Indian Coffees were served to the visitors.

The following Indian Coffee stakeholders were at the Coffee Board's pavilion

1.	Sri. Ramesh Rajah	M/s. Ramesh Exports
2.	Sri. Mayank B Shah	M/s. ITC Limited
3.	Sri. KVK Raju	M/s. Vayhan Coffee Limited
4.	Sri. Tabish Tareen	M/s. Merchant Star International



(From L to R) Dr. Manoj Kumar Mishra, Divisional Head - Plant Tissue Culture & Biotechnology, Coffee Board; Sri C.G. Manjunath Olekar, M/s. Allanasons Ltd; Sri P.J. Suresh Babu M/s. Chaithanyaa Coffee; Sri Ramesh Rajah, M/s. Ramesh Exports and Dr. Tasveem Ahmed Shooeb, Deputy Director (P&C), Coffee Board in the Coffee Board's Pavilion



(From L to R) Sri C.S. Nitin, M/s. Cothas Coffee; Mr. Laszlo Kadar, M/s. Sussegado Coffee India Pvt. Ltd; Dr. Manoj Kumar Mishra, Divisional Head – Plant Tissue Culture & Biotechnology, Coffee Board; Dr. Tasveem Ahmed Shoeeb, Deputy Director (P&C), Coffee Board; Ms. Devika Dutt M/s. Sussegado Coffee India Pvt. Ltd; Sri P.J. Suresh Babu & Sri Manoj, M/s. Chaithanyaa Coffee in the Coffee Board's Pavilion

The visitors to the Coffee Board's pavilion were

1. Stake holders associated with Coffee Business :

- Coffee Importers belonging to Turkey, Iraq, Iran, Dubai, Yemen
- Coffee Importers, importing Coffee from Egypt, Brazil, India, The Netherlands, Germany, Ethiopia,
- Coffee Stakeholders with Coffee business in Africa, Israel, Palestine
- Stakeholders interested in import of Organic Coffee from India
- Stakeholders interested in import of Roasted Coffee Beans from India
- Stakeholders with established Trade in Iran, Bulgaria, Lebanon, Russia - interested in import of Coffee from India for blending
- Manufacturers of Coffee Roasting & Grinding [R & G] Units
- Stakeholders running Coffee Shops, Restaurants in UAE [Abu Dhabi, Dubai and Sharjah]
- Stakeholders involved in Coffee retail marketing

2. Non-Coffee Associated Stakeholders who are interested in Coffee Trade :

- Those involved in Chocolates & Confectionaries Trade
- Those involved in Spices Trade
- Those involved in Pulses Trade
- Those involved in Packaging Trade
- Those involved in Export Trade

Liquid Coffee brewed in the Coffee Board's pavilion from different types of Indian Coffees was served to the Coffee Associated Stakeholders. After sipping, they were very much

impressed about the aroma, flavour, acidity, strength, after taste and mouth feel of Coffee. They showed keen interest in import of Green Coffee Beans, Roasted Beans and Instant Coffee. They interacted with the Indian Coffee Exporters who participated in the Coffee Board's pavilion, collected samples of different types of Green Coffee Beans and Roasted beans from them. The list of Indian Coffee Exporters was provided to them.

In addition, common public visited the pavilion. After sipping different grades of Indian Coffee which was served to them, they were astonished to know that India also grows Coffees of various types. They were very much enthusiastic and expressed their keen interest in buying Indian Coffee and enquired about the source of procuring it in UAE particularly with respect to Dubai for consumption purpose. They were explained in detail about the procedure involved in Import and Export of Coffee in bulk and advised them to buy Indian Coffee for their consumption purpose from the local Coffee Traders of UAE. In the World Trade Centre, Dubai, during Gulfood 2016, there were other Coffee Based Exhibition Stalls displaying Instant / Soluble Coffee. On enquiry, it is learnt that the Exhibitors have imported Coffee from various Countries and after blending, they have displayed it as Instant Coffee. M/s. Bola Surendra Kamath & Sons, Exporter of Indian Coffee as well as Cashew, set up a stall in the fair.

Thus, Dubai is a potential market for Coffee Trade because of Coffee Consuming nature of the people. India is in a better place in Dubai, with regard to the Coffee market. The Coffee Board's attempt to participate in Fairs and Exhibitions in Dubai would provide an opportunity to further strengthen the Indian Green and Roasted Coffee Trade apart from improving our share in the soluble Coffee. Ms. Anita Karn, Director [Plantation], Ministry of Commerce & Industry, Govt. of India, visited the Board's pavilion.

Contributed By: Dr. Tasveem Ahmed Shoeeb, Deputy Director (P&C), Coffee Board, Bengaluru and Dr. Manoj Kumar Mishra, Divisional Head - Plant Tissue Culture & Biotechnology, Coffee Board, Mysore.



Dr. Tasveem Ahmed Shoeeb, Deputy Director (P&C), Coffee Board interacting with visitors to the Coffee Board's Pavilion