Dear Sir/Madam,

We are contacting you concerning the **EU Pavilion** that the European Commission, is organising at the food fair **GULFOOD 2027, from 15 to 19 March 2027 in Dubai, United Arab Emirates (UAE).**

The objective of the EU Pavilion is to raise awareness of key merits of European food and beverage products, including their safety, quality, authenticity and sustainability. It will endeavour to create positive awareness about the merits of EU agricultural products, to encourage imports, consumption and use of EU agricultural food and products in UAE and beyond.

The EU agricultural food and beverage products will be promoted by means of **product display, product tasting, cooking shows, policy presentations** or other relevant measures.

The **EU Pavilion is an institutional stand**, disseminating general communication messages and thus avoiding emphasis on brands or Member States. However, the EU Pavilion aims to include a very wide variety of representative products in selected categories of all Member States in its displays, tastings and cooking shows.

Please note that the EU Pavilion will not use or display products of non-EU brands.

We would request your support to involve companies and representative organisations in proposing a number of products to be featured at the EU Pavilion. The final selection of products shall be made based on a balance between the suggested products and their type, product availability and their compatibility with the rules set out by the exhibition organisers and relevant logistical constraints. The organisers will nevertheless endeavour to accommodate as many products proposed by the Member States as possible.

The following **product categories** have been identified as **a priority for GULFOOD 2027**:

- Cheese and Dairy
- Cereal products
- Olive oil and other vegetable fats and oils
- Beef and Poultry
- Fruits and Vegetables - fresh and prepared
- Food Preparations for Infant Use

Any product to be promoted must be eligible under the EU promotion policy, please consult section 'eligible products and schemes' here.

It is important to respond timely to each step of the process, stated below:

- By **10 January 2027**, companies are requested to complete and submit the survey, confirming the final list of proposed products and quantities.
- By **15 January 2027**, companies will receive submission feedback, along with guidance on required documentation and procedures for shipping products to Dubai.
- By **1 February 2027**, companies should submit all necessary documentation to the contractor and dispatch all selected products to Dubai.
- By **20 February 2027**, selected products must be delivered to the designated address in Dubai.

Please note that the provider - not the contractor - is solely responsible for arranging and covering the cost of delivery (including shipping) to the designated storage facility in Dubai.

Interested organisations/companies are invited to complete the online application survey available here by 10 January: https://ec.europa.eu/eusurvey/runner/Gulfood_2027

For more details, please contact EU-GULFOOD2027@ec.europa.eu

I would like to thank you in advance for your interest and cooperation.

Kind regards,

DG AGRI Promotion Team