



# Sponsorship Opportunities



**"The Future of  
Food Safety"**

21-23 February 2012

Organised by **Dubai Municipality**  
In Association with **Gulfood 2012**



# The Future of Food Safety

“Throughout the human history, our existence has been dependant on food. However, how we get and produce our food has changed drastically over the years with an increasingly complex global network of farmers, manufacturers, traders, retailers and consumers. Changing technologies, rapidly emerging and virulent pathogens, along with the globalization of the food supply present new and unique challenges in maintaining a safe food supply and protecting the consumer. The recent outbreak of a highly virulent strain of E. Coli 0104: H4 linked to fenugreek sprouts in 2011 is a classic example of how the pathogens have emerged and how widespread and damaging foodborne diseases can be in the current scenario. Without doubt, such prominent food related outbreaks have brought food safety to the forefront of international food policy concerns and have led to major changes in the international trading environment in recent years. Recent trends include an increased emphasis on food safety regulations in international trade, tightening of standards, reorientation of private sector quality assurance techniques towards preventive management.

With these concerns in mind, the Food Control Department of Dubai Municipality is organising the Seventh Dubai International Food Safety Conference focusing on the current issues and future challenges in food safety. This year’s conference is special because Dubai Municipality is partnering with the International Association for Food Protection (IAFP) and hosting IAFP’s First Middle East Symposium on Food Safety. The Conference is organized with the support of the Ministry of Environment and Water in the UAE, Abu Dhabi Food Control Authority, U.A.E University. The scientific programs are supported by Food and Agriculture Organization ( FAO), World Health Organisation (WHO) and the US Centres for Disease Control ( CDC).

Dubai International Food Safety conference is the biggest food safety conference in the Middle East region that provides a platform for food safety professionals across the nations to come together and share their knowledge and experience in their field of expertise. Each year, the conference addresses a variety of issues that affect food safety and facilitates mutual cooperation among regulatory agencies and the food industry. Needless to say, strong relations and dialogues between national and international counterparts built during the conference have helped us in strengthening and facilitating existing mutual cooperation with national and international jurisdictions in scientific and regulatory areas and reducing risks associated with food supply.

Our ultimate aim is to promote and sustain a culture of food safety. I know that as our partnership strengthens, we will come much closer to the same universal goal: to keep our population healthy, safe, and well-protected from foodborne illnesses. We will continue our discussions in the Seventh Dubai International Food Safety Conference and I hope that we continue to build a strong network that will facilitate exchange of thoughts and ideas across the nations and across our varied cultures.

On behalf of the DIFSC 2012 Organizing Committee, I am delighted to invite you as a sponsor to participate in conference.”

*Regards*

**Khalid Mohammed Sharif**  
Director of Food Control Department &  
Chairman of Organizing Committee  
Dubai International Food Safety Conference  
Dubai Municipality





## Who will be attending the Conference ?

The conference will target food safety professionals from different fields including:

- Regulatory Authorities
- Academia
- Government sector including Research & Development
- Food manufacturing and trading Industry
- Hospitality industry
- Food service sector and Retail sector
- Ingredient and service suppliers to the food industry
- Training providers and Consultants, risk management specialists and insurance providers
- Third party certification providers
- Students
- Media



Each year the conference attracts a loyal followers along with a growing number of delegates involved in food safety and related fields. More than 1200 delegates from 49 different countries attended the conference in 2011 and we are counting more for 2012.

Previous years' Programs are available for review on the Conference's website: [www.foodsafetydubai.com](http://www.foodsafetydubai.com)



### **Our Past Sponsors and Supporters:**

Mars GCC, Nestle, Kraft Foods, Spinneys, National Food Products Company, Saleh Bin Lahej Group, French Poultry, Lulu Hypermarkets, Organic Food and Café, ADNH Compass, Biotek Solutions, Intertek, Rotana Hotels, USDA, Meat and Livestock Australia, Sadia, McDonalds etc.



# Sponsorship Benefits

## Platinum Sponsors

*Package includes the following:*

- 20 complimentary conference registrations
- Logo coverage in the home page of conference website with a link to the sponsoring company's website
- Logo coverage in collaterals including news letters
- Logo coverage in conference registration brochure as Platinum Sponsor
- One page advertisement in the conference proceedings
- Logo coverage on stage back drop during the conference
- Logo coverage on signage and boards displayed at the entrance to Conference Venue in prominent position
- Coverage in all official conference advertisements and pre/post conference press releases
- A flyer or promotional product inserted in the conference bag.
- Recognition memento as Platinum sponsor

**Total Investment  
AED 250000**

## Gold Sponsors

*Package includes the following:*

- 10 complimentary conference Registrations
- Logo coverage in the home page of conference website with a link to the sponsoring company's website
- Logo coverage in all collaterals including news letters
- Logo coverage in conference registration brochure as gold Sponsor
- Half page advertisement in the conference proceedings
- Logo coverage on boards displayed in conference hall
- Coverage in all official conference advertisements and pre/post conference press releases
- A flyer or promotional product inserted in the conference bag.
- Recognition memento as gold sponsor

**Total Investment  
AED 125000**

## Silver Sponsors

*Package includes the following:*

- 5 complimentary conference registrations
- Logo coverage in the conference website with a link to the sponsoring company's website
- Logo coverage in all collaterals including news letters
- Recognition memento as Silver Sponsor

**Total Investment  
AED 75000**





## Coffee Break

Available for the 21 and 22 of February, 2012

Package includes the following:

- 3 complimentary conference registrations
- Logo coverage in the conference website and a link to the company website with company profile
- Logo coverage in the final program book
- 2 Roll –up banners in the coffee break area on the day sponsored

**Total Investment  
AED 50000 per day**

## Conference Bags

Package includes the following:

- 3 complimentary Conference Registrations
- Logo coverage in the Conference Website and a link to the company website with company profile
- Logo coverage in the final program book
- Logo on the conference bag ( specifications apply)

**Total Investment  
AED 50000**

## Supporters

**If your company is interested in supporting the conference by sponsoring programs, providing programs or services that could benefit the attendees whilst they attend the conference, Please contact us to discuss.**

- Food Safety Caps
- Food Safety T Shirts
- LCD Screens for conference venue
- Provide gifts for inclusion in conference bag
- Sponsor speakers
- Sponsor food and beverages

**Got an idea - contact us to discuss!**

Package includes the following but not limited to this:

- Logo coverage in the conference website with a link to the sponsoring company's website
- Logo coverage in all collaterals depending on the package

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For further information, please contact

**Bobby Krishna**  
Coordinator - DIFSC  
Mobile - +971 55 4041340  
Email: [bkthulasi@dm.gov.ae](mailto:bkthulasi@dm.gov.ae)





# Seventh Dubai International Food Safety Conference

## 21-23 February 2012

( To be filled by the Sponsor)

We hereby apply for the following sponsorship opportunities:

Type of Package: \_\_\_\_\_

Surname \_\_\_\_\_ Title (Mr, Mrs, etc.) \_\_\_\_\_

First Name \_\_\_\_\_ Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

P.O. Box \_\_\_\_\_ Postcode \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Signature \_\_\_\_\_

*This form must be signed by an authorised person of the applicant company. A signed contract is irrevocable  
Please complete the form and send it to the Food Control Department of Dubai municipality*

### Terms and Conditions:

50% deposit payment must accompany this Application Form. The balance of the invoice must be settled by 31st January 2012 . Please note the deposit payment is not refundable. Applications received after 31 January 2012 must be accompanied by 100% payment.

### All Payments should be in UAE Dirham

#### Bank Transfer Details

Account Name : Dubai Municipality.  
Account Number (IBAN) : AE890240001520005099101  
Bank Name : Dubai Islamic Bank.  
Branch : Dubai Main Branch.  
SWIFT Code : DUIBAEADXXX

Please forward the payment details to  
ahmadms@dm.gov.ae

#### Cheque

Cheque should be made in favour of Dubai Municipality

**All sponsorships are awarded on a first-come-first-served basis and will be confirmed on receipt of deposit payment.**