

[Press release: UK food takes centre stage at world's largest annual trade show](#)

Award-winning Welsh marmalade, mozzarella from Durham, and shortbread from Glasgow are among nearly 100 UK food and drink specialities showcasing the best of British today at the world's largest annual food trade show in Dubai.

Gulfood brings together more than 100,000 buyers, investors and producers from around the world – and thanks to ongoing government investment and support it will give budding exporters and established global-hitters across the country the chance to promote their produce and boost exports to the region.

The Gulf is the UK's third largest export market – worth more than £1.5 billion – and is already home to more than 5,000 UK companies and 4,000 British brands.

Food Minister George Eustice is attending Gulfood 2017 to champion the UK's world-class offer and strengthen the UK's trade relationship with this rapidly growing market. He said:

The UK already exports more than £550 million worth of food and drink to the Gulf and UAE, and it is clear buyers and producers from around the world are eager to see what we have to offer.

Over the next five years we have an ambitious plan to further our export success, and thanks to our range of exciting foods and delectable drinks on display today, we're strengthening our global reputation for tasty, good quality produce.

Food and drink exports recently hit the £20 billion mark for the first time, and the Government is committed to building on this success as part of the [International Action Plan for Food and Drink](#) – which sets out how we will drive global exports by £2.9 billion over the next five years.

Prima Cheese is part of this success story and already exports to the Middle East and South America. The Seaham based company has represented the UK at Gulfood for the past four years and recently expanded their workforce by 15 people to meet growing export demand.

Thanks to government support – which includes funding, expert training and exclusive networking opportunities – they will be part of the UK delegation joining 5,000 exhibitors at the annual five-day trade show, which kicked off yesterday (Sunday 26 February).

Operations Director Nima Beni said:

We've been coming to the Gulfood exhibition for the last four years and have found them to be our gateway to the world in terms to new business.

They will be joined by luxury British tea brand, Newby Teas London, who are taking the next step in their global mission. They will be exhibiting at Gulfood for the first time to showcase their renowned range of loose teas to a global audience.

The London based company already exports tea to Dubai but are keen to strengthen their presence in the Gulf and increase exports to this growing market.

Britain is home to one of the most diverse and innovative food cultures in the world. We export British classics such as whisky and gin, salmon and seafood, specialist teas and cheeses to over 200 countries and territories.

Through the Government's [Food is GREAT](#) campaign, Defra is committed to driving exports of UK food and drink, opening new international markets and supporting UK companies in their work to go global.