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# Middle East Food

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Serving the Food Processing, Ingredients, Packaging and Catering Sectors in MENA- Since 1985  
تخدم قطاعات تصنيع المأكولات والمكونات والتوضيب والتموين في الشرق الأوسط وشمال أفريقيا - منذ ١٩٨٥

## MENA's Journey towards Safer Food (P. 22)

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## Bahrain Food Market... Hedge or Haven? (P. 32)



## Sheikha Lubna Opens Rice Dubai 2011

H.H. Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade, has recently opened Rice Dubai 2011, the new three-day exhibition and conference which aims to strengthen the UAE's position as the world's biggest re-exporter of rice.

After touring the exhibition floor and speaking with rice producers and traders, Sheikha Lubna held talks with Mr Luong Le Phuong, Vietnam's Deputy Minister of Agricultural & Rural Development, who later outlined his country's vision to become the world's largest rice exporter to conference delegates. Furthermore, Sheikha Lubna also met Mr Tariq Puri, Chief Executive of the Trade Development Authority of Pakistan, and H.E. Lokesh Mysore Kapanaiah, India's Ambassador to the UAE.

Taking place at Madinat Jumeirah Dubai, Rice Dubai 2011 has been held under the patronage of the UAE Ministry of Foreign Trade. The event is officially endorsed by **Dubai Multi Commodities Centre** and supports the causes of the **United Nations World Food Program**.

Dr Faisal Ali Mousa, the founder of the event, sees potential for major growth in the value of rice traded through the UAE, which stood at USD520.8 million last year - representing around 90 percent of the world's re-exports of rice - based on total rice imports to the Emir-



H.H. Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade during the official opening of Rice Dubai 2011

ates of USD1.3 billion.

Moreover, Dr Faisal, chairman of **Ideal Idea Events Management**, aims to persuade Vietnam and Cambodia to make the UAE their regional hub for rice exports into the Middle East and North Africa, and much further afield. Besides, Vietnam, the world's second largest exporter of rice, and its near neighbor Cambodia have both sent large Government-led delegations to Dubai. ■

## Major International Milling Symposium in Hamburg

Over 300 visitors came to the Fourth Mühlenchemie symposium "Future of Flour". The world is currently undergoing enormous changes. The earth's population is growing continuously, the climate is becoming progressively warmer, and globalization is making economic developments more and more unpredictable. Although these changing conditions have very different effects on individual regions, they have one thing in common: a considerable influence on human nutrition. Since flour is a staple food in nearly all cultures, the international milling industry has a special responsibility. In order to help mills meet the growing challenges of the future, Mühlenchemie issued an invitation to the Fourth International Symposium "Future of Flour – Economic, Functional & Nutritional Aspects" in Hamburg in September 2011.

310 visitors from 60 countries discussed requirements in the field of flour production at present and in the future. 32 specialist papers held by research scientists, economists, experienced millers and representatives of public institutions gave the participants valuable information and stimulus. The latest research results and examples of applications were presented under the headings "The Future of Wheat", "Emerging Asian Wheat Producers", "Milling", "Flour Fortification", "Science & Technology", "Baking" and "Ingredients".

Lennart Kutschinski, Managing Director of Mühlenchemie and the initiator of the symposium, drew a positive bal-



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ance for the three-day meeting: "The specialist program was an important component of the symposium this year too. But in the conversations and discussions between the papers, and at the evening events, we came to realize yet again how much the daily work of the millers can help to shape the future of our world. We feel it's important to offer the industry a forum for exchanging knowledge and experience and where the "milling family" can learn from each of its members. One of the highlights was the presentation of the "flour art award 2010". ■