

October 2020

Zoom in on Israeli Food Innovation

The Ministry of Economy and the Israel Export Institute are launching the first ever virtual international food show * Hundreds of food industry distributors, importers, innovation managers, and international buyers joining the virtual exhibition – ISRAEL CULINARY SHOW 2020 * Diarize October 27-28, 2020 * Another first – representatives from the United Arab Emirates.

The **Israel Culinary Show 2020** is a first of its kind, a fully virtual combined food and innovation exhibition. Over 40 Israeli companies will bypass Covid-19 constraints by going virtual to present diverse food industry solutions with an emphasis on unique and innovative food products in the field of health, wellness and premium products as well as information on known brands. Organized by the Israel Export Institute and the Ministry of Economy's Foreign Trade Administration, hundreds of business meetings (B2B) are expected between representatives of leading Israeli companies and potential business partners from international markets located in over 20 countries.

Focusing on the fields of Health and Wellness, the exhibition presents an array of manufacturers whose product development closely follows world trends in the categories of health products, vitamins and supplements, vegan products, fresh produce (Farm to Table), organic products, Free From products (gluten-free, dairy-free, sugar-free), protein substitutes, superfoods, and more.

The exhibition's virtual format includes panels and lectures, a catalog detailing the presenting companies, video clips, and the option of coordinating personal meetings between our international guests and local Israeli companies. Meetings will be set up in advance to promote food industry business opportunities.

Initiated by the Israel Export Institute and the Ministry of Economy's Foreign Trade Administration, hundreds of guests from over 20 countries are expected to take part, with a first ever participant: representatives from the United Arab Emirates. Joining the panels is Atalanta, the largest private food importer and distribution company in the USA; and Edeka, Germany's leading retail chain. Lectures will be given by international and Israeli food industry and academic representatives.

“Chef Events” will be a highlight, led by international chef Shahaf Shabtai, who operated numerous international restaurants and currently heads Tel Aviv’s Pop and Pop restaurant; and chef and food blogger Tamara Aharoni. Both will be demonstrating recipes using the presented products.

Mr. Amir Peretz, Minister of Economy: “The Ministry of Economy continues to promote a humanistic approach which supports Israel’s industry and business sectors in every way it can. This culinary event will bring the unique flavor of Israel to all parts of the globe and encourage local food industry businesses to expand their international export avenues. I am pleased that at this convention I’ll also be hosting representatives and companies from the United Arab Emirates. The Ministry of Economy and the Israel Export Institute are standing with Israeli industry locally and abroad to assist their coping with the enormous challenges of these times while limiting its negative impacts as far as possible.”

Ohad Cohen, Director, Foreign Trade Administration, Ministry of Economy: “More than 25 of the Ministry’s offices operating in over 20 countries around the world are about to attract hundreds of distributors, importers, innovation managers, international buyers and strategic partners to key Israeli players in the food industry. Our complex times are driving us to transfer all activities, even culinary events, online. Although a virtual exhibition prevents attendees from tasting the items, we’re convinced that Israeli food-related innovation will nevertheless enable Israeli food-tech companies and the food industry to identify suitable partners and promote their businesses in global markets.”

Gadi Arieli, CEO, Israel Export Institute: “The Israel Export Institute, which assists exporters create business connections around the world, has found an alternative means of assisting Israeli companies maintain business continuity despite Covid-19 restrictions. Israel Culinary Show 2020 is a first of its kind not only for Israel but internationally. Israel’s food industry has taken informed decisions towards adapting to altered patterns in consumption and global trends. Food has become focal during the spate of lockdowns. It is now a prominent topic on the public agenda, staying home has people cooking more, and as a result, consumer awareness of food’s effect on health has developed and is leading changes in demand.”