

Bahraini food firms to showcase their latest products at Gulfood

Over 5,000 international food companies are expected to attend the show

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Many Bahraini firms are expected to be part of the Bahraini National Pavilion at Gulfood Exhibition 2020.

The exhibition will be held from February 16 to 20 at Dubai World Trade Centre, Shaikh Rashid Hall.

Bahraini companies will showcase the most prominent products and services of the food industry and trade sector in the Kingdom.

The Bahraini companies participating in Gulfood include



The Kingdom's pavilion at the food expo last year.

Awal Dairy Factory, the first dairy company in Bahrain and one of the first dairies in the Arabian Gulf region, Bakemate, the company that specialises in marketing full portfolio of bakery and pastry ingredients in the whole region of middle east market, Deeko Bahrain, the manufacturer well known for manufacturing DANA® brand of disposable food packaging products, Fooseco, the company engaged in manufacturing and distribution of natural potato chips, extruded and pellet snacks in local market of Bahrain and all over GCC countries, and Trafco Group, which is one among the



Gulfood is the largest food industry expo in the whole world.

largest and biggest fast moving consumer goods conglomerate in the Kingdom.

These companies are recog-

nised as household name synonymous with finest food products in the region.

These Bahraini companies participate along with more than five thousand regional and international companies in this trade show, which is considered the largest of its kind in the world. Bahraini participants in Gulfood 2020 seek to market their food products in the regional markets and enter into fruitful partnerships with counterparts from food manufacturers and traders around the world.

The Gulfood exhibition also provides Bahraini participants with a favourable opportunity to

learn about the most important trends in the food industry in the world, and modern methods of food production, especially with a greater increase in the volume of demand for safe and reliable food to meet the needs of the growing population, as consumer search for affordable products which are environment-friendly and superior in quality.

Through its participation in Gulfood 2020, Bahraini food companies are also working to improve their business and increase their contribution in supporting food security in the Kingdom.

DERASAT organises round-table meeting

Manama

Bahrain Centre for Strategic, International and Energy Studies (DERASAT) yesterday organised a round-table meeting, which hosted Foreign Ministry Commissioned Minister and former Spokesperson of the Global Coalition Against Daesh Prof Nancy Jamal.

Prof Jamal reviewed before members of the Shura and Representatives Councils, officials, diplomats, researchers and media persons the establishment and development of the alliance and its efforts to eradicate Daesh and restore stability in the freed regions.

Prof Jamal cast light on the coalition's work which focused on military development, restoring stability, fighting the terrorist propaganda and ideology, stopping movement of foreign fighters and combating funding the organisation and destroying the economic structure.

Those efforts, she pointed out, culminated in liberating 110,000 sqkm of the Iraqi and Syrian lands and bringing 7.7 million immigrants back home.

Prof Jamal was appointed as the Official Coalition Representative (OCR) in November 2018. Her mandate focuses on the coalition's non-military lines of effort and the wider work of all 79 partners.

The OCR promotes the Coalition's stabilisation efforts in areas liberated from Daesh and works with governments, agencies, civil society, military and academics to ensure a high level of engagement across all coalition activities is maintained.

Ms Jamal previously headed the advisory board responsible to the Counter Daesh Global Coalition Communications Cell, where she lead on building regional partnerships and played a vital role in coalition messaging. She holds the diplomatic rank of Minister Plenipotentiary at the Kingdom of Bahrain's Ministry of Foreign Affairs and was previously Director of Information, Studies and Research, mandated to implement a comprehensive communications strategy in line with the Kingdom of Bahrain's Foreign Policy.

Family App QiDZ now available in the Kingdom

Dubai

UAE homegrown QiDZ, the go-to mobile app for family activities, has added the Kingdom and Saudi Arabia to its growing network.

The first-of-its-kind mobile application to enter these thriving markets, QiDZ helps parents plan enjoyable activities and create quality, fun memories with their families.

Parents can find inspiration through the thousands of activities on QiDZ from family weekend bonding, birthday parties and get-togethers, to activities for babies, toddlers and even teens! Some of the activities include soft play, arts and crafts, carnivals, workshops and camps, restaurants and more.

Parents can easily search by

location and check for activities close to them, filter by the kids' ages and interests, book and buy online instantly, and post reviews of experiences too! QiDZ is the partner of choice to many vendors across the Middle East and is always on top of the latest trends to ensure families can easily book and buy tickets to experience the newest activities and hottest trends in town.

The transformational growth led by the Kingdom's Vision 2030 has affected the non-oil sectors and attracted both local and international investors. Simona Agolini, QiDZ CEO and Co-founder, said: "No one can deny the fact that Saudi market is booming. We were a part of MISK Growth Accelerator Programme powered by Vision Ventures and Seedstars; the support that we



Through the app, parents in Bahrain and Saudi Arabia can find fun activities that suits their schedule and book them right away.

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have received shows how much the nation would like to support and hone regional talents that will contribute to the economy.

"Our objective complements Saudi Arabia's goal to promote culture and improve the quality of life – by helping families create fun memories."

E-commerce in Saudi is thriving. In the last year Saudi has seen tremendous growth in online spending, with 64 per cent of Saudis now saying they purchase a product or service online on a monthly basis. This behaviour is heavily weighted towards mobile, with 51 per cent

of people making a purchase on a phone, compared to just 24pc on a laptop/desktop computer.

Bahrain, as well, is becoming a productive and globally competitive economy, with a young, tech-savvy population. Bahrain is one of the top countries in the world for consumer adoption of technology, with 100pc smartphone penetration and more than 70pc social media adoption – higher than the United States. In 2019, there are 164pc mobile connections compared to the total population of 1.6 million.

"We saw an opportunity to serve the two markets – QiDZ offers convenience that create lasting memories. Through the app, parents in Bahrain and Saudi Arabia can find fun activities that suits their schedule and book them right away," added Agolini.

Saudi, Pakistani forces conduct major military exercise

The "Samsam 7" military exercise between the Royal Saudi Land Forces (RSLF) and Pakistan Army special forces kicked off in Hafr Al Batin in the presence of Maj Gen Saleh Al Zahrani, commander of the Northern region, and a number of top-ranking officers in the Saudi and Pakistani armies.

Maj Gen Mansour Al Qarni, commander of the training, said: "The exercise come as a part of the preparations to develop and raise the level of competence of military forces."

Brig Gen Munawer bin Mohammed Al Harbi, representa-



Officers of Saudi and Pakistani forces.

tive of the department of training and military doctrines at the

RSLF, stressed that this exercise comes in line with reinforcing

military co-operation between the two countries.

He added that the RSLF is keen to ensure these exercises con-

tinue in order to raise combat readiness for ground forces.

A Pakistani officer participating in the exercise said that his country's participation comes as an expression of friendly relations that bound the Kingdom to Pakistan.

He expressed his gratitude to the Saudis for providing the equipment necessary for the success of the exercise.

Mr Al Zahrani gave the signal to start the exercise and raise the flags of the participating countries.

He said that this was the seventh version of the exercise with the Pakistani Army.