LuLu joins 9th SIAL Middle East exhibition 2018

10-12-2018

10 December 2018, Abu Dhabi, United Arab Emirates (UAE)—LuLu, the top retailer in GCC, has launched its participation at the 9th Sial Middle East Exhibition (Sial), which was held at Abu Dhabi National Exhibition Centre. Sial is an annual exhibition aiming to further strengthen the global food industry for a trade business-friendly environment within the most credible and established names in the Middle East.

The event was inaugurated by Deputy Prime Minister & Minister of Presidential Affairs His Excellency Sheikh Mansour bin Zayed Al Nahyan, who visited the pavilion of LuLu and was welcomed and briefed by LuLu Group International Chairman and Managing Director Yusuff Ali M.A. The exhibition was held under his patronage and through a strategic partnership with Abu Dhabi Food Control Authority.

LuLu, being the retail partner of Sial, showcased its initiatives to support and promote the fruits and vegetables grown and produced by Zayed Higher Organization, which is a humanitarian group helping people with special needs, apart from the huge range of food products under the banner of LuLu brand that highlights locally produced selection.

Sheikh Mansour toured the pavilions of participating countries and companies, met with several officials from participating authorities, and was briefed about the products and services of participating food industries.

Sheikh Mansour highlighted the importance of the "National Strategy for Food Security," which was launched by the UAE government to promote regional and international cooperation and restructure relevant strategies to be in line with the challenges facing the global food industry and the serious consequences of climate change.