

# Middle East Food



# مأكولات الشرق الأوسط

Serving the Food, Beverage, Packaging & Catering industries in the Middle East & North Africa since 1985

تخدم صناعات المأكولات والمشروبات والخفيفة والتغليف والتموين في الشرق الأوسط وشمال أفريقيا منذ ١٩٨٥

- packaging
- food
- beverage
- catering

## MEDIA INFO 2006

## معلومات المجلة ٢٠٠٦

Packaging Equipment

Sweeteners

Water Bottling

Milk Processing  
Canned Food  
Meat, Poultry & Seafood

Sealing & Wrapping Equipment

Fruits & Vegetables

Bakery & Pasta

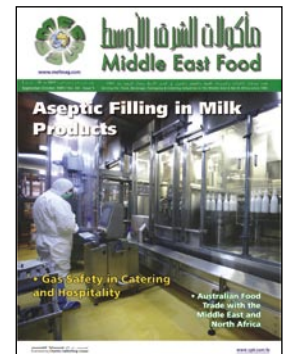
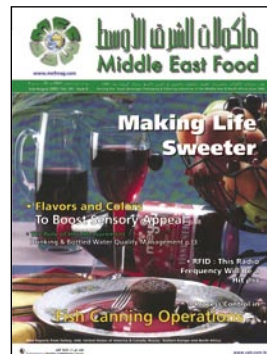
Ingredients

Coffee, Tea & Cacao

Beverages & Drinks

Canning  
Equipment

coding, labeling and printing



## MENA FOOD Market

### Growing at Fast Rates Taking New Dimensions

The Middle East and North Africa (MENA) region is a major global market for agricultural and food products. The region is considered one of the largest producers and importers of food and feed grains in the world. To take few of the region's countries as an example, Egypt is the largest wheat importer in the world while Turkey is one of the largest producers of the region.

The fast-growing food and beverage processing industry has remarkably increased in importance in major countries in the MENA since the 1970s. Growing populations, rising incomes, changes in lifestyles, ambitious development plans financed by oil revenues and the overseas expansion of European and American food-manufacturers since the 1980s have all contributed to the industry's booming growth.

Despite the growing efforts deployed in various countries, there is a huge gap between food production and consumption in the MENA region. The agro-food sector is still largely relying on imports from foreign countries, and, on average, food imports represented 15-20 percent of total imports over the past two decades. However, this represents a much higher proportion in the Gulf region, where some countries are totally dependant on imports to meet their food needs. **Kuwait**, for example, imports 100 percent of its food.

Similarly, the demand for processed food in MENA is likely to increase; population is growing by more than 3 percent a year in many countries, incomes are increasing and consumption patterns are expanding as people are becoming increasingly educated and open to other cultures and concerned with health and food safety. Moreover, trade agreements such as those with the European Union and the World Trade Organization are opening local markets to foreign producers and investors, resulting in unprecedented growth at the agro-food levels in many countries of the MENA region:

In **Lebanon**, investments in the food and beverage industries represent more than 40 percent of the investments targeting the industrial sector, a ratio that reinforces the sector's key importance to the Lebanese economy.

At the same time, around 300 food manufacturing establishments worth US\$350 million have been recently established in **Jordan** thanks to the advancement and modernization of Agriculture. It is worth noting that a number of the establishments are joint ventures between Jordanian and foreign companies, a majority of which are several beverages producers.

Agricultural expansion also occurred in the **Gulf Region**; according to a market study of Canada's export opportunities in 10 MENA countries, extensive opportunities for value-added processed food are offered mainly in markets such as **Saudi Arabia**, the **UAE** and **Kuwait**.

MENA, with its central location, could play an important role in re-exporting food products to other regions in the world. A well-known example is the **UAE** with Dubai being the region's trans-shipment hub, with 70% of total UAE food imports re-exported to other Gulf countries, the Indian sub-continent, North and East Africa, and increasingly, the Central Asian Republics.

To speak of **Saudi Arabia**, the Kingdom remains the largest market for food & beverage in the Gulf region as it represents 63% of the US\$9 billion Gulf market. Soft drinks, juices, breakfast cereals, natural foods, edible oils, cakes and biscuits, poultry and meat products are all sectors experiencing continued high expansion and growth. Yet, the hot climate and growing



population are creating a particularly rising demand for the soft drinks' market as annual sales exceed 1.2 billion US\$ in this sector alone. Special growth opportunities exist for natural drinks and health beverages. Saudi Arabia's market for soft drinks is growing at a rate of almost 10% per annum by volume. The number of Saudi food producers is growing at double-digit rates in order to supply a rapidly expanding network of supermarkets and food stores. 75% of the output of the local packaging industry is for the food and beverage producers and packers. The high growth of the Kingdom's food industry offers special opportunities for suppliers of bulk commodities and food processing and packaging equipment.

As for the North African region, since the early 1990s, the increased agricultural output stimulated an increase in fruit and vegetable canning as well as juice, beverage, and oil processing in countries like **Morocco**, **Tunisia** and **Egypt**. In Egypt, the industrial agro-food sector is one of the major contributors to the Egyptian GDP. While in Tunisia The robustness of the Tunisian economy influences how much food the country imports each year; exporters think of Tunisia as a market for bulk and intermediate commodities like corn, wheat, vegetable oil, soybean meal and planting seeds. From another side, about 20 percent of the Tunisian workforce is engaged in agriculture, which contributes nearly by 11% to the GDP and 10 percent of the overall exports. **Algeria's** agricultural products include wheat, barley, oats, grapes, olives, citrus, fruits, sheep, and cattle. 14 % of the population works in agriculture, the contribution of which to the GDP amounted to 10.3% in 2004.

From what preceded, we can notice that the Agro-food sector in the region is shifting today to a new level based on a consumer-oriented marketing. State-of-the-art establishments are being built, and food production is complying with the new consumption patterns of a "**quality**" and "**health**" conscious consumer.

Despite the challenges of a largely arid land and limited agricultural resources, the MENA food industry is a vital segment in different economies, and it proudly dares integrate the latest technological advancements, stepping forward into a prosperous future.

# Middle East Food (MEF)

**Middle East Food (MEF) – The Leading Specialized Magazine in MENA**  
Serving the Food, Beverage, Catering and Packaging industries since 1985

MEF magazine, published by **Chatila Publishing House (CPH)**, is established as the world's gateway to the Middle East and North Africa (MENA) food-related industries.

Every issue of **MEF** magazine is kicked off with an Opening Letter comprising timely commentaries and viewpoints from the Editor-In-Chief. An Open Forum provides MEF readers with a space to exchange ideas, opinions and suggestions. Issue Contents feature a mix of technical articles on current practices and advancements, case studies and specific technologies within the Food, Beverage and Packaging Industries. MEF has also been giving in-depth Industry Spotlights at newsworthy market trends, major projects as well as products that are new to the industry, redesigned to offer innovative solutions for the different sectors of the above mentioned industries. Every issue also provides several Country / Region Reports including industry status and construction projects being implemented in it, allowing companies to make smart investments in the right place at the right time. Highlights on recent Industry Publications, Interviews with decisionmakers and specialized professionals, Corporate Happenings and Products and Services are presented with accurate and up-to-date information that meets our professional standards and attract high-quality readership. Every issue is as well an at-a-glance resource for important Coming Events and those which have already occurred.



## Must-Read Articles & News

The purpose of **MEF** magazine is to assist in the dissemination of technical information, case studies, equipment and product development. For 20 years, the publication has been also reviewing research advances to promote a greater understanding of the potential of food production in meeting increased urban pressures and the demand for food in the **MENA** region.

## An Elite Audience of Food Industry DecisionMakers

**MEF** is circulated to the desktop of leading decisionmakers working in over 8500 firms engaged in the Food Industry throughout the Middle East & North Africa, and is published six times a year in a bi-lingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 35, 000 individuals are reading every issue of **MEF** magazine worldwide.

## Online Presence and Availability

The newly revamped **mefmag.com** offers authoritative insights to the Food Industry through a diversity of industrial news and trends, innovative technologies, country reports, material focuses, and events related to the food, beverages, packaging and catering industries. Log on to **mefmag.com** and delve into the world of food where current and archived issues of the **Middle East Food (MEF)** magazine are available in two formats (html and e-book) for your perusal.

## Formula of Success

The success of **Middle East Food (MEF)** magazine stems from a simple concept built on reliability, novelty, hard work, quality, dedication and commitment. An assiduous and rigorous Honorary Editorial Consultants (HEC) team and a strong marketing network are behind our success. Specialization, professionalism, extensive circulation and bilingualism make **MEF** magazine the ultimate reference for the Middle East & North African (MENA) business & professional community involved in the food, beverages, packaging and catering industries.

## Other CPH Products

In a quest to fulfill its slogan "**Helping advance the Middle East and North Africa**", **Chatila Publishing House (CPH)** presents to its readers two other magazines tackling two different industries, namely Water and Construction. The **Arab Water World (AWW)** magazine is the sole Water, Wastewater, Irrigation, Desalination, & Energy magazine in this region while the **Arab Construction World (ACW)** magazine serves the Building, Construction Machinery, Road and Power Generation magazine in the MENA region. Other CPH products incorporate three directories, each listing more than 15,000 export/import minded firms in seventy five different countries working in the industries related to water, construction and food in several geographical regions; two portals, [www.menainfo.com](http://www.menainfo.com) and [www.menafood.com](http://www.menafood.com), which will be launched during 2006; and a series of services dedicated to decisionmakers, professionals, and experts working in the above-mentioned fields divided into four categories: Agents and Distributors, Industry Links, Project Monitor and Coming Events.



## Editor-in-Chief

Graduated with a BS in Nutrition and Dietetics in 1986 from the **American University of Beirut (AUB)**, Roula Hamdan has 18 years of experience in the food sector and she currently acts as the Editor-In-Chief of the **Middle East Food (MEF)** magazine.

# Middle East Food (MEF)

	January-February	March-April	May-June
<b>Ingredients &amp; Additives Focus</b>	Emulsifiers & Stabilizers	Bakery Ingredients	Flavorings & Colorings
<b>Features</b>	Dairy Processing	Bottling, Filling & Capping	Food Safety & Hygiene
<b>Industry Spotlights</b>	* Tea, Coffee & Cocoa * Food Drying * Fruits & Vegetables * Packaging Equipment	* Meat, Poultry & Sea food * Coding, Labeling & Printing * Baby & Children Food * Seaming & Sealing	* Juices & Drinks * Canning Equipment * Confectionery & Sweets * Measuring, Weighing & Testing
<b>Food Industry Contacts*</b>	Dairy Processing	Bottling, Filling & Capping	Flavoring & Colorings
<b>Country / Regional Reports</b>	* UAE * Cyprus * Taiwan * UK	* North Africa * France * Spain * Thailand	* Saudi Arabia * Germany, Switzerland & Austria * Iran * South America
<b>Bonus Distribution**</b>	* Gulfood - Dubai * Foodtech - Sharjah	* Horeca - Beirut * Techno Alimentaria - Barcelona * Gulf International Food Expo - Oman	* Food, Hotel & Propac Arabia - Jeddah
<b>Closing Date</b>	December 10 <sup>th</sup> , 2005	February 10 <sup>th</sup> , 2005	April 10 <sup>th</sup> , 2005
<b>Material Due</b>	December 15 <sup>th</sup> , 2005	February 15 <sup>th</sup> , 2005	April 15 <sup>th</sup> , 2005
<b>Publishing Date***</b>	December 30 <sup>th</sup> , 2005	February 27 <sup>th</sup> , 2005	April 30 <sup>th</sup> , 2005

\* Supplement where leading Food MENA region to MEF readers.

\*\* Ten

\*\*\*Indicates when the issue would be by post.

## البرنامج التحريري ٢٠٠٦

تموز - آب (يوليو - أغسطس)	أيلول - تشرين الأول (سبتمبر - أكتوبر)	تشرين الثاني - كانون الأول (نوفمبر - ديسمبر)
التشياء	مركزات العصير	المحليات
المرببات والمشروبات الخفيفة	التوضيب والتغليف	اللحوم والدواجن وثمار البحر
- البيوتة والمثلجات - الحبوب ومشتقاتها - المشروبات المنشطة والغير كحولية - ادوات المطبخ	- المأكولات العضوية - مشتقات الحليب - معدات الترمين - تعبئة المياه	- المكسرات والفاكهة المجففة - الطعام الحلال - الخبز والمعجنات - الزيوت والدهون
المرببات والمشروبات الخفيفة	التوضيب والتغليف	اللحوم والدواجن وثمار البحر
- مصر - إيطاليا - البنلوكس - الهند	- المشرق العربي - اسكتلندا - الصين - استراليا	- تركيا - الولايات المتحدة الاميركية وكندا - اوروبا الشرقية - ماليزيا
- المعرض الزراعي السعودي - المعرض التقني العالمي المأكولات - الشارقة	- غلف باك - دبي - معرض المأكولات الكويت الدولي - IHF - عمان	- IAAPW - القاهرة
١٠ حزيران (يونيو) ٢٠٠٥	١٠ آب (أغسطس) ٢٠٠٥	١٠ تشرين الأول (أكتوبر) ٢٠٠٥
١٥ حزيران (يونيو) ٢٠٠٥	١٥ آب (أغسطس) ٢٠٠٥	١٥ تشرين الأول (أكتوبر) ٢٠٠٥
٣٠ حزيران (يونيو) ٢٠٠٥	٣٠ آب (أغسطس) ٢٠٠٥	٣٠ تشرين الأول (أكتوبر) ٢٠٠٥

# Editorial Program 2006

editorial 2006

July-August	September-October	November-December
Starch	Juice Concentrates	Sweeteners
Beverages & Drinks	Packaging & Wrapping	Meat, Poultry & Seafood
* Ice Cream & Sorbets * Energy & Non-alcoholic Drinks * Grains, Pulses & Cereals * Kitchen Appliances	* Organic Food * Catering Equipment * Dairy Products * Water Bottling	* Nuts & Dried Fruits * Bakery Equipment * Halal Food * Fats & Oils
Beverages & Drinks	Packaging & Wrapping	Meat, Poultry & Seafood
* Egypt * Benelux * India * Italy	* The Levant * Australia * China * Scandinavia	* Turkey * Eastern Europe * Malaysia * USA & Canada
Food Expo - Damascus	IHF - Amman	Food 2006 - Istanbul
June 10 <sup>th</sup> , 2005	August 10 <sup>th</sup> , 2005	October 10 <sup>th</sup> , 2005
June 15 <sup>th</sup> , 2005	August 15 <sup>th</sup> , 2005	October 15 <sup>th</sup> , 2005
June 30 <sup>th</sup> , 2005	August 30 <sup>th</sup> , 2005	October 30 <sup>th</sup> , 2005

If you are interested in publishing your editorial material in MEF, please send an email to MEF's editorial department at [editorial@mefmag.com](mailto:editorial@mefmag.com)

## مأكولات الشرق الأوسط

أيار - حزيران (مايو - يونيو)

آذار - نيسان (مارس - إبريل)

كانون الثاني - شباط (يناير - فبراير)

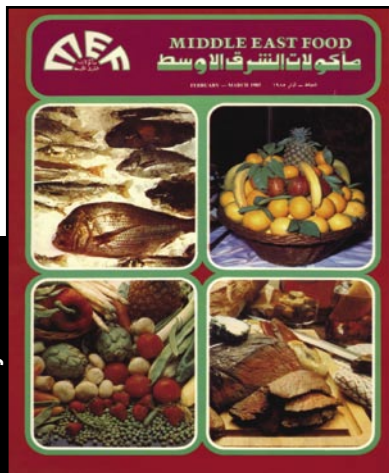
مكونات	المستحلبات والمثبتات	مكونات الخبز	المنكهات والملونات
مواضيع خاصة	تصنيع مشتقات الحليب	صناعة القناني والسدادات والتعبئة	سلامة ونظافة الغذاء
أخبار صناعية	- الشاي والقهوة والكاكاو - الفاكهة والخضار - تجفيف الطعام - معدات التوضيب	- اللحوم والدواجن والمأكولات البحرية - طعام الأطفال والأولاد - الترقيم والتصنيف والطبع - التلحيم والختم	- العصور والمشروبات - الحلويات والسكريات - معدات القياس والوزن والفحص - معدات التعليب
مرجع صناعات المأكولات	تصنيع مشتقات الحليب	صناعة القناني والسدادات والتعبئة	المنكهات والملونات
تأثير البلدان / المناطق	- الامارات العربية المتحدة - المملكة المتحدة - قبرص - تايوان	- شمالي افريقيا - فرنسا - اسبانيا - تايلاند	- المملكة العربية السعودية - المانيا وسويسرا و النمسا - ايران - اميركا الجنوبية
توزيع نسخ إضافية	- غلف فود - دبي - باك السعودية ٢٠٠٦ - تكنو اليمنتاريا - برشلونة	- هوريكا - بيروت - فود اكسبو - دمشق - FHP - جدة	- أبلتلك - المغرب - أ عزوفود ايران - معرض المأكولات السعودي - الرياض
تاريخ توفف إسلام أوامر النشر	١٠ كانون الأول (ديسمبر) ٢٠٠٥	١٠ شباط (فبراير) ٢٠٠٥	١٠ نيسان (إبريل) ٢٠٠٥
تاريخ توفف إسلام المواد	١٥ كانون الأول (ديسمبر) ٢٠٠٥	١٥ شباط (فبراير) ٢٠٠٥	١٥ نيسان (إبريل) ٢٠٠٥
تاريخ النشر	٣٠ كانون الأول (ديسمبر) ٢٠٠٥	٢٧ شباط (فبراير) ٢٠٠٥	٣٠ نيسان (إبريل) ٢٠٠٥

× ملحق حيث بإمكان الشركات الرائدة في قطاع المأكولات نشر مراجعها بهدف تقديم منتجاتها وموزعيها في الشرق الأوسط وشمال أفريقيا الى قراء مأكولات الشرق الأوسط  
×× قائمة قابلة للتعديل بالمعارض التي سيوزع خلالها نسخ من مجلة مأكولات الشرق الأوسط  
××× تبين تاريخ صدور المجلة من المطبعة - يجب توقع من أسبوعين إلى وثلاثة أسابيع تأخير لإستلام المجلة بالبريد

البرنامج التحريري ٢٠٠٦

# Advertising Benefits

## Introduction



February - March 1985 / Issue 1

Since its inception in 1985, **Middle East Food (MEF)** has been the

**“Voice of the Food,  
Beverage, Packaging & Catering Industries”**

in serving decisionmakers and key buyers in more than 8500 firms in the **Middle East & North African (MENA)** region.

**MEF** provides pioneering marketing and advertising solutions to support an advertiser's specific brand objectives. Advertisers can satisfy their needs in **MEF** through the customized programs. Sponsorship positions, editorial placements, big event promotions, insertion strategies and pricing programs are all available. We invite you to put your concepts and ideas in the hands of our creative marketing specialists, who will help customize a program to achieve your goals and maximize your Return On Investment (ROI).

For more details on our circulation, check the details on the following pages

## Our Philosophy



- To provide nothing less than the highest quality service for discerning clients. It is a value we choose to differentiate our services from those of others.
- To offer our clients a wide range of opportunities that are tightly matched to their needs.
- To have a long-term business horizon, and believe in steady growth by building relationships based on trust and recommendation.
- We believe all this can be done by a synergy of commitment, experience and innovation.

**MEF** magazine is the premier and most trusted, specialized business publication in the **MENA** region.

- We circulate to over 8,500 private and public sector firms.
- Our readers are local, national and international, and offer you a broad range of opportunities.
- We have helped thousands of clients penetrate the lucrative MENA food market.
- Bonus copies of MEF magazine are distributed in major events taking place in the MENA region, enabling our clients to reach a wider market.

**Don't Take our word for it!**

Check testimonials opposite & on the outside cover of the Media Info.

If you are interested in advertising in MEF, please do not hesitate to contact us:  
Tel: +961 (01) 748333 - Fax: +961 (01) 352419 ; e-mail: [marketing@mefmag.com](mailto:marketing@mefmag.com)

## Reasons To Advertise

“Our relationship with **MIDDLE EAST FOOD** has grown into fruitful cooperation over the years - both for editorial work and advertising in the printed magazine and online.

**We receive a full professional service, support and friendly advice from the whole MEF team - at any time. We are proud to be published by MEF.”**



**Anita Bénech**  
PR & Marketing Manager  
**ALFRED L. WOLFF GmbH**

# Advertising Options

## Print Options



• **Display Advertising:** We offer the choice of either full-color or mono display spots (with no additional loading for color), in a range of sizes and placements. Our policy of allocating no more than 35 percent of available space to advertising material ensures that your advertisements will not only be noticed, but also really stand out! Research has showed that the application of color to a display ad boosts the ad's visibility.

• **Classified Advertising:** The Buyer's Guide (BG) is a regular classified advertising section that appears in every issue of **MEF**. This service offers high visibility at a nominal cost. Your classified ad is a 9 cm width X 6 cm height (3 5/8" x 2 3/8") that includes your company logo, product photo, and a short message with your contact details.

• **Advertorials:** These are the ultimate way to getting your story across. It is editorial that is tailored to promoting your business including your full contact details.

• **Fixed Inserts:** Distributed either MENA-wide or to specified countries, fixed inserts are a popular and effective form of advertising as they make your ad stand out from the rest!

• **Direct Mail List Rentals:** You can promote your equipment, products and services to a vast database of decisionmakers through our expertise. **MEF** will commit to forwarding your message to our subscribers by email, fax or regular mail.

• **Company Profile:** This form of advertising offers comprehensive coverage of your company's history and products.

## Online Options

Online advertising has become necessary to any marketing campaign. For guaranteed effective communication, we will place your banner with a link to your company or email address on the **MEF** website. Your online advertising options are:

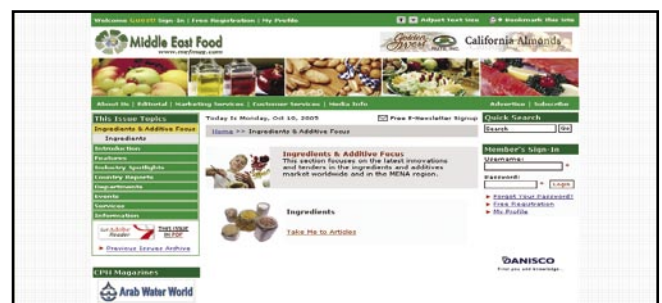
### Top Banner

Width x Height: 468 X 60 pixels  
Max size (Kb): 20  
Types: GIF, JPEG &/or animated GIF

### Right Side Banner

Width x Height: 120 X 60 pixels  
Max Size (Kb): 15  
Types: GIF, JPEG &/or animated GIF

If you place your full page or more ads in MEF magazine, your banner will be placed for free on MEF's website. Email us at [marketing@mefmag.com](mailto:marketing@mefmag.com) to find out more regarding this offer



# Advertising Rates & Specifications

Display Ads	Full Color (4C)					
Frequency	Once		Three Times		Six Times	
Currency	US \$	Euro	US \$	Euro	US \$	Euro
Spread	4900	4020	4650	3810	4285	3515
2nd Cover	2900	2380	2750	2290	2540	2085
3rd Cover	2900	2380	2750	2290	2540	2085
4th Cover	3200	2625	3040	2490	2800	2295
Full Page	2500	2050	2375	1945	2190	1795
2/3 Page	2100	1720	1995	1635	1850	1540
1/2 Page	1700	1395	1615	1325	1490	1220
1/3 Page	1500	1230	1425	1170	1310	1075
1/4 Page	1200	985	1140	935	1050	860

Display Ads	Black & White (B&W)					
Frequency	Once		Three Times		Six Times	
Currency	US \$	Euro	US \$	Euro	US \$	Euro
Full Page	2000	1640	1900	1560	1750	1435
2/3 Page	1600	1310	1500	1230	1400	1150
1/2 Page	1200	985	1150	940	1050	860
1/3 Page	950	780	900	740	850	700
1/4 Page	750	615	710	575	650	530
Black & White (Extra Color)	<ul style="list-style-type: none"> <li>• 1 Publisher's Standard color &amp; Black Ad:</li> <li>• 1 Matched color &amp; Black Ad</li> <li>• 2 Matched colors &amp; Black Ad</li> </ul>				US\$ 150 (Euro 125)	US\$ 250 (Euro 210)
					US\$ 350 (Euro 290)	

Classified Ads (Buyer's Guide)		
Currency	US \$	Euro
Once	450	370
Three Times Each	400	335
Six Times Each	335	280
Six Times All Prepaid	1800	1500



## Ads Material Specification

**Physical Submissions** should be directly submitted by post to our offices or through the concerned agent (if available). Digital Material must be accompanied by an accurate Color Proof (Chromaline) and a list of all files should be supplied.

**Electronic Submissions** should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

### Supported File Type Specifications:

- Bitmap Image Files: TIFF, PDF, JPEG and CDR will be accepted.
- QuarkXpress 5.0 or 6.0, with relevant fonts and images.
- Adobe Indesign V 2.0. , Adobe Illustrator V 9.0 and above. (All fonts and images should be outlined and embedded)
- Corel Draw V 11.

**Quality of Paper:** Interior pages 70 grams LWC Paper TOP KOTE-L – Covers 150 grams 2S Coated Paper Matt.

### Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling afterwards must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Materials Due Deadline (as indicated in Editorial Program).

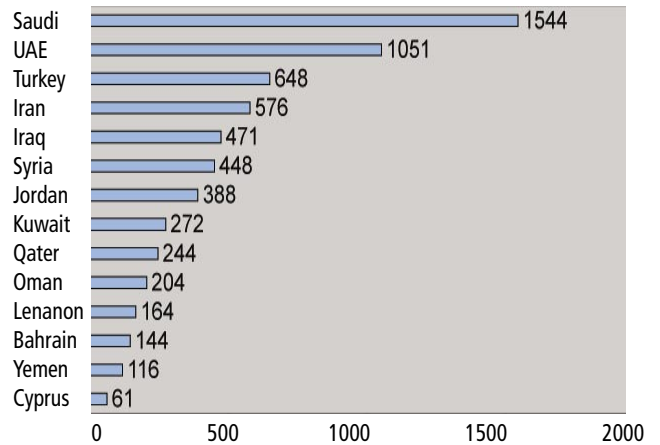
Digital Files are to be submitted on CD Rom, DVD, Email, or ftp (ftp web address plus username, password and file name to be supplied by email to [gwd@mefmag.com](mailto:gwd@mefmag.com)).

Space	Dimensions (Width x Height) mm
1 Simple Page	Print Size 188 x 254
2 Bleed Page	Trim Size 215 x 285 Original Size 220 x 290
3 Double Page	Print Size 405 x 254
4 Double Bleed Page	Trim Size 425 x 285 Original Size 435 x 295
5 Vertical 2/3 Page	Print Size 120 x 254
6 Vertical Half Page	Print Size 88 x 254
7 Horizontal Half Page	Print Size 188 x 127
8 Island Half Page	Print Size 120 x 184
9 Vertical 1/3 Page	Print Size 57 x 254
10 Horizontal 1/3 Page	Print Size 188 x 88
11 Vertical 1/4 Page	Print Size 88 x 127
12 Horizontal 1/4 Page	Print Size 188 x 60
13 Classified Ads	Print Size 90 x 60

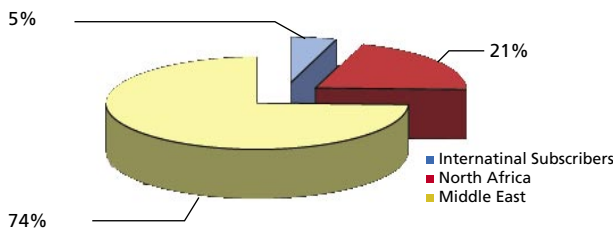
International Regions	
Regions	# of copies
South America	15
Oceania	32
Africa(South & Central)	47
North America	81
Asia	93
Europe	147
<b>Total</b>	<b>415</b>

Region	# of copies
International subscribers	415
North Africa	1772
Middle East	6331
<b>Total</b>	<b>8518</b>

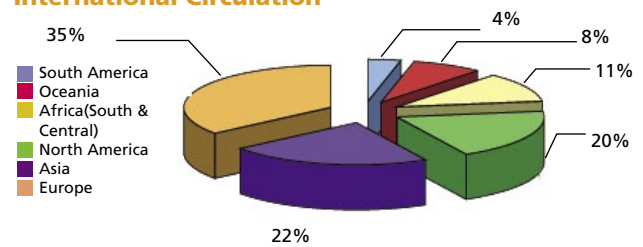
### Circulation to the Middle East



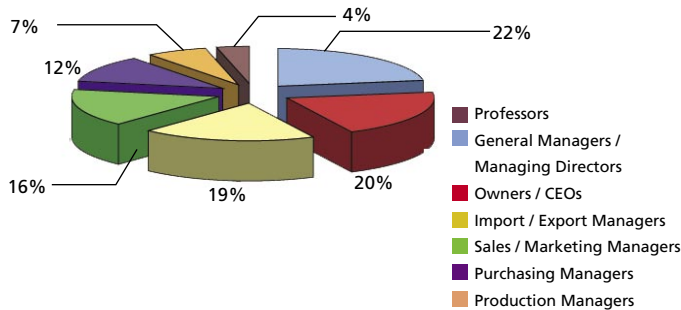
### Circulation by Region



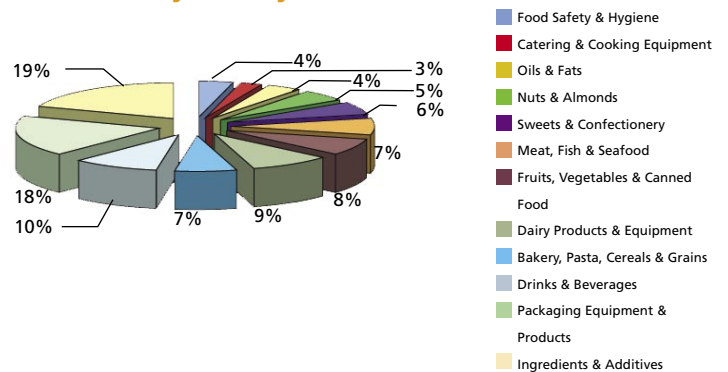
### International Circulation



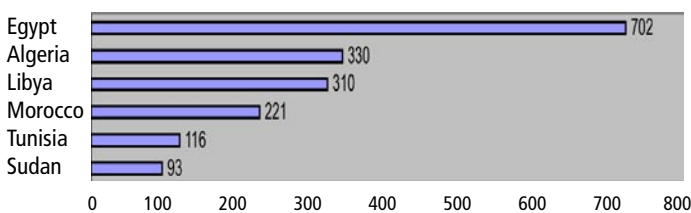
### Circulation by Job Position



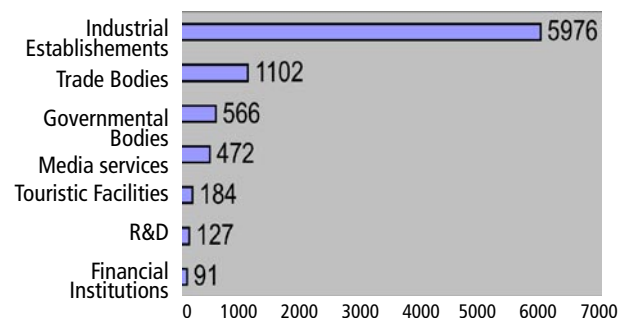
### Circulation by Activity



### Circulation to North Africa



### Circulation by Category



# Services

Chatila Publishing House (CPH) offers a series of services dedicated to decisionmakers, professionals, and experts in the food-related fields



## Agents & Distributors

Links you to agents and/or distributors in MENA market if you are interested in expanding your business network.



## Project Monitor

Connects you to the most recent business opportunities across the region, namely Tenders, Project Bidders, Awarded Contracts, and Project Developments. This service is there to ensure objectives have been satisfactorily met.



## Industry Links

Puts you in contact with food-related suppliers, manufacturers, purchasers, sellers, re-sellers and high-level professional employees.

- Industry Contacts:** A new supplement printed in every issue of MEF. It consists of two sections: First section carrying details about international and regional manufacturers or suppliers of equipments or products relevant to the topic covered in the issue concerned; the second section covering names and contact details of firms acting as agents, representatives, distributors, etc to the firms listed in section one.

## Coming Events

Lists the dates of various industrial, professional and business-related exhibitions, conferences, workshops and seminars.



For more information, email us at [services@menafood.com](mailto:services@menafood.com)

## Food Industry Contacts

## Middle East Food (MEF) magazine

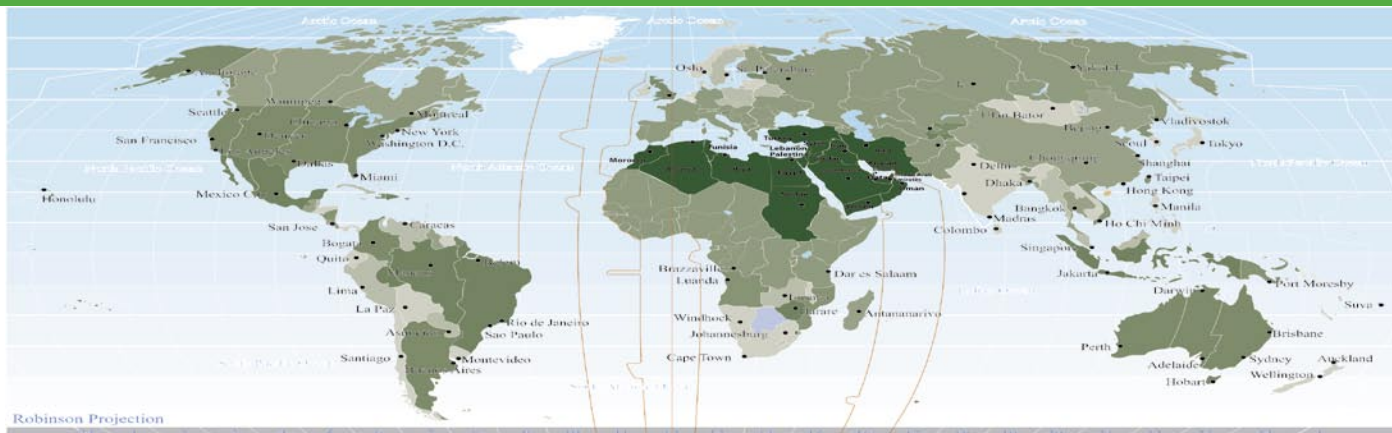
Starting January 2006, every issue of **MEF** magazine will carry "**Industry Contacts**", a supplement where leading manufacturers and suppliers companies can place their free listing enabling them to introduce their products and agents/distributors in MENA region to **MEF** readers. Company details will be considered for possible inclusion in the issues below according to the business activities:

Issue	Industry Contacts	Issue	Industry Contacts
January / February	Dairy Processing	July / August	Beverages & Drinks
March / April	Bottling, Filling & Capping	September / October	Packaging & Wrapping
May / June	Flavorings & Colorings	November / December	Meat, Poultry & Seafood

Kindly fill out the form below, providing us with some 30 words about your company as well as details of your agents, distributors, suppliers and representatives in the MENA region to be included for free in the same supplement

<b>Company Name :</b>		<b>Company Profile &amp; Business Activity (max 30 words)</b>	
Address:			
City:	Zip / Postal Code:		
Country:	P.O.Box:		
Tel:	Fax:		
Email:			
Website:			
<b>Contact Person</b>		<b>Agents &amp; Distributors in the Middle East &amp; North Africa</b>	
Job Position:		Company Name	Country
Email:			Email:

Please send us this form by faxing it to: +961 (01) 352419  
or scan & email it to: [services@menafood.com](mailto:services@menafood.com)



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**U.S.A (East)**

**U.S.A (West)**

**Middle East Food (MEF)**

In case there is no agent in your country please send us an email to:  
[marketing@mefmag.com](mailto:marketing@mefmag.com)

# Testimonials

"We're very satisfied with this magazine and we think it is the best magazine in the region, so we're interested in continually receiving it."

Rosa Cabre  
Marketing Services  
PURAC bioquímica

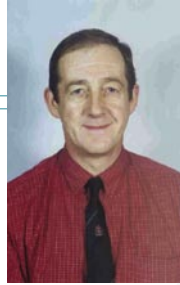


"Our relationship with **MIDDLE EAST FOOD** has grown into fruitful cooperation over the years - both for editorial work and advertising in the printed magazine and online.

**We receive full professional service, support and friendly advice from the whole MEF team - at any time. We are proud to be published by MEF."**



**Anita Bénech**  
PR & Marketing Manager  
ALFRED L. WOLFF GmbH



"Middle East Food is a valuable source of information across the food industry. The magazine provides articles and advertisements across a wide range of commercial and development ideas as well as indicating trends and specific information. Your reader enquiry service has led to our gaining some very interesting contacts.

**The editorial staff is to be complimented on developing a worthwhile magazine. Well done."**

**Dr Nigel Brown**  
Manager, Livestock Services **Middle East & Africa Region**  
Meat & Livestock Australia

"We thank Middle East Food Magazine for having proven its effectiveness in advertising within a wider circle of food processors, fish canners and food manufacturing machineries. It serves as a ready record for the food industry which connects the suppliers as well as the buyer.

**There was a hail of response that came after advertising in the Middle East Food Magazine. The brand image is ameliorated and makes people aware of our product especially in the Middle East.**

Most of all the **Middle East Food** Magazine is committed to quality and customer satisfaction."



**M S Pillai**  
DOman  
Saudi Food Canning Factory LLC

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[www.cph.com.lb](http://www.cph.com.lb)

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