

## DUBAI AND DMCC TO HOST MAJOR PULSE INDUSTRY EVENT IN 2020

- *Global Pulse Confederation (GPC) Convention 2020 – the global pulse industry’s premier event heads to Dubai in April 2020*
- *DMCC Executive Chairman and CEO represents Dubai in official handover ceremony in Rio de Janeiro at Pulses 2019*
- *1000 international delegates expected to descend on the emirate to debate the outlook of various pulse crops, and how to increase trade through Dubai*

18 June 2019

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DMCC – the world’s leading free zone and Dubai Government Authority for commodities trade and enterprise – announced today its official support for GPC Convention 2020 – the global pulse industry’s premier event – which takes place in Dubai at the Grand Hyatt Dubai in April 2020.

Close to 1000 academics, government bodies, farming organisations, food and agri experts, traders and pulses industry experts from over 100 countries are due to attend the event. Across a series of panels and keynote speeches, the group will debate the global production, performance, consumption and trade of pulses, as well as the commercial opportunity presented by Expo 2020 Dubai to the sector as a whole.

“The evidence is clear when it comes to the positive environmental impact of pulse and vegetable legume crops. Environmental groups, scientific researchers and agronomists are all convinced that if we are to have any chance of meeting the increasing global demand for food, the cultivation of pulses is key. There is simply not a better time to have a discussion on agriculture and advancing the pulse trade, and DMCC is delighted to have played a role in bringing this event to Dubai,” said **Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC**.

“Facilitating global trade, convening industry experts and making it easier to do business is precisely what DMCC does. We see a real opportunity for Dubai to increase its involvement in pulses, and use its strategic location as a hub for the trade – especially in the build up to Expo 2020 in Dubai. DMCC has a fantastic longstanding relationship with the Global Pulse Confederation, and we look forward to welcoming the international pulse community to Dubai,” he added.

During June’s Pulses 2019, Ahmed Bin Sulayem represented Dubai by participating in the official handover ceremony in Rio de Janeiro, Brazil.

“We are delighted to announce that Dubai had been selected as the host city for the GPC 2020 Convention. There is clearly a flourishing marketplace for agricultural goods in Dubai, and our event will place the spotlight on pulse trade in the UAE like never before,” said **Cindy Brown, President, Global Pulse Confederation**.



“With Expo 2020 Dubai around the corner, Dubai represents a huge opportunity for all those connected to the pulse trade and I would like to thank DMCC for connecting us to this exciting part of the world. We are very excited to welcome all the guests, and show them the legendary hospitality and vibrant entrepreneurial air of Dubai,” added **Sudhakar Tomar, Convenor, GPC 2020 Convention in Dubai.**

In late 2018, the United Arab Emirates (UAE) enshrined its commitment to food security with the launch of the ‘National Food Security Strategy 2051’. The strategy defines the elements of the ‘National Food Basket’ campaign, which includes 18 main types, based on three main criteria: ‘knowledge of the volume of domestic consumption of the most important products’; ‘production capacity’; and ‘processing and nutritional needs’.

## About DMCC

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Headquartered in Dubai, DMCC is the world’s most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai’s position as the place to be for global trade today and long into the future.

[www.dmcc.ae](http://www.dmcc.ae)

## About Global Pulse Confederation (GPC)

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The Global Pulse Confederation (GPC, formerly known as CICILS IPTIC) represents all segments of the pulse industry value chain from growers, researchers, logistics suppliers, traders, exporters and importers to government bodies, multilateral organizations, processors, canners and consumers. Its membership includes 24 national associations and over 600 private sector members. GPC is based in Dubai and licensed by the Dubai Multi Commodity Centre (DMCC).

[www.globalpulses.com](http://www.globalpulses.com)

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