

**DUBAI**  
PULSES  
10-12 MAY **22**



# Pulses 2022 Dubai Convention

Post Event Report



GlobalPulsesGPC

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





## **Dubai holds a special place in our hearts at GPC**

representing the richness and diversity of our community of members. It is a meeting point for the world and an important market for our industry.

# **Message from the President**

"Being able to come together as an industry after such a long pause was truly wonderful and the location of Dubai was a fantastic choice. So many of our top tier members are based in the city and it was a great meeting point for our global community to easily convene. Aside from being conveniently located, the city has an incredible energy - innovation, creation and exploration abound and it felt right to be holding a convention aimed at looking to the future in a city that is and always has been doing exactly that. Hearing talks from people like DCX only served to confirm the influential position the city of Dubai holds in technological, cultural and business developments. We were delighted to be hosted by Dubai for Pulses 22."

*Cynthia A. Blaw*



# Thanking our Sponsors



**Title**  
Chippewa Valley Bean



**Lanyards**  
Viterra



**Name Badge**  
Arvee International



**Delegate Bags**  
Sun Impex



**Gala Dinner**  
ETG Commodities Inc.



**Registration Desk  
+ Event App**  
EMCO International



**GPC President's Club  
Breakfast with NAFED**  
Swiss Singapore Overseas  
Enterprises Pte Ltd.



**Welcome Reception  
and Gala Dinner  
Photo Booth**  
Marina Commodities Inc.



**Day 1 Lunch**  
Tata International



**Day 2 Lunch**  
Mandala



**Convention  
Magazine**  
Terminel



**Day 1 Coffee Break**  
Alfa Group  
Agrox Gulf Holding



**Day 2 Coffee Break**  
Tewomed Trading PLC



**Pocket Program**  
Bashan



**Writing Materials**  
Adroit Overseas



**Bean to Burger Session**  
Buhler AG



**Re-Imagining  
Agri-Supply Chain  
Session and Jebel  
Ali Port Tour**  
DP World



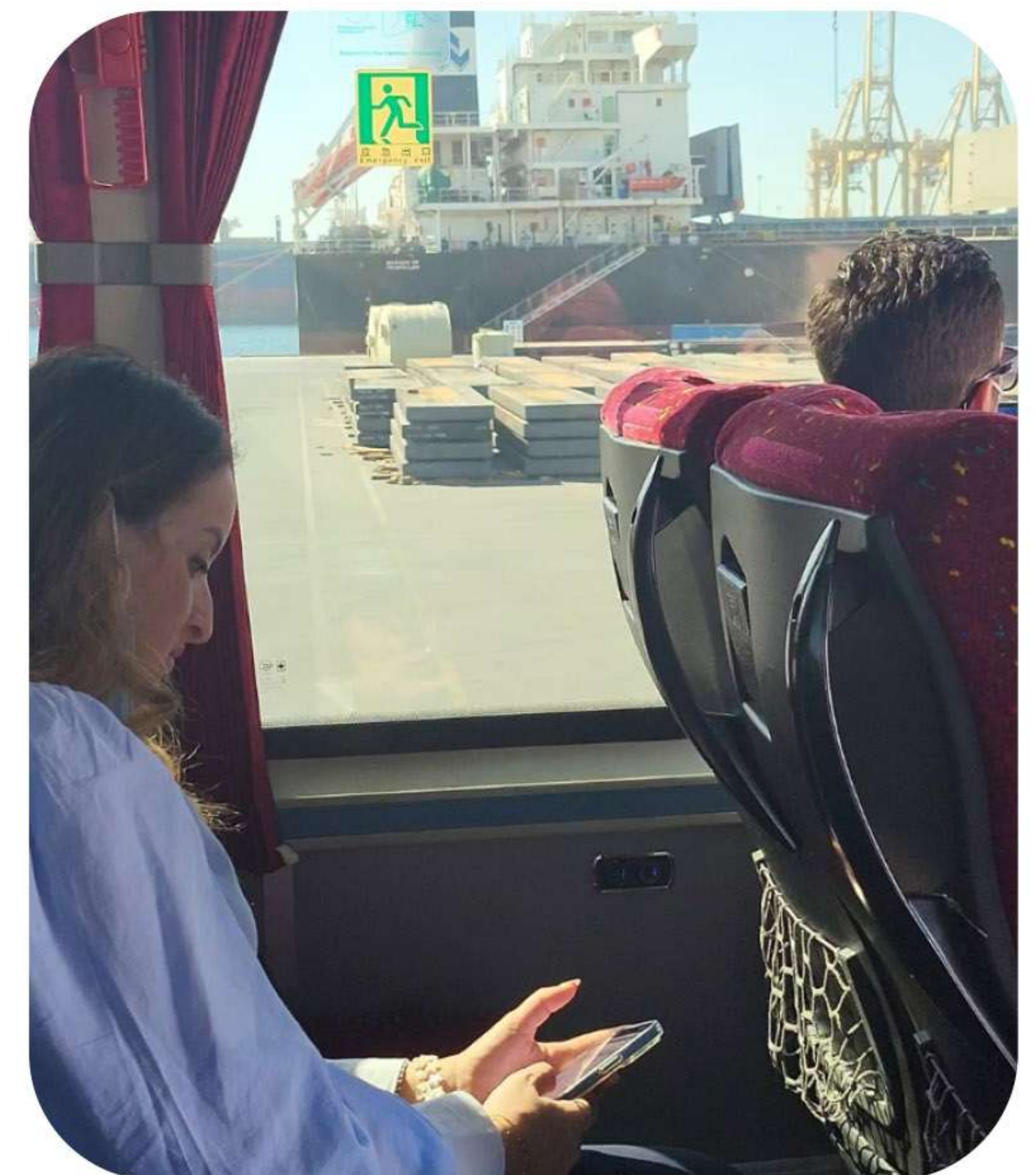
**Digitization in the  
Pulse Market Session**  
DCX Pulses



# DP World's Jebel Ali Port Tour

The 4-hour tour was organized by DP World for 65 GPC Pulses 2022 Delegates to promote their services such as:

- ✓ Cargo logistics
- ✓ Port terminal operations
- ✓ Maritime services
- ✓ Free trade zones





# Featured Sessions by VIPs

**Pulse Innovation Session:** Government of Saskatchewan

**Future Food Systems Session:** Global Food Systems Committee

**GAFTA Training Session – Update on Contracts:** GAFTA

**Featured Session:** USA Dry Pea and Lentil Council

**Featured Session:** American Pulse Association

**Featured Session:** Idaho Pea and Lentil Commission

**India Market Outlook Session:** NAFED



# Key Strategic Partners



**DP WORLD**

**Strategic  
Partner:**  
DP World

**DMCC**

**Strategic  
Partner:**  
DMCC



**Destination  
Partner:**  
Dubai Tourism





# Government (VIP) Representation

Pulse Innovation Session:  
Government of Saskatchewan  
Canada







# Government (VIP) Representation

NAFED – National Agriculture Cooperative Marketing Federation of India Limited, India







## Government (VIP) Representation

Vegetal Quality,  
Ministry of Agriculture of Brazil



# Thanking our Exhibitors



**AKY Technology**



**Arbaza**



**Arvee International**



**Chippewa Valley Bean**



**Coperaguas Cooperativa Agroindustrial**



**DCX**



**Digital Eggheads**



**DMCC**



**Intertek**



**Johnston's Grain Ltd.**



**Pars Ram Exporters Pty Ltd.**



**Samal Agro S.A.**



**Sun Impex International Foods LLC**



**Trust-ex Trading**



**USA Dry Pea and Lentil Council**



# Featured Sessions



**Mung Bean, Pigeon Pea & Black Matpe**  
Samba Foods



**Green & Brown Lentils**  
Mellow Trading



**Red Lentils**  
Armada Foods



**Kabuli Chickpeas**  
Shree Sheela International  
Global Garbanzo



**White & Faba Beans**  
ADM Edible Bean  
Specialties, Inc.



**Dry Peas**  
Delta Corp Shipping



**Speckled and Color Beans**  
U.S. Dry Bean Council





GLOBAL PULSES 2022

# Signing of the MOUs

Memorandum of Understanding:  
GPC – Global Pulse Confederation  
and The Community Of Pulse  
Producers And Customers Of Ukraine







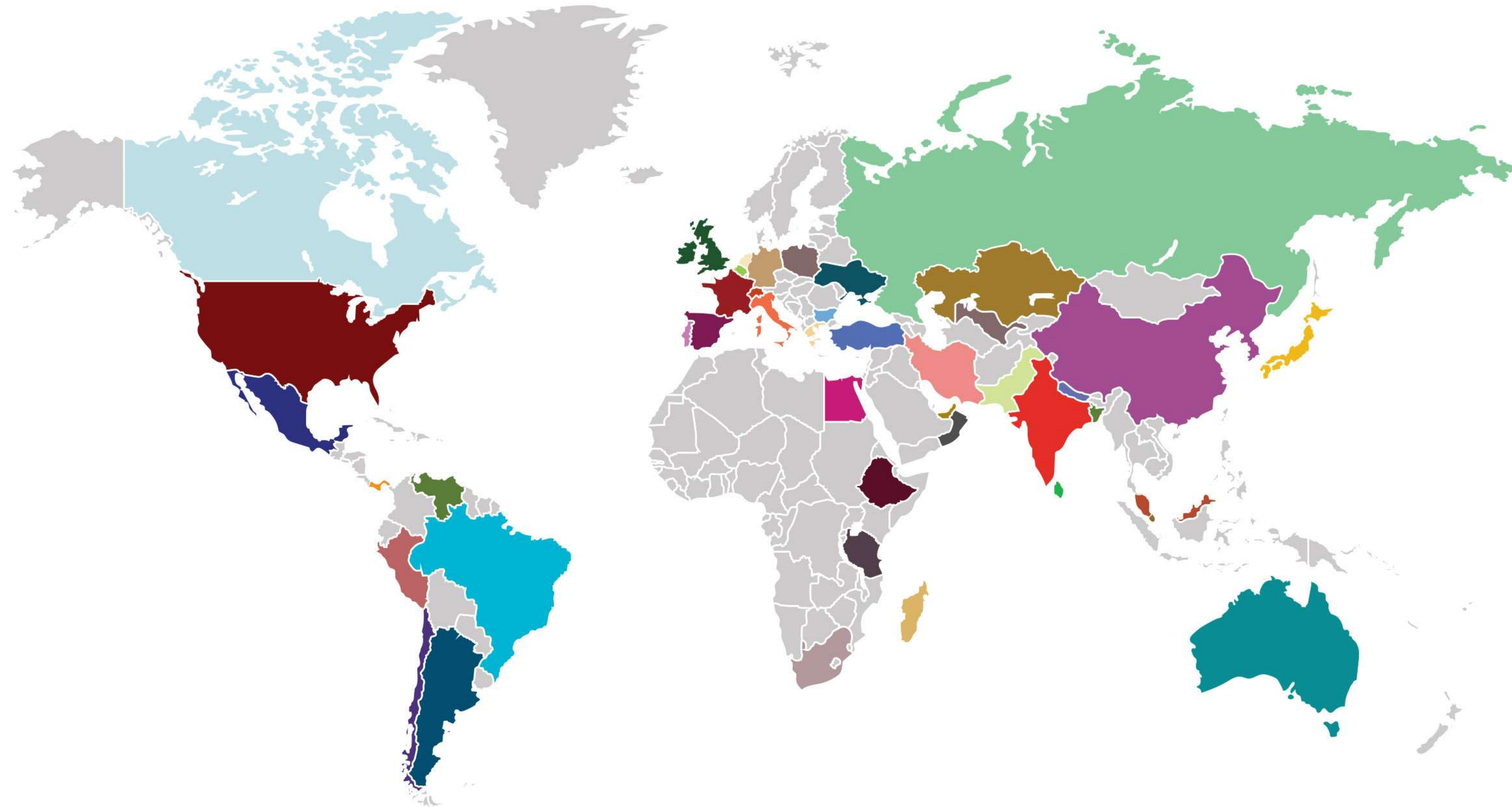
## Signing of the MOUs

Memorandum of Understanding: GPC  
Global Pulse Confederation and NAFED  
National Agriculture Cooperative  
Marketing Federation of India Limited





# GPC Pulses 2022 saw participation from over 40 countries



Canada	62	Australia	19	Switzerland	13	Ethiopia	6	Italy	3	Bulgaria	2	Japan	2	Uzbekistan	2	Peru	1
UAE	60	Turkey	18	Argentina	11	Belgium	5	Nepal	3	China	2	Madagascar	2	Chile	1	Poland	1
India	55	Brazil	16	France	9	Egypt	5	Tanzania	3	Germany	2	South Africa	2	Malaysia	1	Portugal	1
Pakistan	35	Singapore	16	Spain	9	Kazakhstan	5	UK	3	Greece	2	Sri Lanka	2	Oman	1	Russia	1
USA	20	Netherlands	15	Ukraine	7	Mexico	3	Bangladesh	2	Iran	2	Venezuela	2	Panama	1		

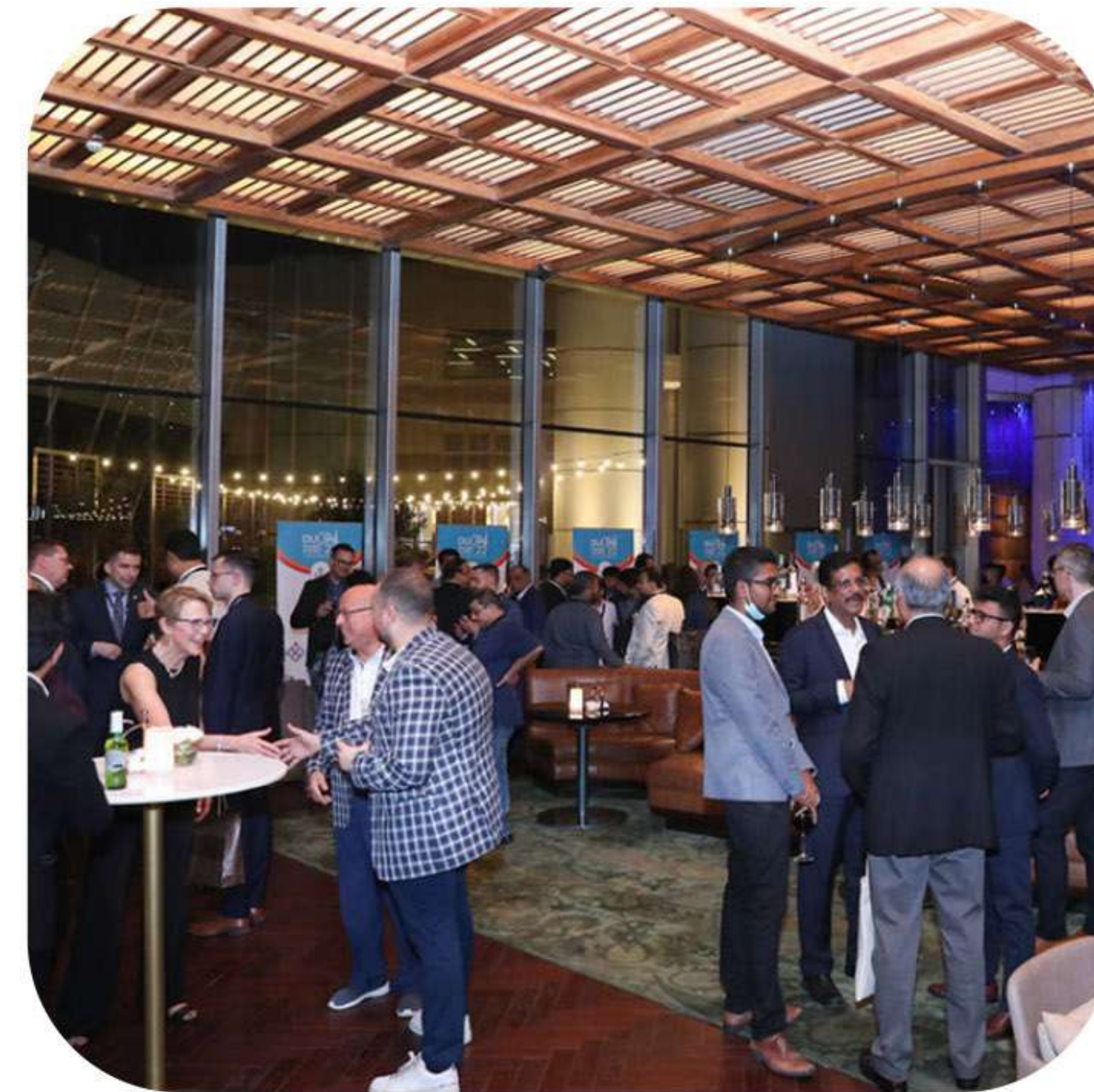


# VIP & Government Representation

-  Government of Saskatchewan
-  State Legislative Council
-  GAFTA – Grain and Feed Trade Association
-  USA Dry Pea and Lentil Council
-  American Pulse Association
-  Idaho Pea and Lentil Commission
-  NAFED – National Agriculture Cooperative Marketing Federation of India Limited
-  DMCC – Dubai Multi Commodities Council
-  Dubai Economy and Tourism Department
-  Tanzania Pulses Network
-  Community Of Pulse Producers And Customers Of Ukraine
-  Pulse Canada – Canadian Special Crops Association
-  Japan Pea and Bean Importers Association
-  High Commission of Canada in India
-  Global Institute for Food Security
-  Protein Industries Canada
-  Vegetal Quality Dept., Ministry of Agriculture of Brazil



# Registration Day and Welcome Reception



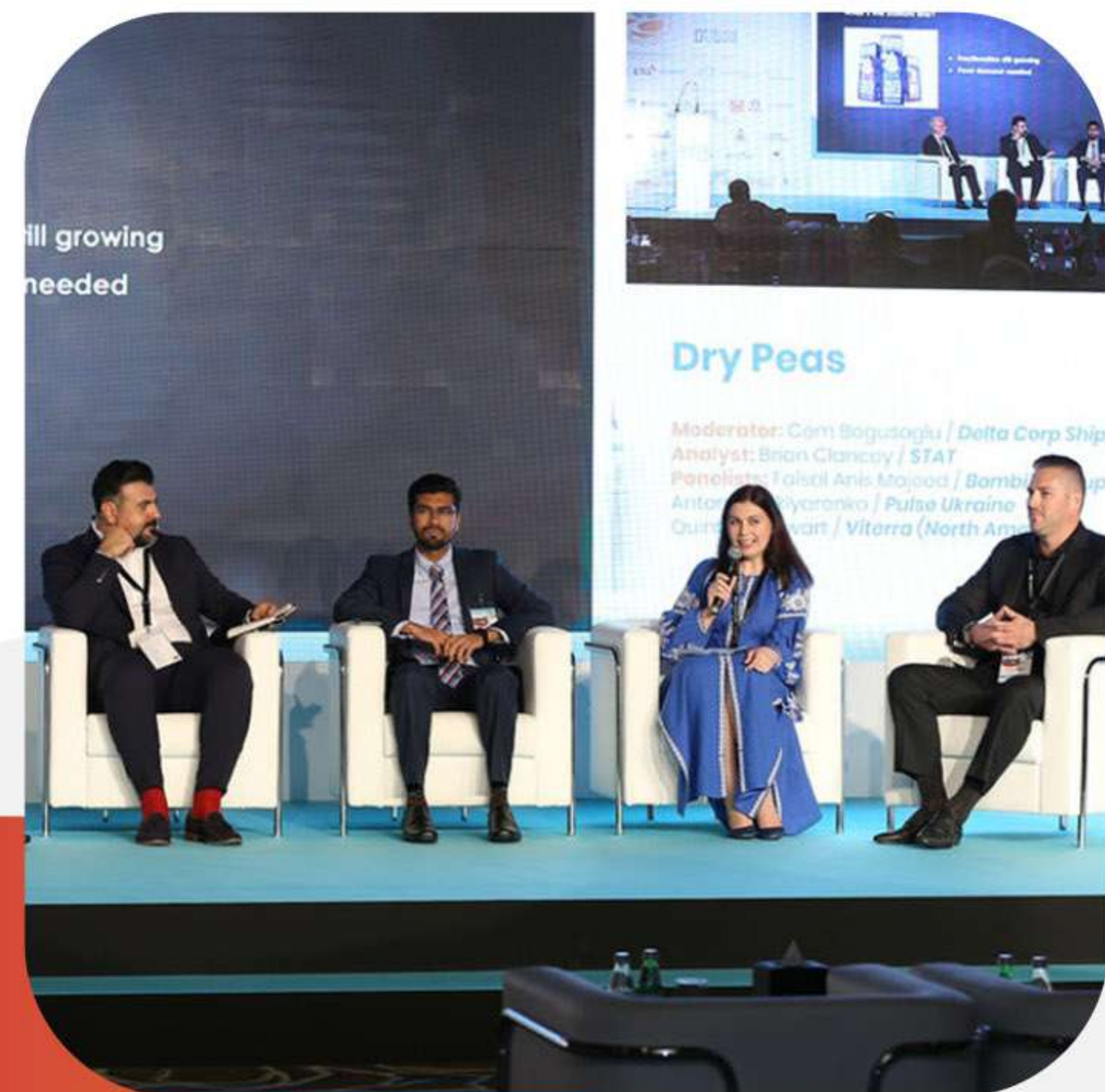


# Day 1 May 11



Turkey Red Lentil Outlook (metric tons)

	2021	2022	2023
Area (hectares)	253,000	245,000	254,000
Production	337,000	240,000	329,000
Supply-in	66,000	93,000	14,000
Imports	382,000	408,000	407,000
Supply	785,000	741,000	750,000
Exports	297,000	300,000	284,000
Domestic	441,000	427,000	436,000
Residual	47,000	14,000	28,000
Stocks-U.S.			2%





# Day 2 May 12





# Media Links



## **Presentations**

Day 1

Day 2



## **Registrations List**



## **Photos**



## **E-Magazine**



## **Videos**

Mung Bean, Pigeon Pea, and Urad Panel

Green & Brown Lentil Panel

Red Lentils Panel

Kabuli Chickpea Panel

White & Faba Bean Panel

Dry Pea Panel

Speckled & Color Bean Panel

Desi Chickpeas Panel



# Testimonials

## **Chippewa Valley Bean – Title Sponsor & President’s Club Member**

“Having the introductory film as part of the Title Sponsorship was the best way for us to reach the trade. It calls attention within the industry in a unique way; it’s a 5-minute slot where you have people’s undivided attention, and you can show them what you’re about and how they can work with you. It allowed us to tell our company’s story and create more value for ourselves because that will stay in people’s minds in the years to come. Being a smaller company, it was a first for us and a different opportunity to talk about our core values and the things that are important to us, like sustainability.”

**Cindy Brown, President, Chippewa Valley Bean**

## **ADM Edible Beans – Bronze Sponsor & President’s Club Member**

“For us, it was great to get our name more out there on the international scene. ADM hasn’t historically been a participant in the international side of the business, so we wanted to highlight our presence. Sponsoring the White and Fava Bean Panel, was a way for us to gain visibility in a market with which we’re not typically associated with. It’s good there’s a range of sponsorship options to choose from; we’ll definitely think about sponsoring next year.”

**Orion Roy-Wright, Trade Manager, ADM Edible Beans**

## **Viterra – Lanyard Sponsor & President’s Club Member**

“Viterra is a proud sponsor of GPC and has been for many years; we continue to see GPC as a good industry body that we support fully in its efforts to promote pulses and pulse markets. We have previously been much more background and this year decided to be more open about who we are. Sponsoring the lanyards is the best way to get that visibility we want; it makes people aware of our name if they weren’t already. Has it reminded people who we are? Definitely.”

**Will Watchorn, Global Head of Pulses, Viterra**

## **Arbaza – Exhibitor & President’s Club Member**

“It’s important for us to be associated directly with the GPC to back us up when we go international. It’s undeniably a great way to get our name out there and doing this at Pulses 22 establishes us as part of the community and reinforces that we’re aligned with the GPC values. We value the GPC’s work and will keep supporting them.”

**Pietro Schisler, Global Account Manager, Arbaza**

## **USA DPLC – Exhibitor & National Association**

“Being an exhibitor is a fantastic way to gain visibility and create opportunities for buyers to seek you out; having buyers being able to come up and talk business with us in person was incredibly valuable not just in the short-term but also in continuing and maintaining relationships as well as creating new ones. There are other tradeshow, but the benefits of the GPC pulses-specific convention are innumerable – it’s the perfect chance to interact with key members of the industry and gives us a platform to learn about crop updates, harvests and new business from all corners of the world. There were so many opportunities to work together, sell and find new markets and partners – one particular advantage of the GPC event is it gives us the ability to explore new regions in which we haven’t previously sold.”

**Sachin Khurana, India Representative, USA DPLC**



# GPC Team Contact Details



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# See you at Pulses 2023 in Australia

