

EXPLORE THE INTRIGUING FLAVORS OF ASIAN STREET FOOD.



Foodie Paradise Street

17 NOV 2024 - 9 MAR 2025

**AT SHEIKH ZAYED FESTIVAL
AL WATHBA, ABU DHABI**



**مهرجان
الشيخ زايد**
SHEIKH ZAYED FESTIVAL



Road of China

Foodie Paradise Street

CHINESE FOOD INTRODUCTION

Welcome to the enchanting world of Chinese gastronomy at this extraordinary China Town Foodie Street. China's culinary heritage is a symphony of flavors, a tapestry of textures, and a treasure trove of traditions that have delighted food lovers for centuries.

From the crown jewel of Cantonese cuisine of Dimsum, beckons with its small bites of Har Gow, Shumai, Egg tart; to the Sichuan spicy delights of Mapo Tofu, nutty Kung Pao Chicken, Beef Hot Pot; and Noodles, are integral part of Chinese cuisine. Be it Beef Noodle Soup, Dan Dan Noodles, wonton noodles or cross bridge noodles is incomplete without drinking a cup of tea after the meal, a beverage that transcends time and tradition.

While you stroll through our foodie street, don't forget to look out for the live shows of Chinese cultural dance, lantern riddles, Chinese calligraphy, Chinese tea preparation demonstration, and many other shows.

中餐介紹

欢迎来到这殊胜及蕴含着东华独特且美丽风味的东华美食街！东亚烹饪犹如一场风味交响乐，一匹华丽锦绣般珍贵，及几千年来美食爱好者赞声连连的“美食宝库”

广东菜式里的明星，点心如蛋挞、烧卖、虾饺等都是广为人知的佳肴；四川料理中的麻婆豆腐、宫保鸡丁、牛肉火锅亦是如此。除此之外，面条也是美食中不可或缺的一部分。而牛肉面、担担面、云吞面及过桥米线就是最具代表性的例子，但若在食用时不配上一杯中国茶，这顿饭也少去了一番风味。

当您在东华美食街漫步闲逛时，别忘了来观赏我们精彩的现场表演与活动如中国传统舞蹈、猜灯谜、书法挥毫等等，让您陶醉在东亚的文化大海中，流连忘返。



GOOD REASONS TO PARTICIPATE



Direct access to Arabic market :

A new concept at that provide a vast Arabic consumers besides tourists, business leaders and international expat visitors from around the world.



Market Expansion & Brand Enhancement :

A direct gateway to tap into UAE's dynamic and rapidly growing market and create brand awareness among potential B2B customers.



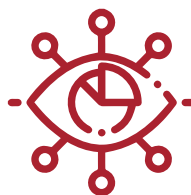
Ready infrastructures with low set up cost :

The necessary available infrastructure for companies to instantly conduct businesses in this Sheikh Zayed Festival season.



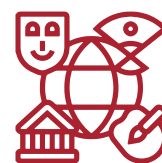
Minimal Commitment :

It has minimal commitment to launch new products, conduct market entry survey and gather spontaneous consumer feedback.



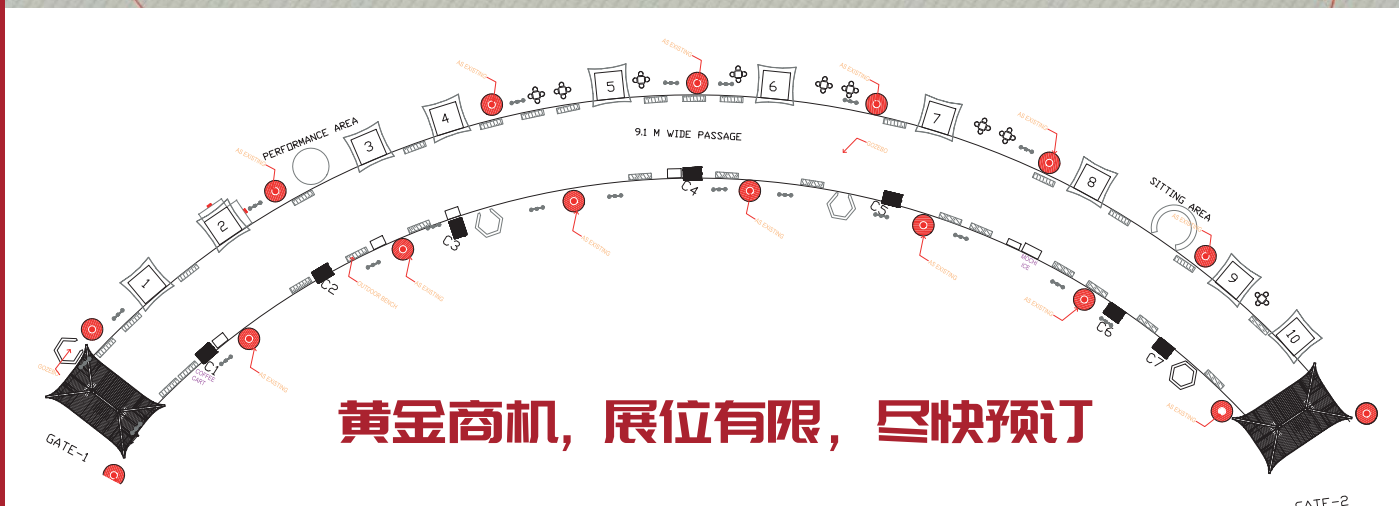
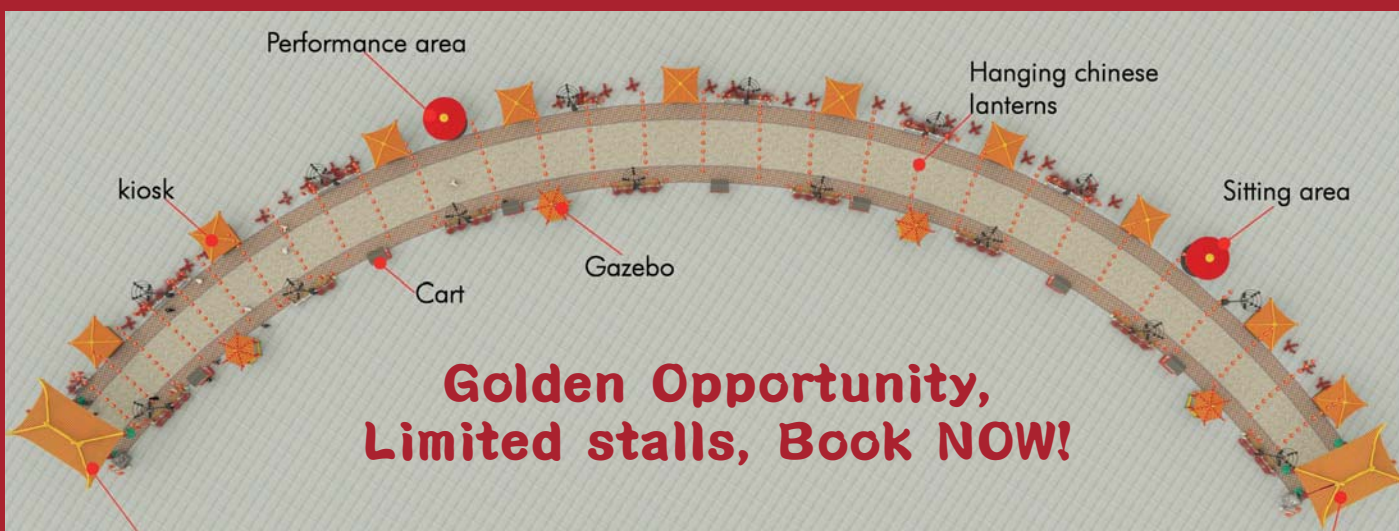
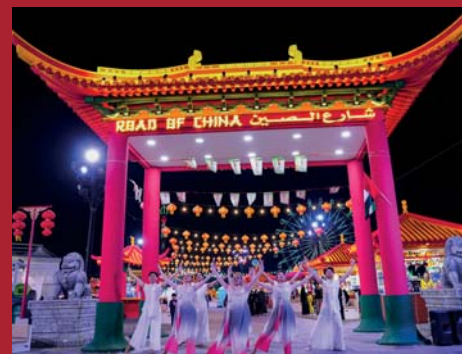
Brand visibility :

The brand and product visibility is likely to garner substantial media and B2B buyers attention lead to additional marketing and PR opportunities, extending your brand's reach far beyond the festival.



Cultural Exchange :

Allows company to embrace and celebrate the rich cultural heritage of the UAE, reinforcing the commitment to diversity and inclusivity.





MASTER PLAN



Vega Intertrade and Exhibitions LLC

维加国际贸易展览有限公司

Vega Intertrade and Exhibitions was established in 2003 in Thailand acclaimed for creating business opportunities for Thai SMEs in the Middle East market. In 2011, Vega expands its office in Dubai with the objective of expanding the resources and business opportunities in the region.

With a dedicated group of people who has great vision, passion for change, and the right skills, Vega becomes as one of the most reliable exhibitions and event organizer specializing in the Middle East and North Africa (MENA) region.

Vega has been in the industry for more than 20 years and has gained remarkable achievements and continuously seeks cutting-edge solutions to provide great services to its clients.

维加国际贸易展览有限公司 於 2003 年在泰國成立，因在中東市場為泰國中小企業創造商機而廣受讚譽。 2011年，维加擴大了在杜拜的辦事處，旨在擴大該地區的資源和商機。

维加擁有一群具有遠見、變革熱情和適當技能的專業團隊，成為中東和北非 (MENA) 地區最可靠的展覽和活動組織者之一。

维加已在該行業深耕20多年，取得了令人矚目的成就，並不斷尋求尖端的解決方案，為客戶提供優質的服務。



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