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#yummex #yummexme

yummex Middle East 2018 convinces as the leading innovation and trend platform for the MENA region

More than 50 new exhibitors from abroad - Numerous new products focus the trends of the region - Exhibitors are convinced by the high quality of visitors

yummex Middle East (ME) has once again impressively demonstrated its position in the top three of the world's most important trade fairs for sweets and snacks. It is the most important international event of the industry for the growth markets in the Middle East and North Africa (MENA). A total of 283 exhibitors from 43 countries presented their products and services over three days in Dubai. More than 8,500 trade visitors once again made use of the diverse offering of the 97 regional and 183 international exhibitors. More than 50 international companies exhibited for the first time at yummex ME. The trade fair brought supply and demand together precisely: exhibitors and trade visitors both emphasised the high quality and relevance of yummex ME for their business. Important buyers from India and Pakistan were also represented more intensively. Sixteen country pavilions, including from Brazil, Germany, Iran, the Netherlands, Mexico, Spain, Turkey and the USA emphasised the internationality of the event, which is organised jointly by Koelnmesse GmbH and the Dubai World Trade Centre. Top companies like Jelly Belly (USA), Katjes (Germany), United Confectioners (Russia), Barcel SA de CV/Grupo Bimbo (Mexico), Prestige 96 AD (Bulgaria) or BMB Foodstuff (UAE) participated in yummex ME 2018. Together with the special trade fairs SEAFEX, The Speciality Food Festival and Gulfhost, which took place parallel, the event was an ideal meeting point for the most important buyers of the industry. The co-location offered both exhibitors and trade visitors attractive new synergies and business opportunities. "At this year's event, exhibitors reported initial contacts in advance of EXPO 2020 Dubai. In the coming year we anticipate great interest in yummex ME in this context. It then takes place at the end of October, once again parallel with Gulfood Manufacturing, and thus at the optimal point in time for both the industry and especially for the anticipated EXPO business", emphasises Denis Steker, Vice President International of Koelnmesse GmbH.

Innovative trend platform

Many exhibitors used yummex ME 2018 as the premiere platform for their new products and innovations. Many of them focused the most important regional trends. Especially in demand were offerings in the segments of enjoyment as an experience and health-conscious sweets and snacks. Companies presented a variety of products that are vegan or free from gluten, wheat or added sugar and focused on offerings that dispense with preservatives or artificial colouring and flavouring. In doing so,



MIDDLE EAST

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they consciously addressed the increased demand of consumers in the MENA region in these segments.

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Thus Majani, Italy's oldest chocolate manufacturer, presented gluten-free products at yummex ME, among others. Some items are also free of added sugar and milk. "After more than 220 years of activity, it's time for Majani to look beyond national and European markets," explained Guilia Pagnoni, Majani's Export Sales Manager. "yummex Middle East is probably the most important showcase in our sector among the Gulf countries, which, according to last year's trends are the most promising ex-EU markets for sweets and confectionery." The Bulgarian manufacturer Prestige 96 AD also pays attention to trends of the region and uses probiotic ingredients and the natural sweetener maltitol for its products.

Innovation Awards 2018

The Innovation Awards for especially future-oriented products were conferred for the 5th time at yummex ME in four categories. Thirty exhibitors participated in the competition, and fifty products were nominated. For the first time, not only the prizewinners could be viewed in the Innovation Gallery, but instead all nominated products. "The awards are in line with developments in the industry where both overseas suppliers entering the market and local and regional producers are stepping up their game to meet rising demand for confectionery and snacks. Vivaly, these new wave products feature more health-related ingredients, while still satisfying the region's renowned sweet tooth preferences," according to Mark Napier, Portfolio Director at Dubai World Trade Centre.

The winners of the Innovation Awards 2018

Best Bakery Product:

"Almond Roasted Cookies"
Lovely Bake Studio

Best Chocolate Product:

"FOR FIT - CHOCOLATE BAR"
Divine Chocolates

Best Hard & Soft Candy Product:

"Chili Candy" (Concept development Kidz World S.L.)
Ismail Industries Limited

Best Snack Product:

"Prestige Wellness Probiotic"
Prestige 96 AD

All winners of the Innovation Awards will be shown at www.yummex-me.com/awardwinners. The winners will also be presented from 27 to 30 January 2019 in Cologne at the ISM, the world's largest trade fair for sweets and snacks. Also in the Innovation Gallery, Innova Market Insights, cooperation partner of yummex ME, provided an overview of the most important regional trends and latest developments for sweets and snacks in the region.

The new online matchmaking platform also met with a positive response from exhibitors and trade visitors. The offering provides a unique possibility for efficiently and precisely establishing networks and partnerships before and during the event. Registered visitors and exhibitors use the platform to acquire access to a large number of local, regional and international industry experts, as well as the possibility for direct contact.

The next yummex ME takes place from 29 to 31 October 2019 in Dubai.

The date is optimally suited to the trade fair agenda of the industry and the region. Gulfood Manufacturing, taking place at the same time, makes it possible for exhibitors and visitors to access even more synergies for their business.

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

ANUFOOD China - The leading food & beverage exhibition serving North China, Beijing 21.11. - 23.11.2018

ProSweets Cologne - The international supplier trade fair for the sweets and snacks industry, Cologne 27.01. - 30.01.2019

ISM - The world's largest trade fair for sweets and snacks, Cologne 27.01. - 30.01.2019

Note for editorial offices:

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