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yummex Middle East 2016: Good prospects for the anniversary edition

- 10th anniversary: New brand name, proven concept
- More exhibition space

Celebrating its 10th anniversary, the Sweets & Snacks Middle East is treating itself to a new brand identity: In future, the industry's largest platform for sweets and snacks in the MENA region will be staged for the first time under the title, yummex Middle East, in Dubai from 7 to 9 November 2016. A host of communicative measures accompanied the rebranding over the past few weeks. The clear message of the organisers, Koelnmesse GmbH and the Dubai World Trade Center, is: New look, proven trade fair concept. Due to the ongoing high demand for exhibition space, the hall capacities are once again being significantly extended for the anniversary edition.

Under the new brand name, yummex Middle East, the event continues to be staged as a specialised buying platform for the MENA region and will in future also be held annually parallel to the trade fairs The Speciality Food Festival, SEAFEX and Gulfood Manufacturing. The visitors and exhibitors will thus continue to reap the benefits of a concept that has continually enabled the appeal and relevance of the trade fair format to increase over the past years: Since its premiere in 2007, the number of exhibitors rose from 140 up to 313 at the 2015 event; over the same period the attendance figure increased from around 3,500 up to almost 8,000. Over the same period, the diversity in geography of both the exhibitors and the visitors increased significantly.

All of the signs are positive that this success story will continue in 2016: For example, eight out of ten exhibitors of the ninth Sweets and Snacks Middle East stated that they intended to exhibit at yummex Middle East 2016. The strong commitment to the trade fair is not only due to the proven concept. According to current market research findings, great optimism prevails among the industry. Surveys are forecasting high growth rates as a result of the increased spending on sweets and snacks in the MENA region. According to the professional service company, KPMG, in 2016 the turnover for sweets in the Gulf states is expected to increase by 20 percent; on the Saudi market alone the survey forecasts a growth of 43 percent for chocolate products for the



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Your contact:
Martin Schlupp
Tel.
+49 221 821-2219
Fax
+49 221 821-3544
E-mail
m.schlupp@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse (Chief Executive Officer)
Katharina C. Hamma
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current year. The manufacturers can thus continue to count on good sales opportunities for sweets and snacks on the MENA markets.

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However, only those companies that are familiar with the special regional demands can do good business. Accordingly, the Innovation Awards will be conferred for the third time at the yummex Middle East with the support of the market research institute Innova Market Insights and relevant market analyses will be presented. In accordance to up-to-date surveys, for example the current regional trends include snacks and products that don't contain any artificial additives, bio sweets or sugar-free chocolate.

The trade and innovation platform for sweets and snacks in the MENA region, yummex Middle East is organised by Koelnmesse GmbH and the Dubai World Trade Center and is scheduled to take place in Dubai from 7 to 9 November 2016.

Your contact:

Martin Schlupp
Communications Manager
Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Phone + 49 221 821 2219
Fax + 49 221 821 3544
m.schlupp@koelnmesse.de
www.koelnmesse.de

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Next dates:

ISM

ProSweets Cologne

31.01.-03.02.2016 in Cologne

Dairy Industry Conference

18.02.-20.02.2016, Karnal, Haryana, India

Wine & Gourmet Japan

13.-15.04.2016 in Tokyo

ANUFOOD Eurasia – powered by Anuga

14.-16.04.2016 in Istanbul

THAIFEX – World of Food Asia

25.-29.05.2016, Bangkok