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yummex Middle East 2017 continues its success story: around 80 percent of the exhibition space has already been booked

- New partner trade fair concept for the food and hospitality section convinces
- Business potential of the MENA region increases exhibitor demand

Following the successful anniversary edition, preparations for the coming international trade fair for sweets and snacks in the MENA region in Dubai are proceeding at top speed. For the first time yummex Middle East will take place together with the "Speciality Food Festival" and "SEAFEX" from 18 to 20 September 2017 in the context of the "Dubai International Hospitality Week". The new concept is already registering impressive successes: around 80 percent of exhibition space is already booked nearly four months prior to the event. "The embedding of yummex Middle East into the Dubai International Hospitality Week offers exhibitors and visitors additional potential in new and attractive visitor segments. Trade visitors from the hotel and food service industries, as well as from the retail sector can acquire a comprehensive overview of new products and trends in the industry", is how Denis Steker, Vice President International of Koelnmesse, explains the renewed strong demand for the event in the Dubai World Trade Centre.

In addition to its own successful event concept, yummex Middle East also profits from the consistently positive market situation in the region. "The new event date prior to the hospitality high season offers visitors and exhibitors even better possibilities for business development on location, especially in the constantly growing foodservice market", is how Denis Steker emphasises the relevance of yummex Middle East. Best prospects for the event: TOP companies of the industry, like Cavalier (Belgium), Colombina (Colombia), Jelly Belly (USA), Katjes (Germany), LEE Chocolate (United Arab Emirates), Ricola (Switzerland), Walker's Nonsuch (UK) and Wawel (Poland) have already confirmed their participation in the international trade fair for sweets and snacks. The registered companies also include many new exhibitors like Betty Ice (Romania) and Maison du Nougat (France).

Ideal growth opportunities for EXPO 2020 in Dubai

The World Exposition in Dubai from October 2020 to April 2021 offers companies a variety of chances to establish successful, long term business relationships in the hospitality and food service segments, as well as for the expansion of the business potential of the region. The anticipation of 25 million visitors to the EXPO in Dubai alone involves an enormous expansion of hotel capacities, and in connection with



MIDDLE EAST

yummex Middle East
18.09.-20.09.2017
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this an increasing demand for high quality and innovative food and beverage products.

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yummex Middle East 2016

364 companies from 47 countries presented their products at yummex Middle East 2016. The 8,180 visitors from 83 countries marked yet another chapter in the success story of yummex Middle East, which has shown continuous growth in Dubai for over ten years now. The trade and innovation platform for sweets and snacks in the MENA region is organised by Koelnmesse GmbH and the Dubai World Trade Centre, and will take place in Dubai from 18 to 20 September 2017.

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages 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, India, 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:

THAIFEX - World of Food Asia
31.05.-04.06.2017, Bangkok, Thailand

Anutec - International FoodTec India
21.-23.08.2017, New Delhi, India

ANUFOOD China
30.08.-01.09.2017, Beijing, China

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