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## Records for the 10th anniversary

**yummex Middle East is more popular with exhibitors than ever before – also a record for exhibition space – new group stands**

**yummex Middle East sets new benchmarks: more than 70 percent of the available space for the coming event from 7 to 9 November has already been sold. The only specialised trade fair for sweets and snacks in the MENA region has never had such a high occupancy status seven months prior to the event. The registered companies include renowned international manufacturers like Colombina (Colombia), Jelly Belly (USA) and Wawel (Poland). The number of group stands, in which companies from a country or a region exhibit jointly, has also broken records. More than 20 pavilions are being represented for the first time at the anniversary event, including new participants from Bulgaria, Italy, Catalonia and Switzerland. Exhibitors and visitors can look forward not only to an especially international, but also to the largest trade fair since its founding: the organisers, Koelnmesse and Dubai World Trade Center, are expanding the exhibition space by around 25 percent, and are thus continuing the steady growth course of the established trade fair format.**

The organisers primarily credit the early and strong demand for exhibition space to the unique concept of yummex Middle East. Since 2007, the trade fair has been the only purchasing platform for the MENA region specialising in sweets and snacks. "The interest of international companies in a special trade fair for sweets and snacks in the MENA region, which has been growing for years, shows that the format completely satisfies the expectations of the branch", says Denis Steker, Vice President International of Koelnmesse. "yummex Middle East keeps its promise of easing access of international exhibitors to one of the most promising growth regions worldwide".

### **Continuing good sales opportunities**

The US market research institute TechSci Research forecasts the best growth rates for the region in a recent study, especially for the chocolate branch. The experts expect annual sales growth of 8 percent in the market of the United Arab Emirates until 2021. The development is apparently based on increased per capita expenditures. Consumers have also increasingly been calling for innovatively packaged chocolate and high quality products.



yummex Middle East  
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### **About the trade fair format**

Page

The trade and innovation platform for sweets and snacks in the MENA region, yummex Middle East, is organised by Koelnmesse and the Dubai World Trade Center and will take place in Dubai from 7 to 9 November, 2016. The trade fair operated under the name "Sweets & Snacks Middle East" until 2015.

2/3

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### **Note for editorial offices:**

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### **Messename yummex Middle East on Facebook:**

<https://www.facebook.com/SweetSnacksME>

**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, Colombia, in India, in Japan, in Thailand, in Turkey, in the United States and in the United Arab Emirates. 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.

Page

3/3

<http://www.global-competence.net/food/>

**Next dates:**

**Wine & Gourmet Japan**  
13.-15.04.2016, Tokyo, Japan

**ANUFOOD Eurasia**  
14.-16.04.2016, Istanbul, Turkey

**THAIFEX – World of Food Asia**  
25.-29.05.2016, Bangkok, Thailand

**Alimentec**  
08-11 June 2016, Bogota – Columbia