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#yummex #yummexme

## yummex 2018: optimal sales chances for the sweets and snacks industry in the MENA region

**Established business platform shows new products and trends -  
New date and changed hall allocation - High degree of  
internationality and many country participations**

yummex Middle East (ME), the international trade fair for sweets and snacks in the MENA region, continues on its successful course: for the 12th edition of the trade fair, many producers will once again present their new products and innovations from 30.10. to 01.11.2018 in Dubai. The changed hall allocation and the new event date are being very positively received in the industry. This is why, nearly six months prior to the event, nearly 70 % of the available exhibition space has already been booked. Numerous country participations, including from Belgium, Brazil, Germany, Iran, the Netherlands, Spain, Turkey and the USA have announced their renewed participation. High quality international exhibitors like, for example, Betty Ice (Romania), Colombina (Columbia), Felföldi (Hungary) and United Confectioners (Russia) are taking part in yummex ME and will present their innovative new products. "We look forward to a successful trade fair, which, thanks to bundling together with other trade fairs, offers ideal possibilities for acquiring new visitor target groups looking to invest. yummex ME therefore creates the best prerequisites for successfully opening up one of the most important growth regions for sweets and snacks manufacturers", Denis Steker, Vice President International for Koelnmesse GmbH.

yummex ME is organised by the partners Dubai World Trade Centre and Koelnmesse, and once again takes place parallel with the "Speciality Food Festival", the "SEAFEX" and the food service & hospitality trade fair "GULFHOST". The related thematic bundling of the trade fairs in the important growth industries of "food" and "food service" provides both exhibitors and trade visitors with important synergies for successful trade fair participation.

Strategic partnerships of yummex ME with the most important trading companies and the out-of-home market, for example, with the Jumeirah Group, Spinneys, Waitrose, Emirates Flight Catering, Rotana Group, Carrefour, Hyatt Group and Dubai Duty Free, as well as efficient matchmaking will in 2018 also contribute effectively to the potential for an effective trade fair.

### Very high growth potential in the MENA region

The MENA region is an especially lucrative growth market, in which exhibitors and trade visitors of yummex ME can participate profitably: According to the renowned market research institute Euromonitor International, the Middle East confectionery



MIDDLE EAST

yummex Middle East  
30.10. - 01.11.2018  
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sales recorded, with a growth of more than 3 % in the period from 2012 to 2017, the highest average annual growth rate in global comparison.\* Growth drivers in the market are attributed to an increase in the expat population, a trend towards "Premiumization", meaning the increasing preference for brands, and the development in the direction of "enjoyment as experience". According to the Alpen Capital Report, an increasing orientation toward international snacks has become recognizable in the younger, affluent and multicultural population, with a strong focus on healthy and organic snacks and treat products. All of these developments are taking place against the background of a forecast growth of the number of consumers by 6.5 million people between 2016 and 2021 and the expectation of increasing per capita income. They offer further potential for increased demand for the new products and innovations that will be presented at the trade and innovation platform yummex ME.\*\*

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#### **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:**

THAIFEX - World of Food Asia - International Trade Exhibition covering Food & Beverage, Food Catering, Food Technology, Hospitality Service and Retail & Franchise in Asia, Bangkok 29.05. - 02.06.2018

Alimentec - International Food and Hospitality Trade Fair, Bogotá  
05.06. - 08.06.2018

ANUTEC BRAZIL - International Technology Fair for the Food Industry, Curitiba  
07.08. - 09.08.2018

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

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\* Euromonitor International, „Confectionery in the Middle East“, January 2018

\*\* Alpen Capital, GCC Food Industry Report, February 2017