

No. 3 / scp/ September 2016, Cologne

yummex Middle East

Double-digit growth for the 10th anniversary

- Event completely sold out again
- More than 350 exhibitors (more than 12 percent growth)
- Over 18 percent more exhibition space
- 30 top visitor delegations
- As of 2017: yummex Middle East part of the new 'Dubai International Hospitality Week' format

The international trade fair for sweets and snacks in the MENA region, yummex Middle East, which takes place from 7 to 9 November in Dubai, is sold out: 10,200 square metres of exhibition space (more than 18 percent growth) in halls 7 and 8 of the Dubai World Trade Center are completely booked. The exhibitor growth in the double-digit range is also a good omen for a successful 10th anniversary this year: the organisers, Koelnmesse and the Dubai World Trade Center, welcome more than 350 exhibitors (more than 12 percent growth) from 44 countries (2015: 40 countries) to the anniversary celebration. The countries with the strongest participation are Turkey, Germany, Egypt, Italy and Spain. Italy is represented for the first time with its own group pavilion. The organisers have noticed increased interest from Russian companies. In addition to the presence of important regional retail chains like Carrefour, Spinneys and Waitrose, 30 top level buyer delegations of the largest regional companies from trade and the hospitality industry are expected. Parallel with yummex Middle East, the trade visitors once again have the opportunity to visit the special platforms The Speciality Food Festival and SEAFEX. As of the coming year, yummex Middle East will be organised around six weeks earlier. It will continue to take place as an independent niche fair from 18 to 20 September 2017 within the context of the 'Dubai International Hospitality Week', which bundles various trade fairs.

"For the 10-year anniversary of yummex Middle East, we can once again present an exhibitor record", comments Denis Steker, Vice President International of Koelnmesse. "After ten successful and continually developed editions, the next logical step for 2017 is the change to a date more attractive for the industry in September and the embedding of yummex Middle East in the 'Dubai International Hospitality Week', which for us and our co-organiser Dubai World Trade Center means underlining the importance of yummex Middle East. Thanks to the good



MIDDLE EAST

yummex Middle East
07.11.-09.11.2016
www.yummex-me.com

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

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

cooperation with the industry, the event has become a fixed component of the international trade fair calendar over the past ten editions.”

Page
2/4

Dubai International Hospitality Week 2017

The premiere format, 'Dubai International Hospitality Week', for the first time offers regional trade visitors, especially from the growing hotel and hospitality industries but also from the retail sector, a comprehensive overview of relevant new products in the following industries at several specialised trade fairs taking place simultaneously from 18 to 20 September 2017:

- Food segment: yummex Middle East (sweets & snacks), The Speciality Food Festival (gourmet products), SEAFEX (fish & seafood)
- Hospitality and Foodservice Equipment Segments: GulfHost (a Gulfood hospitality equipment and food service expo) and The Tableware Show (a new joint venture partnership between DWTC and DMG Events Middle East)
- Hospitality segment: THE HOTEL SHOW DUBAI (organised by DMG Events Middle East)

Boom in the regional F&B sector as a success factor

Koelnmesse and the Dubai World Trade Center explain the exhibitor growth of yummex Middle East with the consistently lived concept of a special platform for the MENA region, and with a constantly positive market situation: research carried out by CBRE in the meantime sees the United Arab Emirates in third place of nations with the highest pro capita consumption of food. Thanks to a very young and affluent population, especially high quality brand products are in demand, as are niche products like sweets and snacks, which yummex Middle East reflects. The nutrition market is growing by four percent annually and, according to Euromonitor International, should encompass a volume of 48.5 billion AED in 2018, converted to around 11.9 billion Euro. The internationally active manufacturers from the sweets and snacks segment are increasingly expressing interest in participation and want to enter the market with yummex Middle East or maintain and expand upon existing contacts.

Strategic partnerships with major buyers

For this year's edition, yummex Middle East has once again concluded numerous partnerships with important buyers of sweets and snacks. In this way the trade fair ensures its exhibitors that it will achieve a significant visitor potential. The partners include trading companies and consumers from the hotel industry and gastronomy, for example, the Jumeirah Group, Spinneys, Waitrose, Emirates Flight Catering, Rotana Group, Manuel Market, Carrefour, Hyatt Group and Dubai Duty Free.

About the trade fair format

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. As of 2017, it will already take place in September in the context of the 'Dubai International Hospitality Week'.

Your contact:

Martin Schlupp
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2219
Fax +49 221 821-3544
m.schlupp@koelnmesse.de
www.koelnmesse.com

Note for editorial offices:

yummex Middle East photos are available in our image database on the Internet at www.yummex-me.com in the “Press” section.

Press information is available at: www.yummex-me.com/Pressinformation

If you reprint this document, please send us a sample copy.

yummex Middle East on Facebook and Twitter:

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

<https://twitter.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.

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

Next dates:

Annapoorna - World of food India
22.-24.09.2016, Mumbai, India

Page
4/4

ANUTEK - International FoodTec India
22.-24.09.2016, Mumbai, India

CIBUSTEC
25.-28.10.2016, Parma, Italy

veganfach
04.-05.11.2016, Cologne, Germany