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MIDDLE EAST

# THE EVENT FOR SWEETS AND SNACKS PROFESSIONALS



Dubai, 18-20 September 2017

# A FAIR EXACTLY TO YOUR TASTE

## THE EVENT FOR SWEETS AND SNACKS PROFESSIONALS

### PERFECT MARKET

You will present your company right in the center of the rapidly growing sweets and snacks market in the MENA region!

### PERFECT ENTRANCE

yummex ME is one of the region's most important events – it is a fixed meeting point and your perfect market entry platform!

### PERFECT MATCH

yummex ME will be part of 'The Speciality Food Festival' and the 'Dubai International Hospitality Week' – expect strong synergies!

### PERFECT AUDIENCE

The most important decision makers in the region will be present in Dubai – get ready to forge some powerful alliances!

### PERFECT CHANCES

Seize this opportunity – connect with top buyers, target future customers and enter the fast growing markets in the Middle East!

**TAKE YOUR CHANCE AND ENTER ONE OF THE MOST INTERESTING MARKETS WORLDWIDE!**

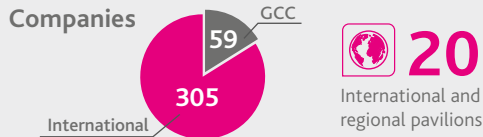


# KEY FACTORS FOR YOUR SUCCESS

## REVIEW OF YUMMEX MIDDLE EAST 2016

### EXHIBITORS

**364** exhibitors from **47** countries



**70%** expected rebooking rate for yummex ME 2017

**789,150 US \$** (average) expected value of sales generated during and after yummex ME 2016.

'Good show. Good venue. Great location. Well selected and targeted visitors. Well balanced availability of product categories. Great result for companies focusing on the Middle East'.

N.V. Destrooper – Olivier (Belgium)

### VISITORS

**8,180** visitors from **83** countries



**80%** of the visitors regard the fair as important or very important to their business and will probably/definitely return

### Top visiting countries

1. United Arab Emirates
2. Saudi Arabia
3. Kuwait
4. India
5. Oman

### Top industry sectors

1. Foodservice/Catering	31 %
2. Distributor	18 %
3. Importer/Trader/Wholesaler	12 %

### Strategic alliances with major retailers, hotels and caterers



# A MOUTH-WATERING MARKET

WELCOME TO A REGION WITH UNIQUE POTENTIAL

MENA markets are counted among the fastest growing in the world: Today, the Middle East confectionery and snacks market is valued at 9 billion US \$ per year. Between 2015 and 2018, confectionery sales are set to rise by 20 percent, with snack sales increasing by 24 percent.

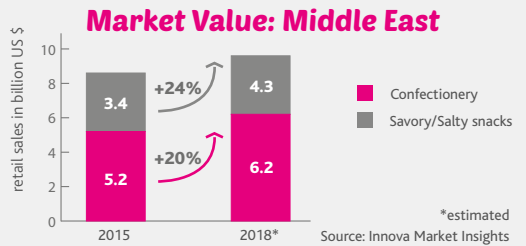
Sweets and snacks consumption in the UAE is one of the highest per capita in the world. One of the reasons: the hotel market, which is leading the local economy, is estimated to rise to 7 billion US \$ by the year 2020, when the EXPO 2020 will be held in Dubai.

Showcase your company at the heart of a highly lucrative region. No other platform will give you more direct access to so many important players, including Spinneys, Carrefour, Waitrose, Emirates Flight Catering, Jumeirah Group, Starwood Hotels and Intercontinental Hotels.

## yummex ME Innovation Awards

By the way, if you want your innovations to stand out among the other exhibitors, the fair's Innovation Awards offer you the chance to gain high profile industry recognition. The winners will be displayed at the Innovation Gallery throughout yummex ME

- positioned prominently for maximum exposure.



# A PERFECT MATCH

## STRONG SYNERGIES AND APPETISING OPPORTUNITIES

New in  
2017

Dubai International Hospitality Week  
presents

Autumn Food Shows



Hospitality & Foodservice

**The Hotel Show Dubai**

**GulfHost**

In 2016, yummex ME set new records: visitor growth of 3 percent, 364 exhibitors from 47 countries and 20 international and regional pavilions made it the most successful yummex ME ever.

In 2017, the fair – as always powered by the world's leading sweets and snacks fair ISM in Cologne – will be part of 'Autumn Food Shows', co-located with 'GulfHost' and 'The Hotel Show Dubai' as part of the 'Dubai International Hospitality Week'. The events will present innovative F&B,

hospitality and foodservice solutions for the region.

This means that even more attractive buyers and decision makers will visit Dubai, including you and your booth!

The result: yummex ME 2017 will be one of the most exciting places to be for everyone interested in the MENA markets.

Benefit from more visitors and strong synergy effects, and present your products to every single important decision maker in the region!

## CONTACTS

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