



MIDDLE EAST

# BOOST YOUR BUSINESS

## at MENA's No. 1 Sweets & Snacks Event!

Dubai, 29-31 October 2019

[www.yummex-me.com](http://www.yummex-me.com)

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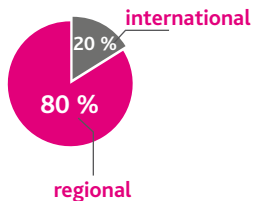
# Go for MENA!

yummex Middle East is the leading trend, innovation, and networking platform for the MENA region. The trade fair allows you quick and easy access to the growth markets of the Middle East and North Africa, and offers the potential for profitable contacts extending beyond the region.

Provide your business with new impulses!

## Visitors 2018

8,585 trade visitors



TOP industry sectors

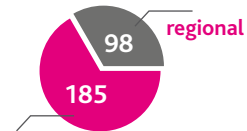


TOP 5 visiting countries

1. UAE
2. Saudi Arabia
3. India
4. Kuwait
5. Oman

## Exhibitors 2018

283 exhibitors from 43 countries



international



# 16

International and regional country pavilions, among others from:

Brazil	Mexico
Germany	Spain
Iran	Turkey
Netherlands	USA

# On top: Enter fast GROWING MARKETS!

Dubai is the gateway to the MENA region. As the number one hub for food exports, it offers the best connections with the Gulf States, with North and East Africa, and with India and Pakistan. **You exploit all potential at yummex ME.**

MENA confectionery industry: US \$ 9 billion.  
Forecast: US \$ 11 billion in 2021\*

Middle East: 27 % CAGR for Indulgent and Premium Confectionery, 8 % CAGR for Healthy Snack Alternatives\*

The Middle East region with 12 % growth has the fastest growing chocolate markets in the world with a growing demand for premium products\*

Confectionery market in the UAE: expected US \$ 800 million in 2021\*

Saudi Arabia is estimated to be the 20th largest bakery products market worldwide, with US \$ 5.11 billion worth of retail value sales\*



\* Source: Euromonitor, CBRE & MEED

# Show your INNOVATIONS!

yummex ME is the trend barometer of the MENA region and the perfect platform for your innovations.

## These product segments are presented:

- Chocolate, chocolate products
- Sugar confectionery
- Biscuits
- Snack foods
- Savoury snacks, ready-to-eat
- Fruit snacks and vegetable snacks
- Breakfast
- Ice cream, deep-frozen confectionery

## Trends in focus:

**Healthy Snacking:** calorie-reduced, natural, sugar-free, functional - „healthy snacks“ promote growth.

**Indulgence:** better ingredients, more flavour - sweets and snacks become bestsellers when they promise (new) enjoyment experiences.

**Premiumisation:** the middle class and prosperity are growing. As a result, the willingness of consumers to spend more on premium products is increasing.

**Packaging:** attractive, convenient and reusable packaging triggers purchase impulses.

## Be a winner!



With the Innovation Awards, new products are distinguished at yummex ME that have the potential to become bestsellers. One of the recipes for success of 2018: products on the basis of healthy ingredients that can fulfil sophisticated demands for flavour.

**Position yourself in an industry environment with a high level of dynamism as an innovative supplier!**

# Get your PIECE OF SUCCESS!



**Perfect date:** the date at the end of October is the optimal point in time for the industry and the anticipated Expo 2020 business in the MENA region.

**High level of visitor quality:** at yummex ME you will meet the who's who of the business – decision makers and key players from the trade, Horeca and distribution. In this way you profit from contacts at the highest level, extending to concrete business transactions.

**Strong synergies:** yummex ME takes place parallel with two other top events. Gulfood Manufacturing is the largest trade fair in the region for the manufacture and processing of food products and beverages. Together, yummex ME and Gulfood Manufacturing cover the entire value creation chain, from the supplier through the manufacturer to the trade. PRIME (Private Label & Licensing Middle East), which is taking place for the first time, also offers lucrative potential for the growing private label business.

**Profit from yummex ME –  
ONE trade fair for ALL target groups!**





**Join MENA's  
NO. 1 NOW!**  
[www.yummex-me.com/register](http://www.yummex-me.com/register)

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