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#yummex #yummexme

yummex Middle East 2019: The business platform for the sweets and snacks industry in the MENA region.

High turnover awaited at EXPO 2020 - Innovation Award honors trend products - Innovative online Matchmaking

The yummex Middle East (ME) is positioning itself: From 29 to 31 October 2019, the most important trade fair for sweets and snacks in the MENA region will present numerous new products, trends and innovations. The trade fair is being staged together with Gulfood Manufacturing, the largest trade fair for the processing and packing of food and beverages in the Near East, Asia and Africa, for the first time since 2016. Together yummex ME and Gulfood Manufacturing cover the entire value chain - from the suppliers, to the manufacturer, through to the trade. A further event will open up additional synergies and new business potential for the participants: PRIME, which is taking place for the first time, focuses on themes related to private label and licensing. At the 13th edition, yummex ME as the third largest trade fair for sweets and snacks in the world, is underlining its position as an established trend and innovation platform: Numerous group stands, including stands from Brazil, China, Germany, Greece & Cyprus, India, Italy, Jordan, Korea, Malaysia, Turkey, Ukraine and the USA & Mexico are taking part, which impressively accentuates the high level of internationality of the event. Famous companies such as Jelly Belly (USA), Saudi Ice Cream (Saudi Arabia), Trolli (Germany) and United Confectioners (Russia) will present their existing and new products. Furthermore, strong growth from the European market has been recorded on the exhibitor side, especially from Poland, Russia and the Ukraine. Exhibitors from Macedonia and Moldova are showing their ranges of products at the trade fair for the first time. Jan Philipp Hartmann, Director of yummex ME at Koelnmesse GmbH, also made reference to the good forecasts for the region: "Overall, high growth rates in the different sections of the sweets and snacks sector are indicated for the MENA region. Hence, yummex ME offers direct access to an attractive market with high turnover potential." The trade fair is organised jointly by the Dubai World Trade Centre and Koelnmesse GmbH.

yummex Innovation Award 2019

For the 6th time in succession the "yummex Innovation Award" is being conferred at the event. Future-looking products are distinguished in the categories "Best Bakery Product", "Best Chocolate Product", "Best Hard & Soft Candy Product" and "Best Snack Product". The yummex Innovation Award offers exhibitors of yummex ME an ideal platform to present their innovative products. All submitted entries will be on display in the Innovation Gallery and will be presented to the international audience during the event.



MIDDLE EAST

yummex Middle East
29.10. - 31.10.2019
www.yummex-me.com

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The innovative online Matchmaking platform also offers profitable networking opportunities for the exhibitors and visitors and contributes towards the success of the trade fair. After registering you receive immediate access to numerous local, regional and international industry experts. You can contact these directly to arrange appointments, find new business partners and participate in the potential of the growth region, MENA.

EXPO 2020: High requirement for sweets and snacks awaited

The venue date of yummex ME is ideal for the industry in order to establish business contacts and do business in the run-up to the EXPO 2020, which is being staged in Dubai from October 2020 to April 2021. The trade fair brings national and international producers, suppliers and decision-makers from the sweets and snacks section together with buyers from the retail, wholesale and HoReCa segments together in a targeted manner so that they can add interesting products to their product portfolios, i.e. at EXPO 2020.

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:

Annapoorna - ANUFOOD India - India's international Food & Beverage Exhibition, Mumbai 29.08. - 31.08.2019

ANUTECH - International FoodTec India, New Delhi 13.09. - 15.09.2019

Anuga - The leading trade fair for the global food industry, Cologne 05.10. - 09.10.2019

Note for editorial offices:

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