

No. 2 / ads / August 2017, Cologne

11th yummex Middle East: Extended access to the growing hospitality and foodservice market in the region

- New partner concept is attractive for both exhibitors and visitors
- The sweets and snacks market in the MENA region is showing above average growth
- Over 330 exhibitors from more than 40 countries
- Innovation Awards for new, trend-setting products

yummex Middle East (ME) continues its success story under a new trade fair umbrella: from 18 to 20 September, the international trade fair for sweets and snacks in the MENA region will present itself in the context of the "Dubai International Hospitality Week", together with the "Speciality Food Festival" and the "SEAFEX". The signs for this year's event are good: more than 330 companies from more than 40 countries have announced their trade fair participation. Many top companies like Cavalier (Belgium), Destrooper-Olivier (Belgium), Jelly Belly (USA), Katjes (Germany), Ragolds (Germany), Configirona (Spain) and Del Conte (Italy) will present their products and innovations at the trend and performance show for sweets and snacks. The countries with the strongest participation are Egypt, Belgium, Germany, India, Malaysia, Turkey and the USA. 19 regional and international pavilions, as well as the first-time participation of exhibitors from Armenia, Rumania and Switzerland emphasise the very high level of internationality and exhibitor quality of the event. The yummex ME is firmly established as an industry platform in the MENA region and is organised by Koelnmesse and the Dubai World Trade Centre.

"Following the successful anniversary of the previous year, yummex ME 2017 will offer expanded access to the attractive hospitality and foodservice market in the region with its new setup in the context of the Dubai Hospitality Week and emphasise the importance of global trends for regional markets", according to Denis Steker, Vice President International of Koelnmesse. "Together with the other trade fairs taking place simultaneously, yummex ME optimally addresses the great demand in the retail and hospitality areas." Exhibitors and visitors from the hotel industry, food service and the retail business profit from the positive market situation in the region and can make use of attractive synergy effects. In Dubai they will find ideal possibilities for opening up new potential for successful business development in the MENA region, including in the constantly growing hospitality and food service segments.



MIDDLE EAST

yummex Middle East
18.09.-20.09.2017
www.yummex-me.com

Your contact:

Imke Arends

Tel.

+49 221 821-2219

Fax

+49 221 821-3544

E-mail

i.arends@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

Numerous attractive partnerships with trading companies, as well as with important buyers of sweets and snacks from the hotel industry and food services, for example, with Carrefour, Dubai Duty Free, Emirates Flight Catering, the Jumeirah Group, the Rotana Group and Spinneys contribute effectively to the success of the trade fair. Thanks to the booming market situation in the MENA region, they promise further attractive business potential.

The "Dubai International Hospitality Week" offers business and trade contacts for a successful market entry into the MENA region across the board. Especially the sweets and snacks segment offers great potential: according to studies of Euromonitor International, the sales value of this segment in the MENA region has been growing twice as strong as the global average. The chocolate sweets segment has been growing by five percent each year in the MENA region since 2011, in contrast with the global average of two percent. Growth in the savoury snacks segment is also strong, amounting to six percent annually since 2011, and is thus twice as strong as the global average increase of three percent.

Innovation Awards and Innova Market Insights

Already for the fourth time now, the yummex Innovation Awards for especially innovative products will be awarded in the categories "Chocolate", "Hard & Soft Candy", "Bakery Products" and "Snacks". Until 11 August, registered exhibitors still have the possibility to submit their trendsetter products for the competition. The winners will be chosen by an independent jury and can exhibit their products at yummex ME and ISM, the world's largest trade fair for sweets and snacks, which takes place from 28-31 January 2018 in Cologne. Innova Market Insights is also placing the theme of innovations on its agenda. The internationally renowned company will present the most important global trends defining the snacks and sweets world in 2017 at yummex ME, as well as their implications and their transfer to the diversified and high-contrast market in the MENA region. These include, for example, Clean Label and innovative flavours as a premium strategy for marketing. Exhibitors and visitors in this way receive unique insights into the world of sweets, snacks, aromas and additives. First class, handmade ice cream creations from an international field of competitors will also once again be distinguished with the Gelato Cup.

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages 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:

ANUTECH- International FoodTec India, New Delhi, India, 21.-23.08.2017

ANUFOOD China, Beijing, China, 30.08.-01.09.2017

Annapoorna- World of Food India, Mumbai, India, 14.-16.09.2017

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:

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

Your contact:

Imke Arends

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2219

Fax +49 221 821-3544

i.arends@koelnmesse.de

www.koelnmesse.com