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#yummex #yummexme

## yummex Middle East 2018: current trends and innovations for sweets und snacks in the MENA region



MIDDLE EAST

yummex Middle East  
30.10. - 01.11.2018  
www.yummex-me.com

From 30.10.-01.11.2018, yummex Middle East (ME), the international trade fair for sweets and snacks in Dubai, presents the latest new products and trends for the rapidly growing market in the Middle East and North Africa (MENA). According to Euromonitor International, innovations and leading regional trends such as product upscaling, health and provenance certification are expected to be growth drivers for the food import market in the Gulf countries, which is expected to reach a value of 53.1 billion US dollars by 2020. The annual growth forecast for the snacks industry in the region is around 5 percent. yummex ME therefore provides the best prerequisites for participating in this growth and being successful in the MENA region with target group-oriented products. "In the extremely dynamic market environment of the MENA region, yummex ME also once again presents numerous innovations and the relevant market trends of the region at the 12th edition of the trade fair", Denis Steker, Vice President International of Koelnmesse GmbH, summarises. Many new exhibitors have applied for this year's event. Around 300 exhibiting companies from around 40 countries offer the newest products and services at yummex ME. Top companies like Jelly Belly (USA), Katjes (Germany), United Confectioners (Russia), Barcel SA de CV/Grupo Bimbo (Mexico), Prestige 96 (Bulgaria) and BMB Foodstuff (UAE) have confirmed their participation. For the first time, exhibitors from the Czech Republic and Latvia will be participating in the service and trend show for the region. Sixteen regional and international pavilions, including from Brazil, Germany, Iran, the Netherlands, Mexico, Spain, Turkey and the USA emphasise the international attractiveness of the event for companies from abroad. International participation has achieved a share of around 90 percent. yummex ME is thus also the unique international industry meeting point and the established trend show for sweets and snacks in the MENA region. The trade fair is organised jointly by the Dubai World Trade Centre and Koelnmesse GmbH.

### Bundled potential

SEAFEX, the Speciality Food Festival and GulfHost take place parallel with yummex ME. The events offer many synergies for addressing an expanded group of exhibitors and visitors interested in innovation and investment. At the same time, they provide expanded access to a broad range of trends and new products in the region. In the context of cooperation with the renowned market research companies Euromonitor International and Innova Market Insights, influential new trends and products for the MENA region will be presented at yummex ME. They offer optimal possibilities for targeted knowledge transfer on trend themes like "Healthy

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Snacking", "Premiumisation" (preference for brands), "Indulgence" (enjoyment as experience) and "Packaging" (attractiveness of packaging and recycling).

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Overarching trends revolving around the fields of product upscaling, wellness, health and origin certification will also be presented. "Many visitors at yummex ME serve the central trends of the region in a targeted fashion, for example, the increasing orientation toward healthy and fitness-oriented sweets and snacks, and implement them in a completely different context at the trade fair", Fabian Ströter, Director of yummex ME at Koelnmesse GmbH, summarises.

### **Comprehensive event and congress programme**

The trade fair programme of yummex ME is complemented by many events and offerings for exhibitors and visitors of the trade fairs taking place simultaneously: events such as the GulfHost Innovation Awards, the GulfHost Gelato Campus and the Global Date Market provide an ideal opportunity to inform oneself about new products. At yummex ME, trade visitors also have a matchmaking programme at their disposal to help access interesting, profitable business contacts and new sales chances in the MENA region and to be able to contact companies on location at the trade fair quickly and efficiently.

### **yummex Middle East Innovation Awards**

For the 5th edition of the Innovation Awards, exceptional sweets and snacks product innovations of yummex ME exhibitors will once again be honoured in the categories "Chocolate", "Hard & Soft Candy", "Bakery Products" and "Snacks". The Innovation Awards are an interesting trend barometer for the region: "Many of the winners and those commended will be seen for the first time at yummex Middle East, yet could soon be the segment's future stars and big sellers across the region's supermarket aisles. Many of the regionally produced products are also expected to generate strong export demand", says Mark Napier, Exhibition Director, yummex Middle East at the Dubai World Trade Centre. An independent jury will select the winners on the first day of yummex ME. They can present their distinguished products at yummex ME in the "Innovation Gallery", as well as from 27.-31.01.2019 in Cologne at the ISM, the world's largest trade fair for sweets and snacks.

### **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:**

Anutec - International FoodTec India, Mumbai 27.09. - 29.09.2018

Annapoorna - World of Food India - International Exhibition for Food & Beverage

Trade, Catering & Retail Market, Mumbai 27.09. - 29.09.2018  
veganfach - (open to the public on Friday from 2:00 p.m. and on Saturday), Cologne  
02.11. - 03.11.2018

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**Note for editorial offices:**

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