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## Sweets & Snacks Middle East continues on road to success

**Position as the most important commercial platform for sweets and snacks in the MENA region clearly underlined - growth in number of exhibitors and visitors**

**As of 2016 with a new brand name for the 10th anniversary:  
Sweets & Snacks Middle East is becoming yummex Middle East**

Sweets & Snacks Middle East continues on road to success. The trade fair, which took place for the 9th time in Dubai, was able to book both a growth in the number of exhibitors and a clear increase in the number of visitors after three intensive event days. "Sweets & Snacks Middle East serves the branch as the most important commercial platform for sweets and snacks in the MENA region. International providers meet here with trade visitors from a highly dynamic growth market", according to Denis Steker, Vice President of International/Outbound Fairs for Koelnmesse GmbH. "The positive event result shows that the concept of a specialised purchasing platform for the MENA region functions very well. Especially for purchasers who have no visa for Europe, this professional trade fair at its front door is very welcome."

7,942 visitors were registered, thus 13 percent more than in 2014. The event also grew from an exhibitor perspective. For the first time, more than 300 providers from around 40 countries participated in the trade fair. This meant a plus of 25 percent in comparison to the previous event. Also contributing to the good result of this year's Sweets & Snacks Middle East is the fact that important procurement partners could be attracted for the first time. Among others, a delegation from Dubai Duty Free (DDF), the world's leading provider of duty free goods at airports, made use of the event to establish new business contacts. Upon conclusion of the 9th Sweets & Snacks Middle East, the organisers, Koelnmesse and the Dubai World Trade Center, announced that the trade fair will go onto the market effective immediately under the new brand name "yummex Middle East". Denis Steker on this subject: "We appropriately address the successful development with the modern, fresh and emotional name. yummex Middle East clearly differentiates our trade fair from other events in this segment. The name is unique and stands for the innovative and enjoyment-oriented character of the sweets and snacks branch and its products."



Sweets & Snacks Middle East  
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The fact that the MENA region will also register future growth in the sweets and snacks segment, according to current market research, inspires the good mood at Sweets & Snacks Middle East. Companies like BMB Foodstuff (UAE), Cavalier (Belgium), Del Conte (Italy), Katjes (Germany) or Bazooka Candy Brands (USA) represented a broad range of products that were of much interest for the trade visitors. A total of 17 national pavilions participated in the trade fair. National pavilions from the United Kingdom and Spain also presented themselves for the first time.

The visitors included high quality purchasers from important commercial chains in the region. Additional important partners and thus visitors were attracted by new strategic alliances with Dubai Duty Free, Carrefour, Emirates Flight Catering, Spinneys, Jumeirah Group and Manuel Supermarket.

The exhibitors therefore also reported effective discussions and top contacts.

"We have already made a lot of progress very quickly in many countries of the Middle East with Katjes. For Katjes, the sweets trade fair in Dubai is now the perfect start for presenting itself as a brand", explained Holger Terstiege, Vice President International Business, Katjes Middle East DMCC. He reported having many excellent conversations at the trade fair.

The "Sweets & Snacks Innovation Awards" were conferred for the second time in the context of Sweets & Snacks Middle East. An expert jury selected four products in four categories from the entries in the new products database of the fair that were deemed as especially innovative and pioneering for the region. The winning products were presented at the trade fair in the "Innovation Gallery" and specially highlighted at the website.

The winners:

Baked goods: "Doughnuts wild berry jam"  
Elledi Spa, Italy

Chocolate: "White Chocolate with Algae and Black Sea Salt"  
Chocolates Torras, S. A., Spain

Sugar confectionery hard and soft: "Active Drops Life & Kinsis"  
Kokkos Pogatos SA, Greece

Snacks: „Double Salted Caramel Popcorn”  
Joe & Seph's Gourmet Popcorn, United Kingdom

Page  
3/4

<http://www.yummex-me.com/yummex-Middle-East/Trade-Fair/Events/Innovation-Awards/index.php>

### **Sweets & Snacks Middle East becomes yummx Middle East**

The event is receiving a new brand name for the 10th anniversary in 2016.

"As yummx Middle East, the trade fair will expand its position further and also clearly distance itself from other events in terms of communication", according to Denis Steker.

yummx is a made-up word originating from "yummy" and "exhibition". Numerous communications measures will accompany the rebranding in the coming months.



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**Note for editorial offices:**

Page

yummex Middle East photos are available in our image database on the Internet at [www.yummex-me.com](http://www.yummex-me.com) in the "Press" section.

4/4

Press information is available at: <http://www.yummex-me.com/yummex-Middle-East/Press>

If you reprint this document, please send us a sample copy.

**Sweets & Snacks Middle East on Facebook:**

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

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<http://www.global-competence.net/food/>

**Next dates:**

**World of Food Beijing – powered by Anuga**  
**18.-20.11.2015 in Beijing**

**ISM**  
**ProSweets Cologne**  
**31.01.-03.02.2016 in Cologne**