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## yummex Middle East Trade fair anniversary with records

As of September 2017: presentation of yummex Middle East in the context of the "Speciality Food Festival" and co-located "Dubai International Hospitality Week"

- 3 percent more visitors
- 364 exhibitors from 47 countries
- 20 regional and international pavilions

yummex Middle East, the international trade fair for sweets and snacks in the MENA region, has impressively demonstrated its significance for the industry on its 10th anniversary. The event continued the successful growth course in comparison with the previous year: with 364 exhibitors (more than 16 percent growth) from 47 countries (2015: 42 countries), 8,180 visitors (plus 3 percent) from 83 countries and a growth of exhibition space of 18 percent, yummex Middle East was completely sold out and set new records in all areas. 20 regional and international pavilions (2015: 17), at which companies of a country or a region exhibit jointly, underline the continuously growing international relevance of the event organised by Koelnmesse and the Dubai World Trade Centre. Belgium, Germany, Italy, Egypt, Turkey and the USA presented the largest group stands. Represented for the first time were Italy and the region of Catalonia. "yummex Middle East presented exhibitors and visitors an all-round outstanding show for its anniversary", is how Gerald Böse, President and Chief Executive of Koelnmesse GmbH, summarised the trade fair success. Already as of 2017, yummex Middle East will be presented under the umbrella brand the "Speciality Food Festival", along with "SEAFEX" and "Gourmet Foodex" (previously known as the "Speciality Food Festival event") from 18 to 20 September. The "Speciality Food Festival" will also be co-located in 2017 alongside "Dubai International Hospitality Week" featuring "GulfHost" - a Gulf food hospitality equipment and foodservice expo - and DMG Events Middle East's "Hotel Show". Gerald Böse on this subject: "We are convinced that yummex Middle East will continue to expand upon its success next year as a firmly established trade fair factor and as an important element of a new partnership trade fair concept which will open up new potential for our customers."

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 the Jumeirah Group, Spinneys, Waitrose, Emirates Flight Catering, Rotana Group, Manuel Market, Carrefour, Hyatt Group and Dubai Duty Free, have this year already contributed effectively to the success of the trade fair and promise



MIDDLE EAST

yummex Middle East  
07.11.-09.11.2016  
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additional attractive potential for the booming market situation in the MENA region. Research carried out by the consulting firm CBRE in the meantime sees the United Arab Emirates in third place of nations with the highest pro capita consumption of food. The F&B market is growing by four percent annually and, according to Euromonitor International, should encompass a volume of 48.5 billion AED in 2018, converted to around 12.1 billion Euro. Nielsen, the global performance management company, forecasts growth of 15 to 20 percent until 2024 for the sweets market in the MENA region.

With a view to 2017, the signs for yummex Middle East remain positive: as an established trade fair on the international trade fair schedule, yummex Middle East is a fixed meeting point for exhibitors and visitors from the sweets and snacks industry. The concentration of several specialised trade fairs provides a comprehensive overview of relevant new products in the branch and the best possibilities for establishing effective business and trade contacts across the board.

In 2017, the organisers, Koelnmesse and Dubai World Trade Centre, anticipate from the new strategic co-location with the Dubai International Hospitality Week events, strong synergies and further growth in numbers of visitors, especially from the enormously growing hotel and food services industry. With regard to the Expo 2020 a doubling of hotel capacities to 164,000 beds is planned in Dubai alone. The growth of the hospitality and service segments is already offering trade fair participants a variety of chances for successful, long-term business relations.

The great attractiveness of yummex Middle East for internationally active manufacturers is shown by the increasing number of countries from which exhibitors originate (47 countries in 2016 compared to 42 countries in 2015). The comparatively higher share of exhibition space booked by international exhibitors (79 percent) compared to national exhibitors (21 percent) also underlines the great relevance of the event as a perfect market entry platform, especially for international exhibitors seeking to participate in the success of the booming sweets and snacks segment in the MENA region and wishing to present their product innovations.

That the positive market situation and the inspiring market environment promotes the development of new trends was shown by the many new product innovations being presented by many providers at the trade fair: they extended from vegan products through products with unusual natural ingredient combinations to new products with innovative flavours.

#### **Prizewinning products: Innovation Awards 2016**

Already for the third time now, especially innovative, future-oriented products have been honoured in the context of the "Innovation Award" in four categories. The honoured products were presented to an interested trade public in the "Innovation Gallery", and will also be exhibited at the ISM in Cologne from 29.01.-01.02.2017. All

winners can be viewed at <http://www.yummex-me.com/innovations> or in the Events area in the Innovation Awards Gallery.

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#### The winners of the Innovation Awards 2016

Best Bakery Product	„Choco Cookie vegan“ Coppenrath Feingebäck GmbH (Germany)
Best Chocolate Product	„Premium White Chocolate with Coconut filled Sticks“ Baron Chocolatier Inc. (USA)
Best Hard & Soft Candy Product	„MASTIKA“ MASTER CHEWING GUM & CANDIES SAL (Lebanon)
Best Snack Product	„Crispy Bread Chips“ SAY YES to NO! - Van der Meulen - Hallum BV (Netherlands)

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#### Note for editorial offices:

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#### yummex Middle East on Facebook:

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

**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, Colombia, in India, in Japan, in Thailand, in the United States and in the United Arab Emirates. 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.

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

**Next dates:**

**ANUFOOD China**  
16.-18.11.2016, Beijing, China

**ProSweets Cologne**  
29.01.-01.02.2017, Cologne, Germany

**ISM**  
29.01.-01.02.2017, Cologne, Germany

**IIDE International Dairy Expo**  
16.-18.02.2017, Mumbai, India