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#yummex #yummexme

The 13th yummex Middle East is presenting new products and trends of the sweets and snacks industry for the MENA region

Synergies through simultaneous special trade fairs - yummex ME Innovation Awards and Munch!Stage show new products

The countdown is running: the 13th yummex Middle East (ME), the number 1 for sweets and snacks in the MENA region, is opening its doors in Dubai from 29-31 October 2019. Around one year prior to the EXPO 2020, the established innovation and business platform offers exhibitors and visitors the best possibilities for meeting the most important regional and international key players and initiating successful business. Dubai is the gateway to the MENA region: as the most important hub for food exports, it offers the best growth potential and ideal connections with the Gulf States, North and East Africa, as well as with India and Pakistan. yummex Middle East takes place parallel with "Gulfood Manufacturing", the largest trade fair for the processing and packaging of food and beverages in the Middle East, and with the new "Private Label & Licensing Middle East". An ideal connection: the three trade fairs together cover the entire value creation chain, and also offer numerous possibilities for accessing new business potential. The prerequisites are therefore good for meeting the right contacts in the trade, procurement and distribution areas. yummex ME is "powered by" ISM and Gulfood, and is organised jointly by the Dubai World Trade Centre and Koelnmesse GmbH. Around 260 exhibitors from around 40 countries will present many new products and innovations from all segments of the sweets and snacks industry. The share of international exhibitors this year is around 95 percent. The 19 international and regional pavilions also emphasise the far-reaching importance of the event. In addition to renowned providers like Hershey Brazil, Jelly Belly (USA), Saudi Ice Cream (Saudi Arabia), Trolli (Germany) and United Confectioners (Russia), many new exhibitors will also present their portfolios at the trade fair. Exhibitors from Canada, Moldavia and North Macedonia will be represented at the event for the first time.

Distinguished new products, workshops and trend overviews

This year too, the 6th yummex ME Innovation Awards will distinguish the most innovative new products of yummex ME. Exhibitors can submit their new products prior to the trade fair. The most innovative products will be evaluated by a jury and honoured at the event. On the new Munch!Stage, participants profit from a tailored seminar and workshop programme that makes it possible for them to establish new contacts and to exploit their business potential even better. In addition, the renowned market research companies Innova Market Insights and Euromonitor International will provide a targeted and well-founded overview of the latest global



MIDDLE EAST

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

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product trends and developments for sweets and snacks for the MENA region. The sweets and snacks industry is the most rapidly growing F&B category in the MENA region. According to Euromonitor International, this trend points to exceptional chances. "A strong contributor to this is the adoption of healthier lifestyles. Opportunities lie on product innovation that does not compromise on taste, while providing consumers with healthier ingredients", summarises the world's leading independent provider of strategic market research in its latest confectionery whitepaper report.

For many exhibitors, yummex ME is therefore an ideal innovation and business platform for a targeted and successful market breakthrough into the MENA region, with the aim of finding new sales possibilities and distribution channels, or as an international springboard for their latest product innovations. Other participants rely on yummex ME to generate valuable information and market reactions to their new products in a targeted fashion in an international environment.

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:

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

ISM - The world's largest trade fair for sweets and snacks, Cologne
02.02. - 05.02.2020

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, Sao Paulo 09.03. - 11.03.2020

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 releases" section.

Press information is available at: <https://www.yummex-me.com/news/press-releases/press-releases.php>

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