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#yummex #yummexme

yummex Middle East presents the latest trends and innovations in the MENA region

More than 180 exhibitors from more than 30 countries - Newcomer Area is fully booked - Special trade fairs taking place parallel offer additional business potential

Everything set to start: from 7-9 November 2021, yummex Middle East, the international trade fair for sweets and snacks in the MENA region, continues on its successful course. More than 180 exhibitors from more than 30 countries present their products and innovations in Dubai. They trust in yummex Middle East as a platform for targeted business contacts in one of the largest growth markets worldwide to generate business relationships that promote exports and to provide opportunities for a direct exchange with the industry on location.

Renowned international top companies like Bakewell Biscuits, Danpak Food Industries, Embare, Felföldi, Madhur Confectioners, Millano, Paletas Mara, Riclan, Roshen, Trolli, Vidal Golosinas and Wawel will present their offering of sweets and snacks for the MENA region at yummex Middle East. Nine new country pavilions from Bulgaria, France, Latvia, Morocco, Pakistan, Poland, Russia and Spain impressively emphasise the importance of the event for established and new companies.

Newcomer Area

The newly established Newcomer Area offers companies exhibiting for the first time at yummex Middle East an attractive presentation area and was immediately fully booked. Participants like Chocoland, Golski, Pure Temptation, RIF, Terravita, Uno Foods and Vitba profit from targeted promotion and special visibility, optimally bringing their products to the market and establishing new business relationships.

yummex Middle East Innovation Awards

The yummex Middle East Innovation Awards are already distinguishing especially pioneering products in the categories Best Chocolate Product, Best Hard or Soft Candy Product, Best Snack Product and Best Bakery Product for the seventh time. Product innovations and new products submitted in advance of the trade fair were evaluated by an independent jury and will be honoured at the event.

Dubai has a steady eye on business and the future

yummex Middle East is organised by the partners Dubai World Trade Centre (DWTC) and Koelnmesse. The special trade fairs "Gulfood Manufacturing", "The Speciality Food Festival" and "Private Label & Licensing Middle East" are taking place parallel with yummex Middle East and offer additional business potential. A comprehensive hygiene concept ensures a safe stay at the fair on location and on the fair grounds.



MIDDLE EAST

yummex MIDDLE EAST
07.11. - 09.11.2021
www.yummex-me.com

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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

In addition to yummex Middle East, Expo 2020 is also an important and interesting destination. Following the motto of "Connecting Minds, Creating the Future", Dubai is the meeting point for the countries of this world until 31 March 2022. Germany is represented at Expo 2020 with its own pavilion and is presenting itself under the name "CAMPUS GERMANY". The German pavilion is organised and operated by Koelnmesse.

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Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in 2022 will mark the launch of an additional event format dedicated to food industry innovations in Cologne. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.yummex-me.com/trade-fair/industry-trade-fairs>

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 30.01. - 02.02.2022

Annapoorna - ANUFOOD India - India's international exhibition on food & beverage trade and retail market, Mumbai 03.02. - 05.02.2022

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 12.04. - 14.04.2022

Note for editorial offices:

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

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