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#yummex #yummexme

yummex Middle East is back on the road to success

**Highest growth rate worldwide for sweets in the MENA region -
High degree of internationality of the event - EXPO 2020
increases demand for sweets and snacks in the hospitality sector**

With the conceptual adjustments to the 2019 edition, yummex ME has returned to the roots of its success. It has thus impressively underlined its claim to a top 3 position worldwide and as a central, international business platform for sweets and snacks for the Middle East and North Africa (MENA). 252 exhibitors from 40 countries presented the latest products and trends and profited from once again numerous direct business contacts and sales possibilities on location. In the sweets segment, the largest global growth rates are forecast for the MENA region. Many companies have recognised the great potential of the market. The internationality of the event was therefore very high, with 80 regional exhibitors and 172 exhibitors from abroad: international exhibitors came from, among other countries, Australia, Belgium, Germany, the United Kingdom, Greece, India, Italy, Canada, Mexico, Pakistan, Russia, Saudi Arabia, Spain, Turkey and the USA. Several participants were represented with trade fair stands that were considerably larger than in the previous year. Around 60 companies took part in yummex ME for the first time. The 16 regional and international pavilions make the international importance of the event clear. More than 9,000 trade visitors informed themselves at the trend and innovation platform about the service portfolio of the providers for the growth market. Co-location with "Gulfood Manufacturing" and "Private Label & Licensing Middle East" reflected the entire value creation chain for sweets and snacks and provided a broad overview of the current industry themes. "We are at the pulse of the times with yummex ME: many participants used the synergy effects of the ideal trade fair combination for opening up new sales channels and for an intensive exchange of know-how. They reported good, new business opportunities based on the increasing need for sweets and snacks in the MENA growth region. The ongoing preparations for EXPO 2020 promoted profitable business contacts", was the summary of Denis Steker, Vice President International of Koelnmesse GmbH. yummex ME is "powered by" ISM and Gulfood and takes place in partnership with the Dubai World Trade Centre and Koelnmesse GmbH.

Numerous top participants

Many key players of the industry were represented at the 13th edition of yummex ME, including Bakewell (India), Barcel (Mexico), Hershey's Brazil (Brazil), Ismail Industries (Pakistan), Jelly Belly (USA), Mayfair (Pakistan), Neugebauer (Brazil), Prestige 96 (Bulgaria), Q Chocolate (Belgium), Roshen (Ukraine), Saudi Ice Cream (Saudi Arabia), Shirin Novin (Iran), Steenland Chocolate (Netherlands), Swasco Foods (United Arab Emirates), Trolli (Germany), United Confectioners (Russia) and Walker's Nonsuch (United Kingdom). They emphasised the good visitor quality and



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www.yummex-me.com

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the market potential of the MENA region for their products. Emma Walker, CEO at Walker's Nonsuch, said: "Generally, we have received quality customers which genuine interest in our products from both direct retail and distributors." Jiri Cerny, CEO at Medovnik Original, added: "The reason for us participating at yummex ME 2019 is, that last year during the yummex show we gained new customers and therefore we felt the need to present ourselves this year again. And this year, it is a great opportunity to build up our brand. The second reason is, that we are specialized in this kind of honey cake, and we think that this kind of exhibition is the best and right way to be seen for all the customers at yummex ME in Dubai, as the ISM in Cologne in Europe. It is for us the best place where we can offer our special honey cake for potential customers." The 16 regional and international pavilions from Egypt, Brazil, China, Germany, Greece, India, Iran, Italy, Jordan, Korea, Malaysia, Poland, Turkey, Ukraine, USA and Mexico also gathered important established market participants and newcomers from the industry. They also draw a positive trade fair summary. "This was our second time at yummex ME. We were able to sign new distributor agreements during this event, which really has become a major platform for sweets in the MENA region. We certainly plan to be back," summarises Ivan Sandoval, export manager at Dot Dulces and exhibitor of the USA and Mexico pavilion, their participation at yummex ME 2019.

yummex ME: important trend and innovation platform

On the Munch! Stage, yummex ME provided further important aspects revolving around the latest trends and market entries influencing the sweets and snacks industry worldwide with an extensive, informative and very diverse programme. Among other things, trend products revolving around the fitness and convenience segment were presented, which are provided with special sales potential through their adjustment to the regional market. The growth chances for the MENA region are good on the whole: the "Confectionery and snacks report", which was created in 2019 by Euromonitor International, characterises the MENA region as one of the world's most quickly growing markets and forecasts a probable value of 34.5 billion USD (current: 29.2 billion USD) for the confectionery, snacks and ready-to-eat industry by 2023. The renowned market research companies Innova Market Insights and Euromonitor International represented current global product and market developments and presented the thus related impulses for the industry.

The winners of the Innovation Awards 2019

The yummex ME Innovation Awards were already presented for the 6th time at yummex ME. A high-quality jury determined the prizewinners in four categories from the around 50 submissions. The winners were honoured during the fair. All honoured products were presented during the fair in the Innovation Gallery and can still be seen on www.yummex-me.com/awardwinners

Best Bakery Product:

"Organic Taralli 100% Apulian Quality certified"
Fiore di Puglia Srl

Best Chocolate Product:

"Dark chocolate Eco botanica with lemon and peppermint extract"
United Confectioners Ltd.

Best Hard & Soft Candy Product:

"Frulo Very Cherry Fizzies"
Valeo Confectionery

Best Snack Product:

"POOK Sticky Rice Chips"
PookSpaFoods GmbH

The 14th yummex Middle East takes place from 3-5 November 2020 in Dubai.

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 and food technology 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:

Andina Pack - International Converting, Processing and Packaging Exhibition for the Food, Pharma and Cosmetic Industry, Bogotá 19.11. - 22.11.2019

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

ProSweets Cologne - The international supplier trade fair for the sweets and snacks industry, Cologne 02.02. - 05.02.2020

Note for editorial offices:

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