



For immediate release:

Dubai Food Exports Reach AED 3.5 Billion

*Sugar & Confectionery Ranked Number One, Making Up 37 Percent of all Food Exports;
Dubai Municipality Provides 'International Buyer's Centre' To Encourage More Trade at
Sweets Middle East Exhibition*

Dubai, United Arab Emirates

Dubai is increasingly exporting food products around the world with around AED 3.5 Billion traded last year according to recent figures from Dubai Export Development Corporation. Dubai also re-exported AED 4.1 Billion worth of food products in 2008.

Sugar and Confectionery ranked at the top of the list of food exports, making up 37 percent of the export value of all food products.

In a new move to encourage more local businesses to export food products around the world, Dubai Municipality will be hosting an 'International Buyer's Centre' at Sweets Middle East, which takes place 2 – 4 November 2009 at Dubai International Convention and Exhibition Centre.

The exhibition is organised by Dubai World Trade Centre in conjunction with Koelnmesse, organiser of the world's leading confectionery show ISM.

"The UAE has many great food products to sell to the world," said Bobby Krishna, Senior Food Studies Officer, Dubai Municipality. "Dubai was built around the trade industry, and with the Arab Free Trade Agreement and the close proximity of our neighbours, we are well positioned to export many great products to the region.

"There will be experienced staff at the International Buyers Centre in Sweets Middle East to provide advice and guidance on the opportunities abroad. We will also be able to provide on-site support to international exhibitors at the show who are looking to sell food in Dubai," he added.

In addition to the new International Buyers Centre, Dubai Municipality is also helping to organise a workshop on 'Understanding Food Trade Regulations in Dubai' to provide further support and guidance to the hundreds of international companies who will be showcasing their latest products at the show.

"Sweets Middle East plays an important role in attracting new trade opportunities to the confectionery industry in Dubai," said Mark Napier, Exhibitions Director, Dubai World Trade Centre. "Dubai has traditionally been known for its food imports, and while Dubai Municipality will be able to offer invaluable advice to our international clients, we will also welcome many local companies looking to export more products around the GCC."

Many new companies have already signed up for this year's Sweets Middle East including Al Nassma, Burg Lauenstein, Caribou Coffee, ChoCo'a, Gulf Confectionery & Biscuits, La Roche, Pastor, The Nut Tree and United Dates.

New companies in the Sweet & SnackTec Middle East exhibition, which runs alongside Sweet Middle East, include Al Khaleej Sugar, A.M.P. Rose, Ecomec, Integrated Plastics Packaging, Hans Brunner and Showcolate.

Sweets Middle East and Sweets and SnackTec Middle East will run from 2 - 4 November in Hall 2 at the Dubai International Convention and Exhibition Centre. The exhibition is for Trade and Business Professionals only and will be open from 10am - 6pm daily. General public and persons under the age of 18 will not be permitted entry. Registration is available onsite or alternatively visitors can pre-register in advance at www.sweetsmiddleeast.com & www.sweetsnacktecmiddleeast.com.

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About Sweets Middle East

Website: www.sweetsmiddleeast.com

About Sweet & SnackTec Middle East

Website: www.sweetsnacktecmiddleeast.com