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## MIDDLE EAST'S PREMIER SWEETS EXHIBITION TO PROVIDE OPPORTUNITIES FOR BUSY END OF YEAR

*Sweets Middle East and Sweet & SnackTec Middle East Opens Tomorrow*

Dubai, United Arab Emirates

The third edition of Sweets Middle East opens tomorrow, providing an ideal platform for companies to source the latest products and to capitalise on the region's booming sweets and confectionery market.

With Eid Al Adha, Christmas and the New Year being celebrated in the next couple of months, companies will be looking to position themselves in the market in preparation for one of the busiest periods of the year.

Sweets Middle East runs from 2 – 4 November 2009 at the Dubai International Convention and Exhibition Centre alongside Sweet & SnackTec Middle East. The exhibitions are organised by Dubai World Trade Centre in conjunction with Koelnmesse, organiser of the world's leading confectionery show ISM.

"As the food sector in the Middle East continues to grow, especially the sweets, confectionery and snack food markets, we are looking forward to a packed week of business networking," said Trixee Loh, Senior Vice President, Exhibitions, Dubai World Trade Centre. "Sweets Middle East and Sweet & SnackTec Middle East cater directly for international and regional companies looking to expand business operations in the region."

More than 150 companies from 34 participating countries will be exhibiting with new participation from Azerbaijan, Bulgaria, Czech Republic, Denmark, Hong Kong, Lithuania, Portugal, Singapore, Spain and the United Kingdom.

The show also welcomes eight country pavilions from Belgium, China, Cyprus, France, Germany, Malaysia, Turkey and USA.

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' during the event. There will be experienced staff on hand to provide advice and guidance on the opportunities abroad as well as providing on-site support to international exhibitors at the show who are looking to sell food in Dubai.

In addition to the new International Buyer's Centre, Dubai Municipality is also helping to organise an Educational 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.

Top speakers include Dr. Ahmet Anbarci, Associate Director Scientific, Regulatory Affairs & Nutrition Applications, CEEMA, Kraft Foods, Mr. Ashraf Shehata, Scientific & Regulatory Affairs Manager, Mars, Africa, India and Middle East; Mr. Beat Stettler, Quality Systems Manager, Nestle Middle East and Mr. Basher Hassan Yousif, Acting Head of Food Studies and Planning Unit Food Control Department, Dubai Municipality.

Other features at Sweets Middle East and Sweet & SnackTec Middle East include Live Dessert Demonstrations and Chocolate Tasting from international chefs.

Roumen Rouje, a famous international bar chef from Buddha Lounge Red Mandarin in Stuttgart, Germany will be demonstrating his unique dessert preparations, which include using molecular techniques involving nitrogen, calcium and sodium alginate. The scientific preparation, known as 'Molekool', creates a sensational result that will leave your mouth watering.

Sweets Middle East and Sweet & SnackTec Middle East take place from 2 - 4 November 2009 at the Dubai International Convention and Exhibition Centre. The exhibition is for Trade and Business Professionals only and will be open on 2 and 3 November 2009 from 10am - 6pm. On 4 November 2009 the show will open at 10am and close at 5pm. General public and persons under the age of 18 will not be permitted entry. For more information, please visit [www.sweetsmiddleeast.com](http://www.sweetsmiddleeast.com) & [www.sweetsnacktecmiddleeast.com](http://www.sweetsnacktecmiddleeast.com)

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About Sweets Middle East

Website: [www.sweetsmiddleeast.com](http://www.sweetsmiddleeast.com) & [www.sweetsmiddleeast.ae](http://www.sweetsmiddleeast.ae)

About Sweet & SnackTec Middle East

Website: [www.sweetsnacktecmiddleeast.com](http://www.sweetsnacktecmiddleeast.com) & [www.sweetsnacktecmiddleeast.ae](http://www.sweetsnacktecmiddleeast.ae)