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HIS EXCELLENCY KHALID AHMED BIN SULAYEM OPENS SWEETS MIDDLE EAST

Sweet & Snack Industry Event Provides Important Business Growth Opportunities

Dubai, United Arab Emirates

His Excellency Khalid Ahmed bin Sulayem, Director General, Department of Tourism and Commerce Marketing (DTCM), opened Sweets Middle East and SnackTec Middle East this morning signaling the start of the industry's most important business networking event.

Thousands of trade visitors will be attending Sweets Middle East and SnackTec Middle East to source the latest and best sweet and snack products for the region's booming sweets and confectionery market.

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.

"We are honoured that His Excellency Khalid Ahmed bin Sulayem joined us to open the third edition of Sweets Middle East and Sweet & SnackTec Middle East and to meet with many of the international and regional companies looking to expand their business operations in the region," said Trixee Loh, Senior Vice President, Exhibitions, Dubai World Trade Centre. "We are also delighted that Dubai Municipality have provided so much support for local businesses seeking to export food products around the world."

More than 150 companies from 35 participating countries will be exhibiting with new participation from Azerbaijan, Bulgaria, Czech Republic, Denmark, Hong Kong, Lithuania, Portugal, Singapore, Spain and the United Kingdom.

To cater for this growing international trade, Dubai Municipality will be hosting an 'International Buyer's Centre' during the event where experienced staff will be 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 Mr. Basher Hassan Yousif, Acting Head of Food Studies and Planning Unit Food Control Department, Dubai Municipality, Dr. Ahmet Anbarci, Associate Director Scientific, Regulatory

Affairs & Nutrition Applications CEEMA, Kraft Foods, Ashraf Shehata, Scientific & Regulatory Affairs Manager, Mars – Africa, India & Middle East and Beat Stettler, Quality Systems Manager, Nestlé Middle East.

Other features at Sweets Middle East and Sweet & SnackTec Middle East include Live Dessert Demonstrations and Chocolate Tasting from international chefs, who will be showcasing new methods using molecular techniques involving nitrogen, calcium and sodium alginate.

Sweets Middle East and Sweet & SnackTec Middle East continues today and through to 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 and www.sweetsnacktecmiddleeast.com

Photo caption: Khalid Ahmed bin Sulayem, Director-General, Department of Tourism and Commerce Marketing opens Sweets Middle East and SnackTec Middle East

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About Sweets Middle East

Website: www.sweetsmiddleeast.com & www.sweetsmiddleeast.ae

About Sweet & SnackTec Middle East

Website: www.sweetsnacktecmiddleeast.com & www.sweetsnacktecmiddleeast.ae