

Press release



## SWEETS MIDDLE EAST DELIVERS OUTSTANDING RETURNS FOR GLOBAL COMPANIES

*Companies Secure Millions of Dollars of Business to Boost Trade Relations Across the Middle East;*

*Educational Workshops and International Buyers Centre Provide Critical Knowledge Exchange Opportunities*

### Dubai, United Arab Emirates

More than 150 companies, and over 4,700 trade buyers, enjoyed outstanding sales and increased networking opportunities during the recent Sweets Middle East and Sweet & SnackTec exhibition, boosting business in the confectionery industry across the Middle East.

Taking place from 2 – 4 November 2009 at the Dubai International Convention and Exhibition Centre (DICEC), both Sweets Middle East and Sweet & SnackTec Middle East were co-organised by Dubai World Trade Centre (DWTC), the region's leading exhibitions organiser with a portfolio which includes Gulfood, and Koelnmesse, organiser of the leading international sweets and confectionery show ISM in Cologne.

4,786 trade buyers attended the exhibition, with serious business deals being done throughout the three days of the show. Many companies expressed their delight at the high-level of serious business traders and were impressed with the level of business generated.

One UK company, Sweet Cred, announced it won more than US\$ 9 million worth of business at the show.

"Sweets Middle East has given us fantastic exposure to high-quality trade clients and given Sweet Cred a strong foundation in the region," said Clive Garrard, CEO, Sweet Cred. "We produce unique products which are cutting edge, exciting, interactive and enjoyable across all price points."

Integrated Plastics Packaging, announced deals in excess of US\$ 100,000 with companies from Kenya and the Kingdom of Saudi Arabia.

"Sweet & SnackTec Middle East was very focused and provided us with an ideal platform to meet serious business buyers from the Middle East and North Africa," said Ziya Ul Islam, Deputy General Manager, Integrated Plastics Packaging. "We are delighted with the business which we were able to generate thanks to the show and we look forward to returning in future years."

Sweets Middle East and Sweet & SnackTec Middle East hosted more than 150 companies from 34 participating countries. This year companies came from as far as Azerbaijan, Bulgaria, Czech Republic, Denmark, Hong Kong, Lithuania, Portugal, Singapore, Spain and United Kingdom.

"We had a very successful participation at this year's show," said Sawsan Shishan, Purchasing Manager, Nahla Corporation. "Every day was busy with businessmen, which gave the opportunity to do business. The exhibition is very well organised with a high quality of service."

"Sweets Middle East is the perfect platform to meet Middle Eastern customers in Dubai," said Ma'moun Al Akrami, Ajyal Establishment from Syria. "We have been really satisfied with the organisation of the show."

"Sweets Middle East and Sweet & SnackTec Middle East have enjoyed the best year to date," said Trixee Loh, Senior Vice President, Exhibitions, Dubai World Trade Centre. "The shows are very focused and as such we are able to provide a very targeted offering to our exhibitors and visitors. It is rewarding to see so much business being done during the shows and this success places Sweets Middle East and Sweet & SnackTec Middle East in a market-leading position for future years."

The shows were also bolstered this year by the introduction of the Educational Workshops based on 'Understanding Food Trade Regulations in Dubai'. Organised by Dubai Municipality, the workshops provided support and guidance to the hundreds of international companies who showcased their latest products at the show.

"There are so many aspects of food safety that are in play today – the increasing global movement of foods, the changing food habits, the outbreaks of foodborne illness and the transforming food regulations," said Khalid Mohammed Sharif, Director of Food Control Department, Dubai Municipality.

"Such workshops help the Food Control Department of Dubai Municipality effectively communicate the latest and most up to date information to the food industry as well as the consumers. More importantly, such programs act as a forum to exchange information on protecting the food supply and helps in building partnerships between the food industry and the government and work towards a common goal – safe food for all," he added.

These workshops were supported by an 'International Buyer's Centre' during the event. Experienced staff from Dubai Municipality was 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 were looking to sell food in Dubai.

Many companies exhibiting at Sweets Middle East and Sweet & SnackTec Middle East have already confirmed their participation at Gulfood 2010, the industry's only event for foodservice and hospitality in the Middle East, and are looking forward to cementing relationships which started during Sweets Middle East.

The fourth Sweets Middle East and the second Sweet & SnackTec Middle East will take place at the Dubai International Convention and Exhibition Centre from 31 October 2010 – 2 November 2010. For more information, please visit [www.sweetsmiddleeast.com](http://www.sweetsmiddleeast.com) and [www.sweetsnacktecmiddleeast.com](http://www.sweetsnacktecmiddleeast.com).

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