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A Sweet Outlook for Packaging Opportunities in the MENA Region

Sweets & Snacks Middle East reflects the growing sweets & confectionery, bakery, ice cream and snack industry!

Dubai, United Arab Emirates

According to industry research experts Pira International, the Middle East and North Africa offer attractive investment opportunities for packaging material, machinery and equipment suppliers. This packaging boom is reflected at this year's Sweet & SnackTec Middle East which alongside Sweets & Snacks Middle East will host more international exhibitors than ever before.

Consumption of packaging material in the MENA region is set to reach a total of 25.5 million tonnes by 2014 (Pira International). The Middle East is considered as a region with tremendous growth potential, said Nestlé's regional CEO Yves Manghardt. Its proximity to the European markets makes it an attractive alternative for western producers looking for low cost production sites.

With high demand for a diverse range of packaging solutions, hypermarkets being a key driver of grocery value sales in the Middle East and a total consumption of food products at almost USD 4 billion in the UAE alone (source: New Zealand Trade and Enterprise), the outlook for the confectionery, snacks, baked goods and ice cream industry in the Middle East remains sweet.

To capitalise on these favourable market trends, the co-located exhibitions, Sweet & SnackTec Middle East and Sweets & Snacks Middle East will take place from 31 October – 2 November 2010 at Dubai International Convention and Exhibition Centre.

With more than 30 countries exhibiting including Belgium, Cyprus, France, Germany, Iran, Malaysia, Spain, Taiwan, Turkey and USA, and visitors registering to attend from more than 70 countries both trade exhibitions are set to deliver another record breaking year.

Sweet & SnackTec Middle East 2010 will showcase a comprehensive range from packaging machinery, processing technology and equipment, plastic packaging to chocolate moulds, chocolate fillings and raw material including ingredients for confectionery and mixed flour for bakery products. Leading companies participating in the event include A.M.P. Rose, Baker Perkins and Jacob White Packaging from England, BSA Schneider from Germany, Hundred Machinery from Taiwan and Mafco from the United Arab Emirates.

Offering even greater scope for sourcing food and packaging opportunities at the same time as Sweet & SnackTec Middle East, Dubai World Trade Centre is launching *The Speciality Food Festival*, the first trade exhibition in the Middle East to focus on premium, exclusive and elusive products - the 5 star market positioning so closely associated with Dubai. The Speciality Food Festival will showcase elite suppliers from the gourmet and luxury food market including the Halal, Organic and Seafood sectors.

Combined with *The International Travel Catering Association Exhibition (ITCA Dubai)* all four dedicated food industry events will run alongside each other providing visitors and exhibitors alike with the perfect trading, networking and cross-selling environment. And all under one roof!

The exhibitions are 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. Free visitor registration is available now online at www.sweetsmiddleeast.com, www.sweetsnacktecmiddleeast.com, www.speciality.ae and www.itcadubai.com. Registration will also be available at the show.

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