

01 July 2009

Dubai, United Arab Emirates



Middle East identified as one of top ten markets for confectionery products in the world

Sweets, Snacks and Confectionery Exhibitions Serve the Middle East Confectionery Market Valued at \$ 113 billion

The Middle East is identified as one of the top ten markets for confectionery products in the world, with a high per capita consumption of chocolate in particular. According to TNS Media Intelligence, the total Middle East confectionery market is valued at \$113 billion and the market has grown by 15% over the last three years with Saudi Arabia and Qatar experiencing the largest growth at around 24%.

Such growth is attributed to greater disposable income per capita, the influence of the region's enormous population of young consumers and the traditional role of sweets in Arab culture. Despite fluctuations in the region's economy, over the next decade confectionery sales are forecast to increase by 15-20%.

To capitalise on these favourable market trends, the co-located exhibitions, Sweets Middle East and the inaugural Sweet & SnackTec Middle East will take place from 2 – 4 November 2009 at Dubai International Convention and Exhibition Centre. Bringing business partners together, the events will create new trading opportunities and promote growth and development in the region, as well as serve producers, suppliers, importers and exporters of the sweets, confectionery and snack industry from across the MENA region.

Both exhibitions are co-organised by Dubai World Trade Centre (DWTC), the region's leading exhibitions organiser which portfolio includes Gulfood, and Koelnmesse GmbH, organiser of the leading international sweets and confectionery show ISM in Cologne.

Trixe Loh, Senior Vice President at DWTC said "The sweets and confectionery market in the region will continue to see positive growth. As a result we are seeing many brands investing to gain market share with many product innovations, new flavours and packaging ideas being launched at these shows".

Exhibitors taking part in the event include Hunter Foods Limited FZCO from Dubai, who will be launching their new product 'Corn Poppatillas', a range of premium snacks with exciting fusion flavours and marketed as Indian Poppadums meet Mexican Tortillas!

With consumer demand for natural products also showing positive growth, the HORS company, operating from the Czech Republic, will be exhibiting their range of sugar free confectionery such as flat lollipops which are also suitable for diabetics.

Besides finished products, manufacturers will also find many exhibits of interest. Sweet & SnackTec Middle East exhibitors include Hans Brunner GmbH from Germany, one of the world's leading suppliers of chocolate moulds. The company's success lies in its creativity and constantly extending range, mostly created for clients according to their specific requirements.

Also participating in the exhibition is Dubai based Integrated Plastics, who is one of the leading Flexible Packaging Material Printer/Converter with state of the art technology. Ziya Ul Islam, Deputy General Manager at Integrated Plastics, will offer a 10% discount on all business deals done during the exhibition.

Specialised packaging design combined with a wide range of confectionery tins will also be showcased by GM Metal Packaging Ltd from Hong Kong who manufactures various shapes and sizes of tins for the candy industry.

Sweets Middle East and Sweet & SnackTec Middle East takes place from 2 - 4 November 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 & www.sweetsmiddleeast.ae

Dubai World Trade Centre (DWTC) and Koelnmesse GmbH present Sweets Middle East 2009, held in hall 2 at the Dubai International Convention and Exhibition Centre from 2 - 4 November 2009.

The 2008 edition welcomed 8 national pavilions, 160 companies from 32 countries and a total of 4,545 trade visitors attending from 75 countries.

DWTC together with Koelnmesse GmbH, supported by the International Sweets and Biscuits Association (AISM), have based Sweets Middle East on a very successful model, ISM in Cologne. Accordingly, the Dubai event will showcase a wide, global range of confectionery, snack products, ice cream and raw pastes.

About Sweet & SnackTec Middle East

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

Dubai World Trade Centre (DWTC) and Koelnmesse GmbH present Sweet & SnackTec Middle East 2009. The 1st International Exhibition for Processing, Manufacturing and Packaging for the Sweets, Confectionery and Snack Industry, held in hall 2 at the Dubai International Convention and Exhibition Centre, will run concurrent to Sweets Middle East from 2 - 4 November 2009.

It is the ideal platform for producers, suppliers, importers & exporters of the sweets, confectionery and snack machinery industry from across the MENA region and GCC countries.