

## News Release



For immediate release  
15 July 2009

### **New Sweets, Confectionery and Snack Technology Show to run alongside Sweets Middle East**

*Middle East's only sweets, snacks and confectionery exhibition to showcase the  
entire value chain from processing and packaging to finished products*

Dubai, United Arab Emirates

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 US \$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%.

Currently relying on over 80% imported products the UAE Government has a keen interest in fostering the development of the food processing industry having invested US \$1.4 billion since 1994 to develop a value-added food-manufacturing sector to target local and re-export markets, say reports by Dubai Chamber of Commerce and Industry. The result is that there are around 150 food processing plants in the country representing a large number of the region's food manufacturing capability.

Valued at US \$3 billion (2007) the UAE's food processing industry is growing at 11% a year, according to a report by the Dubai Chamber of Commerce and Industry, owing its growth to being the world's third largest re-exporter.

Recognising the growth and increasing sophistication of the Middle East food service market, Dubai World Trade Centre and Koelnmesse have partnered to launch Sweet & SnackTec Middle East – the 1st International Exhibition for Processing, Machinery and Packaging for the Sweets, Confectionery and Snack Industry.

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, organiser of the leading international sweets and confectionery show ISM in Cologne.

Imports in the GCC region reaching US \$12 billion annually and worldwide chocolate sales accounting for US \$4.2 billion make Sweets Middle East and Sweet & SnackTec Middle East an important regional platform for the Gulf's snack, sweets & confectionery industry.

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".

Manufacturers will 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 be showcased by GM Metal Packaging Ltd from Hong Kong who manufactures various shapes and sizes of tins for the candy industry.

The combined expertise of two exhibition leaders creates the perfect recipe for success at the Middle East's leading sweets, snacks and confectionery exhibition.

*Sweets Middle East and Sweet & SnackTec Middle East will run from 2 - 4 November in Hall 2 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](http://www.sweetsmiddleeast.com), [www.sweetsmiddleeast.ae](http://www.sweetsmiddleeast.ae) & [www.sweetsnacktecmiddleeast.com](http://www.sweetsnacktecmiddleeast.com), [www.sweetsnacktecmiddleeast.ae](http://www.sweetsnacktecmiddleeast.ae)*

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#### Notes:

#### About Sweets Middle East

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

Dubai World Trade Centre (DWTC) and Koelnmesse GmbH present Sweet & SnackTec Middle East 2009. The 1<sup>st</sup> 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.

#### **About Dubai World Trade Centre (DWTC)**

[www.dwtc.com](http://www.dwtc.com)

As the organiser of Sweets Middle East and Sweet & SnackTec Middle East, Dubai World Trade Centre offers over 30 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. Our team organises 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region.

Our commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works the region's leading trade bodies and industry associations to ensure that all conferences deliver full value and are built upon the real needs of their specific sector.

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