

Press release

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The third Sweets Middle East in Dubai will take place in parallel with the new Sweet & SnackTec Middle East for the first time

Sweets Middle East in parallel with Sweet & SnackTec Middle East

Representation of the entire value chain from production all the way to the end-product

In November 2009, the successful Sweets Middle East in Dubai will be joined for the first time by Sweet & SnackTec Middle East. The duo of trade fairs will take place in Dubai from 2nd to 4th November 2009 and will cover the entire value chain, from production all the way to the end product. The aim of these two events is to provide the rapidly growing market for confectionery and snack items in the MENA region with a suitable platform for manufacturers and the trade.

Through its two leading global trade fairs, International Sweets and Biscuits Fair ISM and ProSweets Cologne, Koelnmesse offers the world market an international trade fair base in Cologne that extends across all segments of the sector. Koelnmesse is now extending its involvement in the Middle East and North Africa by staging Sweet & SnackTec Middle East in conjunction with Sweets Middle East. Koelnmesse conducts its foreign trade fair activities with the help of strong regional partners. In the case of Dubai it does this with the leading event organiser, the Dubai World Trade Center (DWTC).

The Middle East is today one of the biggest sales markets for confectionery products, and the per capita consumption of chocolate is particularly high. According to market research conducted by TNS Media Intelligence, the confectionery sector posts turnover of US\$113 billion in the Middle East. Over the past three years, turnover in the confectionery market grew by 15 per cent, and even rose by about 24 per cent in Saudi Arabia and Qatar.



Sweets Middle East
Sweet Snacks Middle East
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The exhibitors of Sweet & SnackTec Middle East are manufacturers and suppliers of machines and other technology for the production, storage and distribution (including all preceding stages) of confectionery and snack items. With regard to visitors, the event is targeted at producers, suppliers, importers and exporters.

Manufacturers of raw materials and end products exhibit at Sweets Middle East. The trade fair, which will be held in Dubai for the third time, has become a leading platform for the trade in confectionery and snack items in the region.

A total of 165 suppliers from 32 countries exhibited at the last event in November 2008. In addition, 4,545 trade visitors from 75 countries were registered. Participation in the upcoming Sweets Middle East also promises to be good, especially since the linking with the all-new Sweet & SnackTec Middle East will generate further synergy effects.

Sweets Middle East and Sweet & SnackTec Middle East will be held together in the Dubai International Convention and Exhibition Centre from 2nd to 4th November 2009.

More information is available on the Internet at:

www.sweetsmiddleeast.com

www.sweetsnacktecmiddleeast.com