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# Post-Show-Report

## From Processing & Packaging to Finished Products

2 – 4 November 2009

Dubai International Convention  
and Exhibition Centre, Dubai

Supported by:



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE



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## GENERAL INFORMATION

**Show Name:** Sweets Middle East 2009



Sweet & SnackTec Middle East 2009



**Date:** 2 – 4 November 2009

**Venue:** Dubai World Trade Centre (DWTC)  
Dubai, UAE

**Show Organisers:** Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany



Dubai World Trade Centre Co LLC  
P.O. Box 9292  
Dubai  
UAE



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

**Next Show Date/Venue** 31 October – 2 November 2010  
Dubai World Trade Centre, Dubai, UAE

## EXHIBITOR STATISTICS

<b>1. Total exhibitors:</b>	<b>157</b>	
GCC companies	33	(21 %)
Foreign companies	124	(79 %)
<b>2. Space occupied</b>		
GCC exhibitors	528 m <sup>2</sup>	(25 %)
Foreign exhibitors	1,578 m <sup>2</sup>	(75 %)
<b>Total</b>	<b>2,106 m<sup>2</sup></b>	<b>(net)</b>
Gross	5,000 m <sup>2</sup>	
<b>3. Number of group participations</b>		
8 Countries	Belgium by AWEX (Wallonia Foreign Trade and Investment Agency)	
	Belgium by FIT (Flanders Investment and Trade)	
	China by CCCFNA	
	Cyprus	
	France by Sopexa	
	Germany	
	Malaysia by Malaysia Cocoa Board	
	Turkey	
	USA by NCA	
<b>4. Breakdown by countries:</b>		
Belgium	12	
Bulgaria	3	
China	7	
Cyprus	3	
Czech Republic	1	
Denmark	1	
Egypt	1	
France	13	
Germany	14	
Hong Kong	2	
India	2	
Indonesia	1	
Iran	2	
Italy	3	
Jordan	2	
Kuwait	2	
Lebanon	2	
Lithuania	1	
Malaysia	10	
Morocco	4	
Oman	1	
Pakistan	4	
Saudi Arabia	3	
Singapore	1	
South Korea	1	
Spain	1	
Syria	6	
Thailand	1	
Turkey	12	
UAE	27	
UK	3	
USA	9	
Vietnam	1	
Yemen	1	

## Exhibitor Survey

1. What is your company's main activity? (Multiple response)

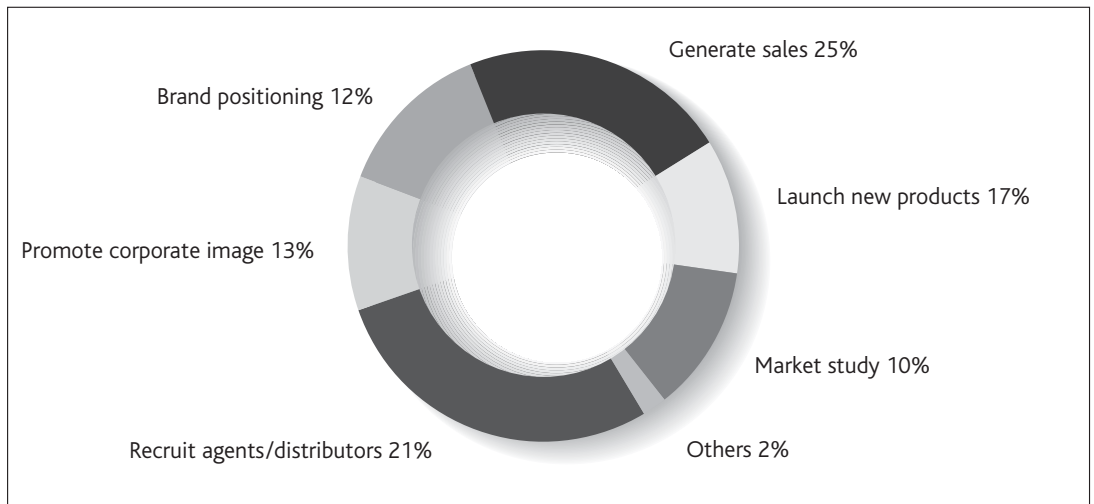
**Sweets Middle East**

Baked goods	5 %
Biscuits	19 %
Cocoa, chocolate and chocolate products	28 %
Dates	4 %
Ice cream & raw pastes	2 %
Snack food	5 %
Sugar confectionery	25 %
Others	12 %

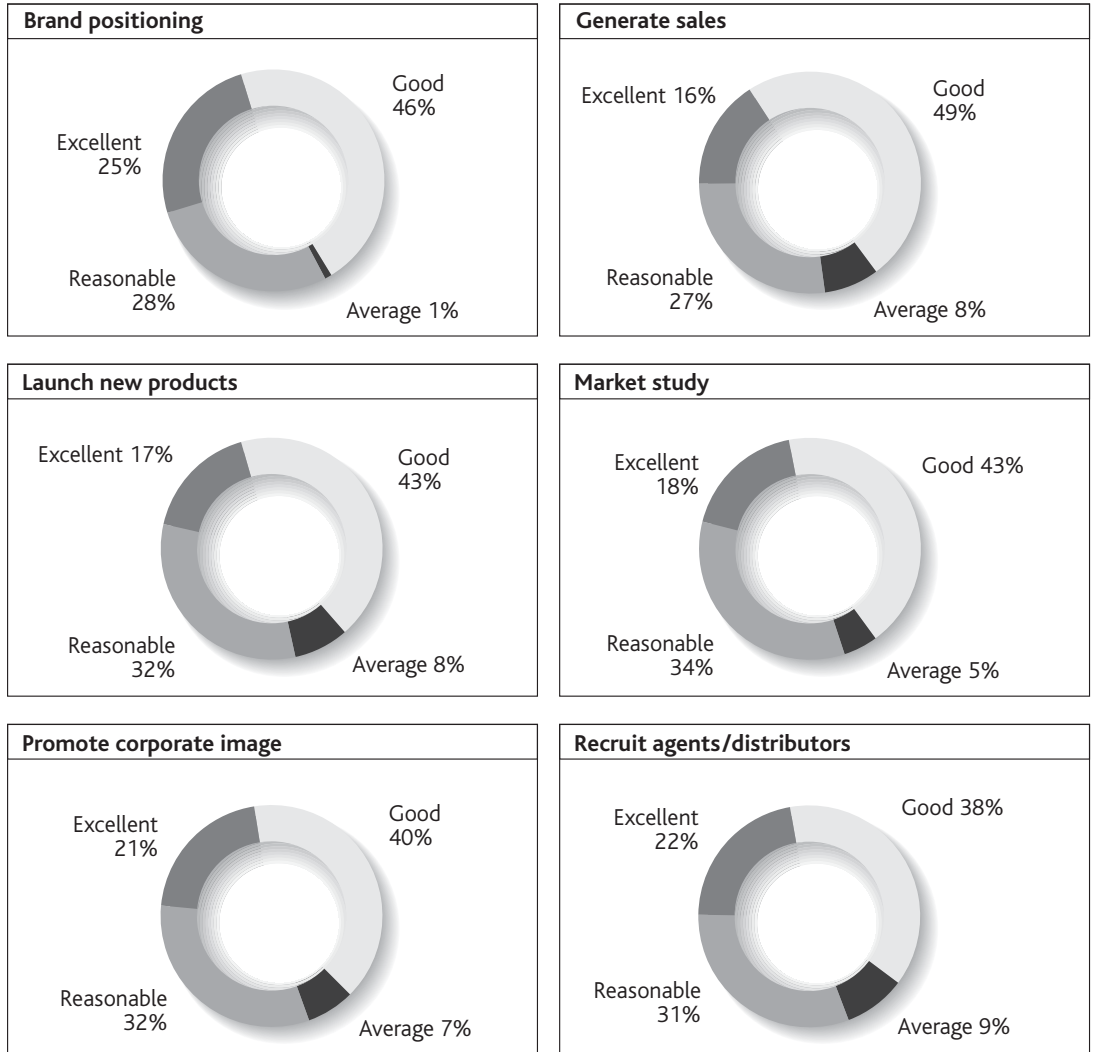
**Sweet & SnackTec Middle East**

Additives & flavours	5 %
Machinery & plants	26 %
Packaging technology & materials	26 %
Processing technology & equipment	26 %
Raw materials & ingredients	14 %
Others	3 %

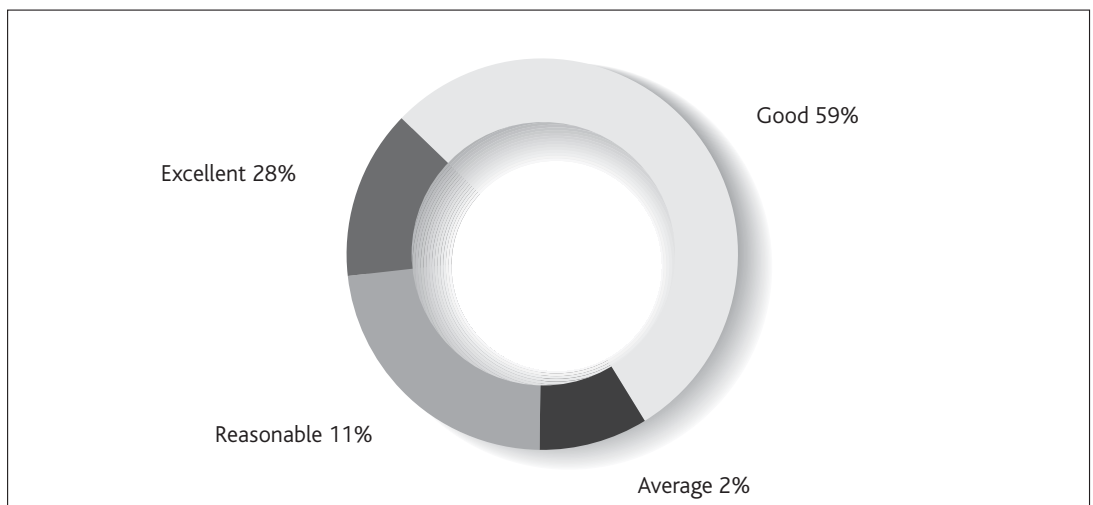
2. What is your main reason for exhibiting at Sweets Middle East and Sweet & SnackTec Middle East 2009?



3. How would you rate the success of your participation related to the following objectives?

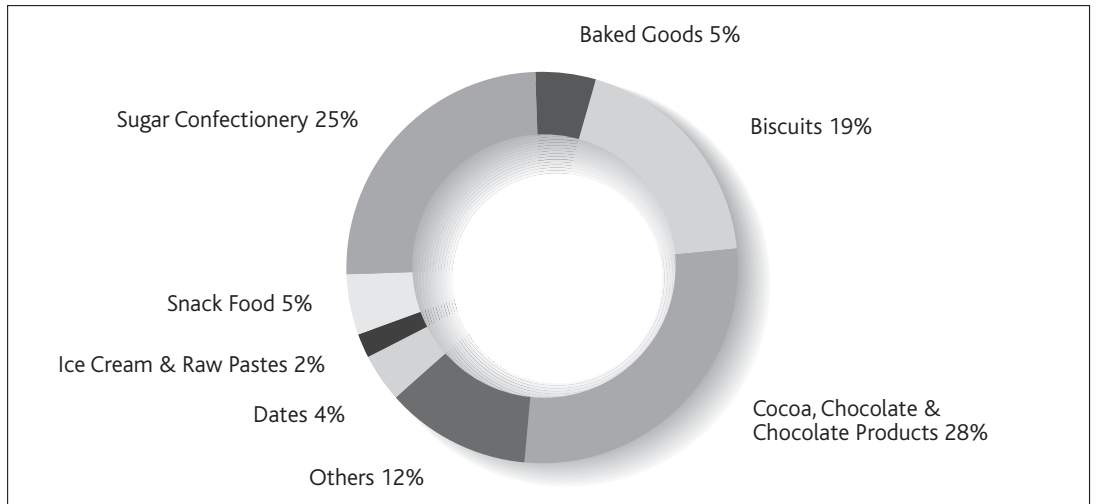


4. How would you rate your overall participation at the show?

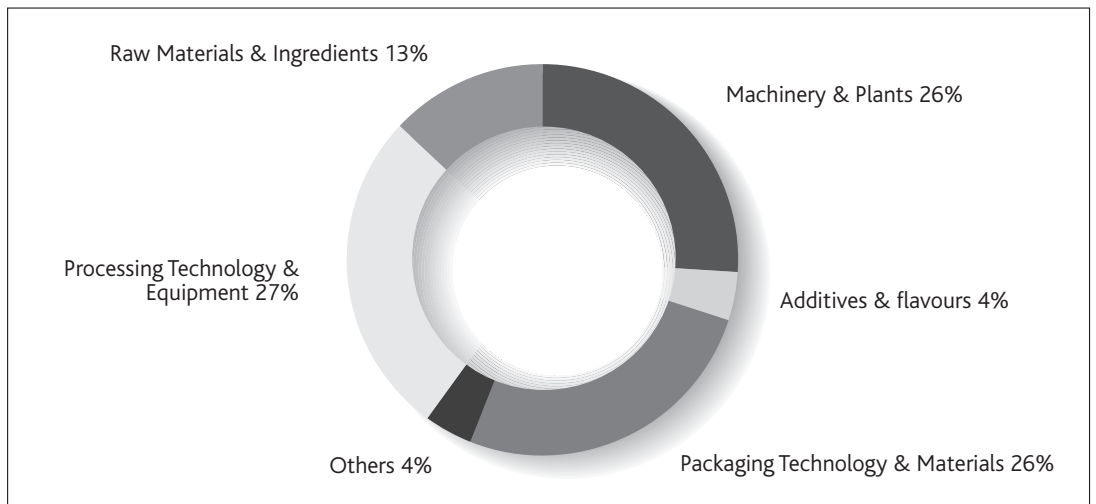


5. Which visitors are your main target groups?

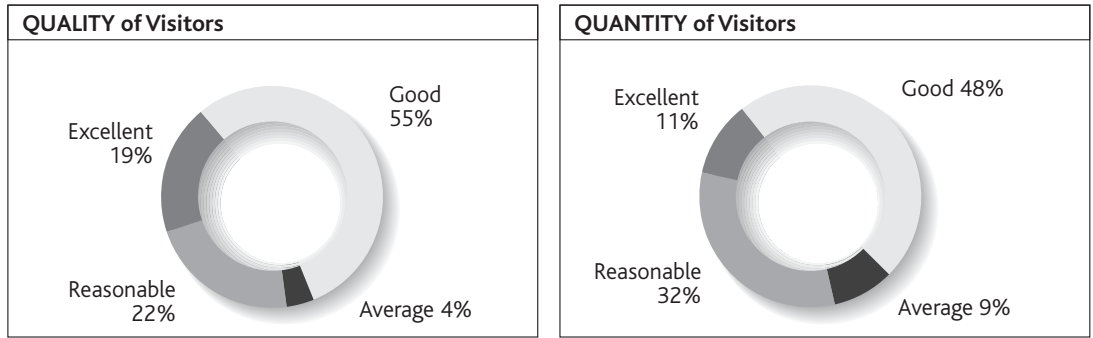
5a. Sweets Middle East



5b. Sweet & SnackTec Middle East 2009

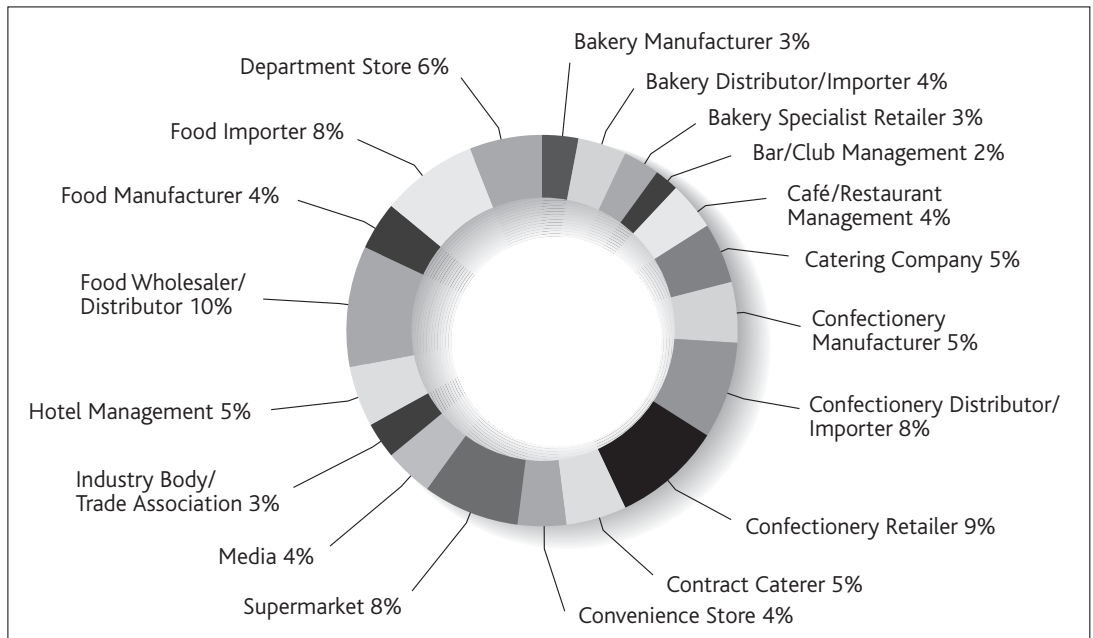


6. How would you rate the attendance to the show in terms of quality and quantity of visitors?

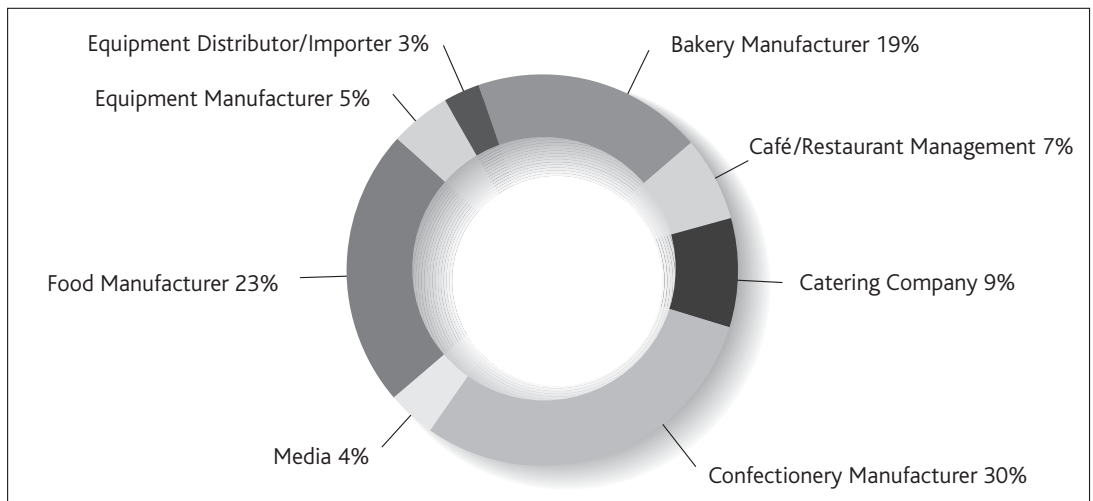


7. Which type of visitors do you want to see most at Sweets Middle East/Sweet & SnackTec Middle East 2010?

7a. Sweets Middle East



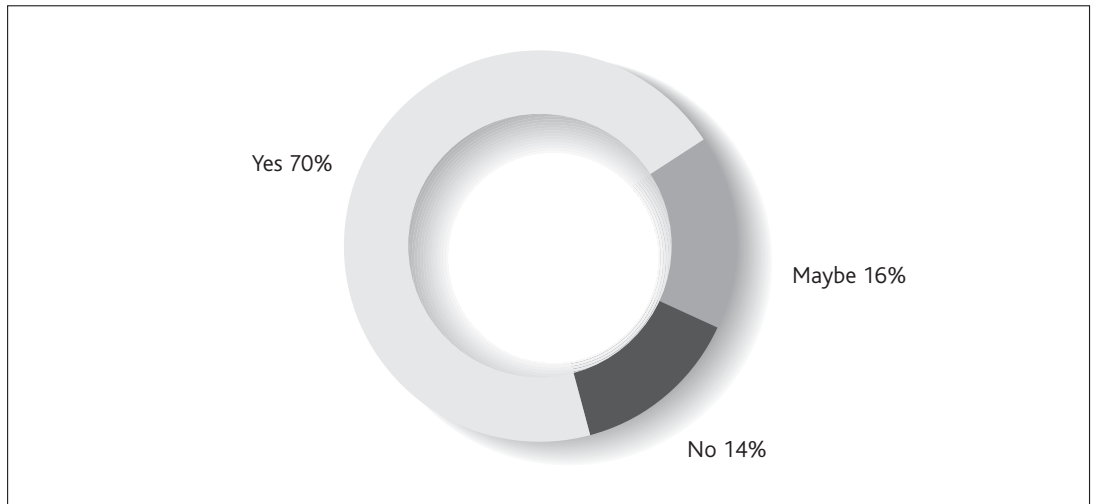
7b. Sweet & SnackTec Middle East 2009



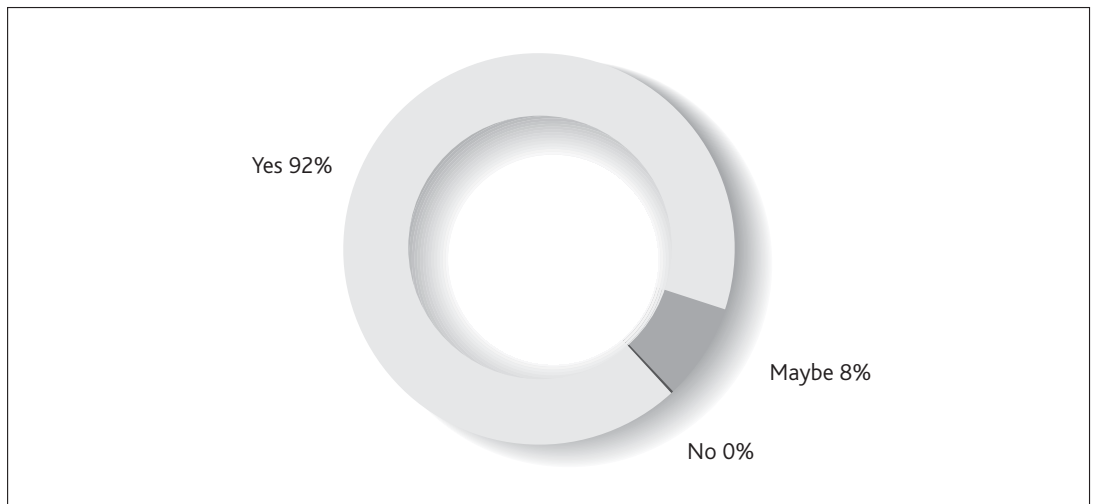
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8. Would you like to exhibit in 2010?

8a. Sweets Middle East?



8b. Sweet & SnackTec Middle East?



## VISITOR STATISTICS

### 1. Number of Visitors

UAE visitors	3,241	
Foreign visitors	1,545	
<b>During the 3 days:</b>	<b>4,786</b>	<b>from 79 countries</b>

### 2. Breakdown by countries

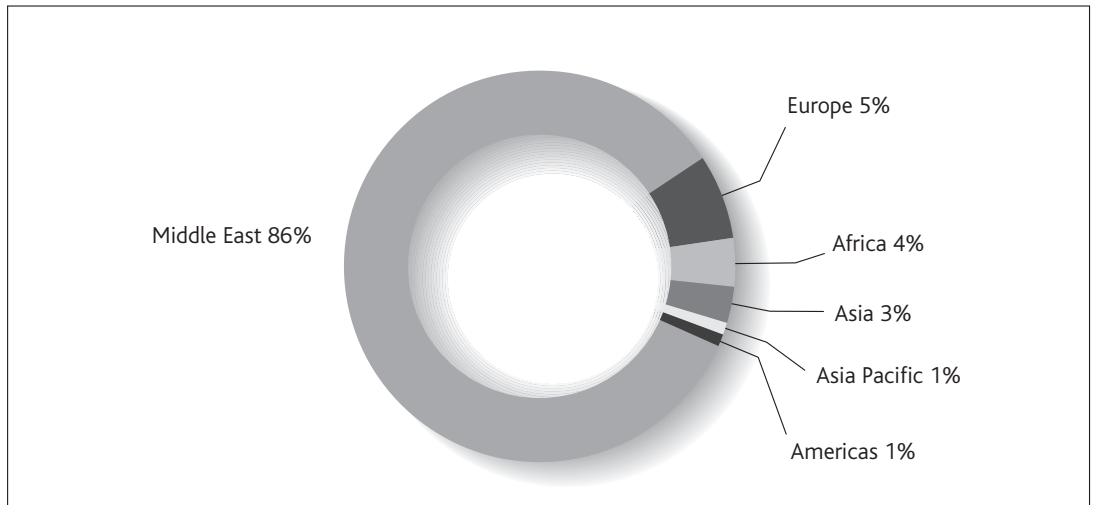
Afghanistan	Hong Kong	Russian Federation
Algeria	Hungary	Saudi Arabia
Argentina	India	Seychelles
Armenia	Indonesia	Singapore
Australia	Iran	Slovenia
Austria	Iraq	Somalia
Azerbaijan	Ireland	South Africa
Bahrain	Italy	Spain
Bangladesh	Japan	Sri Lanka
Belgium	Jordan	Sudan
Benin	Kazakhstan	Sweden
Brazil	Kenya	Switzerland
Cameroon	Kuwait	Syria
Canada	Lebanon	Taiwan
China	Libya	Tanzania
Croatia	Liechtenstein	Thailand
Cyprus	Madagascar	Tunisia
Czech Republic	Malaysia	Turkey
Denmark	Mauritius	Uganda
Egypt	Morocco	Ukraine
Eritrea	Netherlands	United Arab Emirates
Ethiopia	Nigeria	United Kingdom
Finland	Oman	United States
France	Pakistan	Yemen
Germany	Palestine	Zambia
Ghana	Philippines	
Greece	Qatar	

### 3. Top 5 countries

United Arab Emirates  
 Saudi Arabia  
 Iran  
 Kuwait  
 Oman

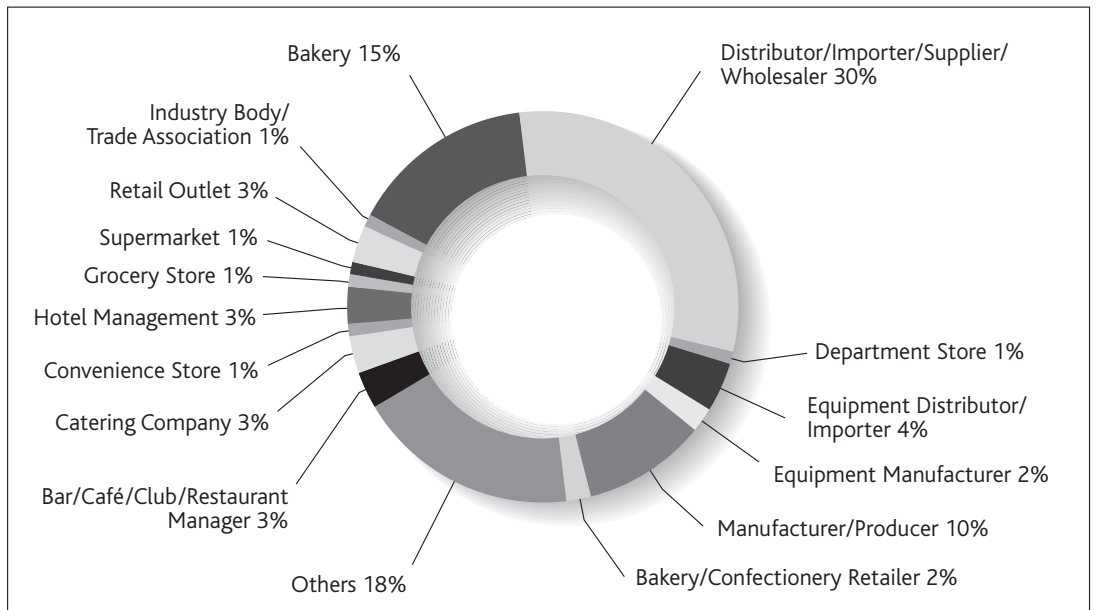
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#### 4. Visitors by region

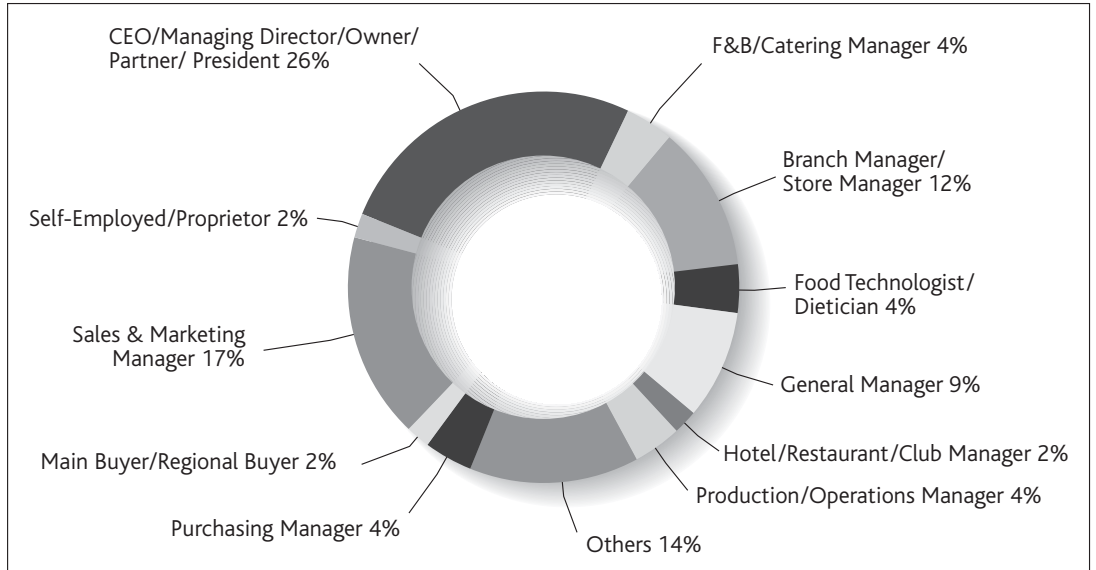


## VISITOR PROFILE

### 1. What is your company's main activity?

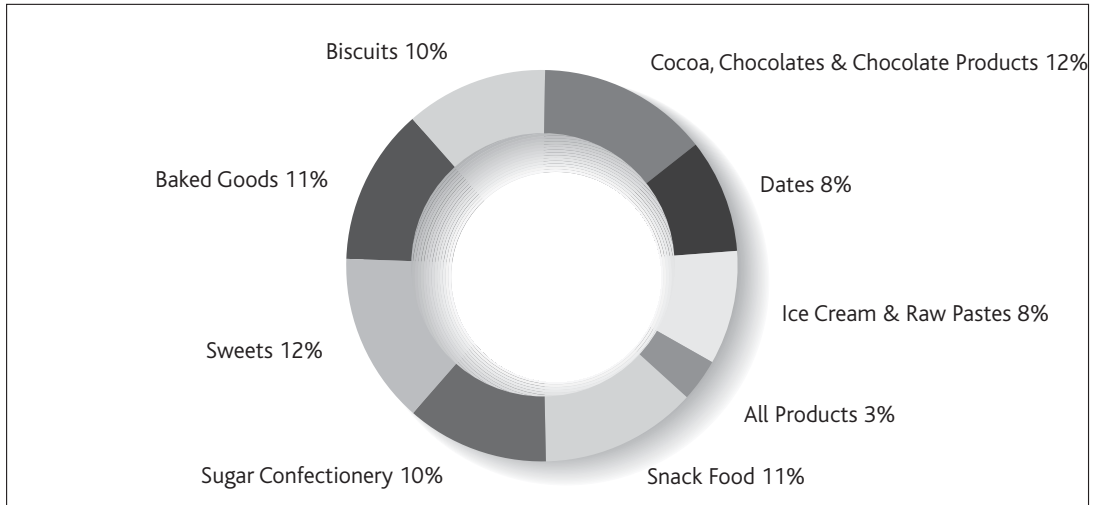


### 2. What is your job function?

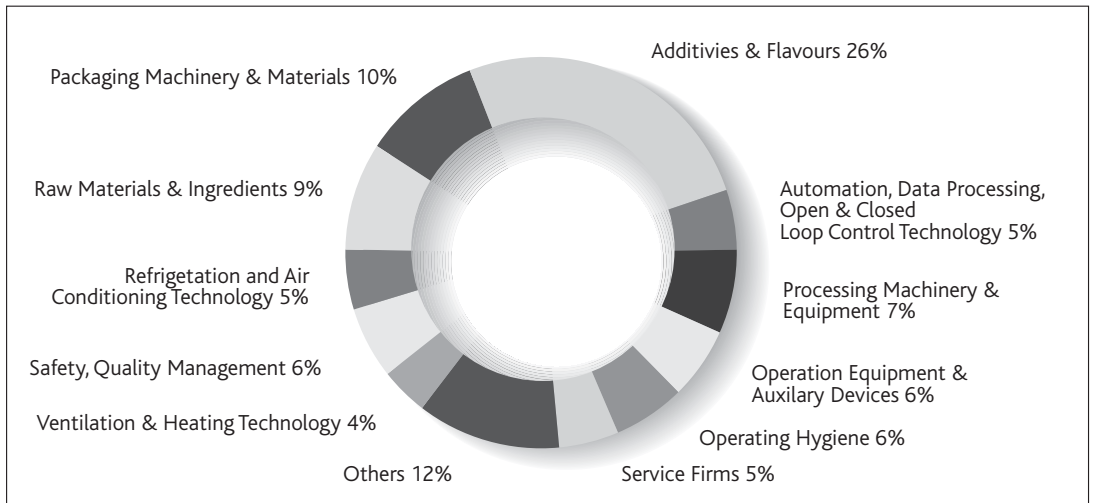


**3b. Which products are you most interested in?**

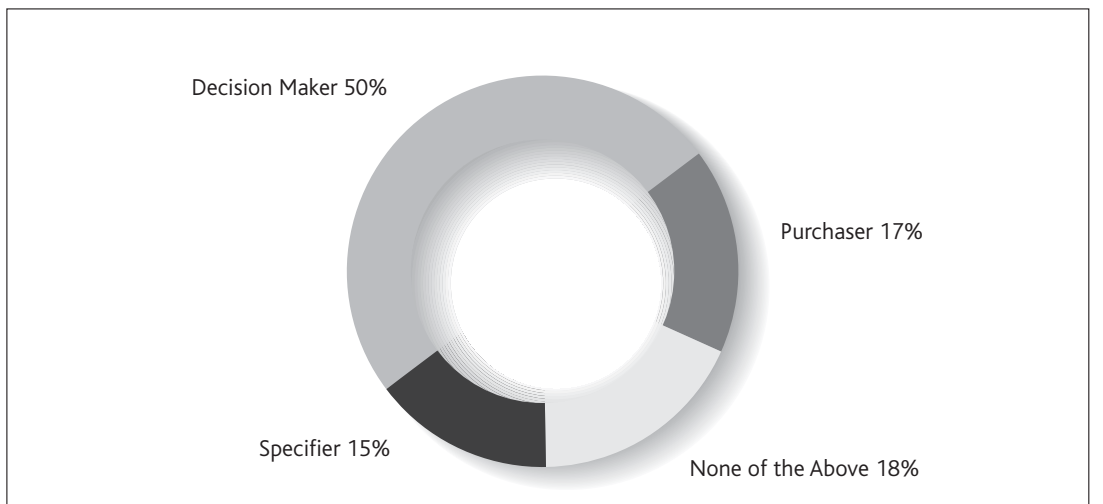
**3a. Sweets Middle East?**



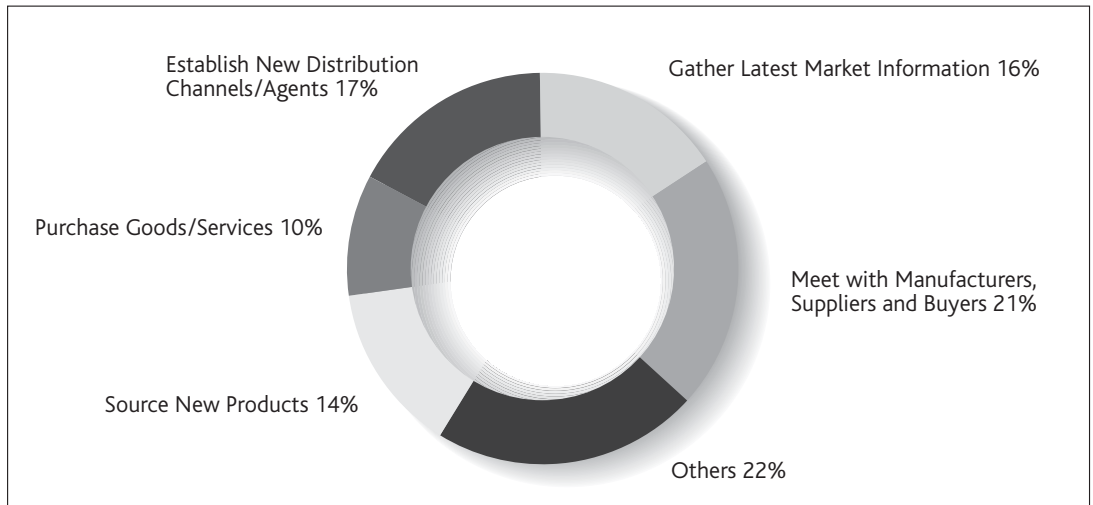
**3b. Sweet & SnackTec Middle East?**



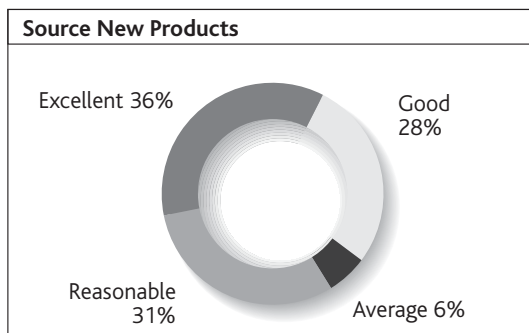
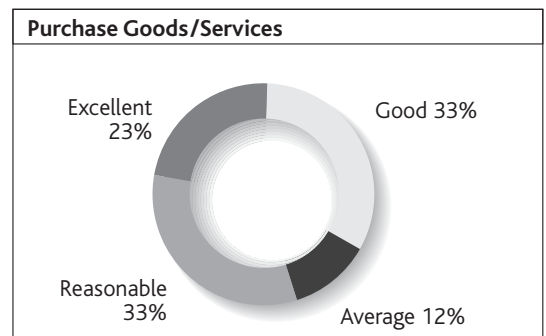
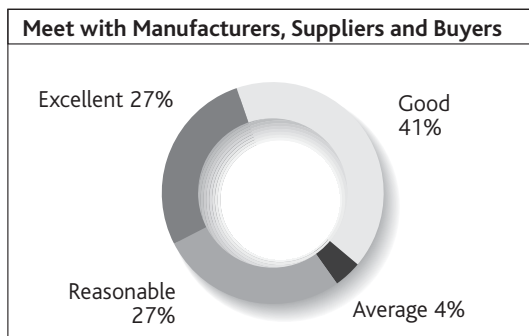
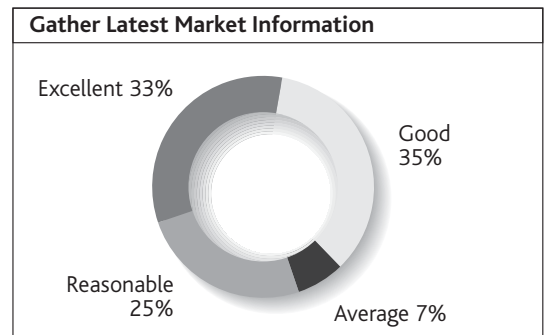
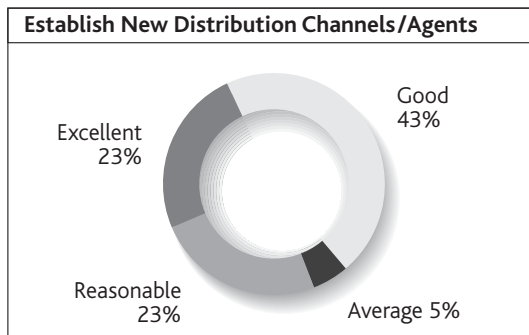
**4. What is your role in the company?**



5. What is your main objective for visiting Sweets Middle East and Sweet & SnackTec Middle East?



6. Do you feel the following objectives were met in your visit to Sweets Middle East and Sweet & SnackTec Middle East 2009?



## EXHIBITOR QUOTES

“

“Sweets Middle East has given us fantastic exposure to high-quality trade clients and given Sweet Cred a strong foundation in the region.”

*Clive Garrard, Sweet Cred Ltd., UK*

“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.”

*Ziya Ul Islam, Integrated Plastics Packaging, U.A.E.*

“Another excellent exhibition focusing on our targeted clientele with good results.”

*BMB, U.A.E.*

“Large enough to cope, small enough to care. Those absent at Sweets Middle East 09 in Dubai proved wrong as professional buyers, importers, etc from both the UAE and neighbouring countries like Iran and Saudia Arabia, showed that the market for sweets and confectionery, raw materials and equipment is very much alive with plenty of opportunities. Belgian exhibitors registered orders, promising business contacts and intend to be present again in 2010.”

*Andrè De Schryver, Flanders Investment & Trade, Belgium*

“Sweets Middle East is the perfect platform to meet Middle Eastern customers in Dubai.”

*Ma moun Al Akrami, Ajyal Establishment, Syria*

“A very good exhibition. It surpassed our expectations.”

*Greg Meredith, Ecomec S.A., Belgium*

“It was a great show with great potential.”

*Cecilia Ashagerdian, Chococ Chocolate LLC., U.A.E.*

“We had a very successful participation at this year’s show. 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.”

*Sawsan Shishan, Purchasing Manager, Nahla Corporation, Jordan*

”

## PRESS RELEASE FINAL REPORT

*The new trade fair duo Sweets Middle East / Sweet & SnackTec Middle East impressed visitors and exhibitors in Dubai*

### **Exhibitors praised the high visitor quality and reported good business**

*In total, 4,786 trade visitors laid the foundation for further "sweet" growth in the MENA region*

For the first time, Sweets Middle East in Dubai was staged together with the new Sweet & SnackTec Middle East. According to both exhibitors and visitors the result is a strong trade fair duo. The excellent atmosphere on all three days of the event ensured good discussions and – according to exhibitors – good business. In total, 153 exhibitors presented a broad spectrum of end products, technologies, and machines along the value chain associated with the manufacturing and marketing of confectionery and snack items. Altogether, 4,786 trade visitors made the most of the opportunity to gather information and place orders. These are impressive results for the trade fair duo, which was realised by Koelnmesse GmbH in cooperation with the Dubai World Trade Centre (DWTC).

Gerald Böse, Chief Executive Officer of Koelnmesse GmbH, believes the positive results confirm that the trade fair duo Sweets Middle East and Sweet & SnackTec Middle East has successfully established itself in Dubai: "The linking of both trade fair topics generates important synergy effects for the confectionery industry, which will help to open up the market even further in the MENA region."

The feedback from the exhibitors regarding the events was also very positive. In addition to the actual business conducted, the productive discussions with the high quality trade visitors were also praised – as was the openness towards innovative, new products. For example, a British confectionery producer managed to close a business deal to the value of 9 million US dollars. Numerous suppliers and group organisers are already certain that they will also participate in the next event. Top suppliers from the region participated in Sweets Middle East, including Ajyal, Al Saeed Trading, Farmand, Seham and United Food Industries.

The premiere of Sweet & SnackTec Middle East was rated especially highly. One Belgium technology provider said that the exhibition had significantly exceeded all his expectations. "An excellent first event with first-class visitors" said another exhibitor. The exhibitors in Dubai included AMP Rose, BMB, Böhnke & Luckau, Integrated Plastics, Hans Brunner and BSA Schneider.

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The exhibitors that participated in Sweets Middle East and Sweet & SnackTec Middle East came from 35 countries and there were national contingents from Belgium, China, Germany, France, Turkey, the USA and Cyprus. The vast majority of trade visitors came from the MENA region. In comparison to 2008, when Sweets Middle East was still a solo event in Dubai, the number of visitors grew by five per cent.

During the conference part of the proceedings, experts provided information about the general conditions governing trading activities and food safety regulations in Dubai. A chocolate tasting session to try the newly introduced camel milk chocolate rounded off the information programme.

Sweets Middle East and Sweet SnackTec Middle East form the central information and procurement platform for trade involving confectionery and snack items in the MENA region. The increasing demand for these types of products in Middle Eastern countries is generating growing turnover in the confectionery and snacks sector, and thus an increase in trade. Over the past three years alone, turnover in the confectionery market in the region grew by 15 per cent. In fact, it even rose by about 24 per cent in Saudi Arabia and Qatar.

## Trade fair profile

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

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

In early 2010 both the leading international trade fairs – International Sweets and Biscuits Fair ISM and ProSweets Cologne – will once again take place in Cologne (31st January to 3rd February).



**Sweets Middle East** and **Sweet & SnackTec Middle East**

will be held together

in the Dubai International Convention and Exhibition Centre

from **31 October to 2 November 2010.**



More information is available on the Internet at:

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