

Trade fair	Sweets & Snacks Middle East 2010
Sub-heading	International Exhibition for the Sweet & Confectionery, Bakery, Snack Food & Ice Cream Industry
Date of the event	31 October – 02 November 2010
Organizer	Koelnmesse GmbH
Local Organizer	Dubai World Trade Center Co. LLC
Event frequency	Annual
Conceptual sponsor	AISM – the German Committee for the International Sweets and Biscuits Fair (ISM)
Venue	Dubai World Trade Centre Dubai International Convention and Exhibition Centre
Opening times	31 October – 02 November 10:00 am to 06:00 pm
Admission fees	Entrance free of charge
stand rental fees sqm	Raw Space (int'l): USD 320 / sqm Build up Stall (int'l): USD 390 / sqm
Product segments	Finished products of the following segments: Cocoa, Chocolate and Chocolate Products, Biscuits, Snack Products, Sugar Confectionery, Ice Cream and Raw Pastes
Fair profile	Sweets Middle East is the successful satellite exhibition of the world famous ISM Cologne. Sweets Middle East is the No-1 platform for producers and manufacturers of the sweets, confectionery and snack industry to present their products and innovations to the Who-is-Who of the MENA region.
Hall occupancy	1 hall
Construction and dismantling periods	Build up: 29 - 30 October 2010



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31.10. – 02.11.2010

www.sweetsmiddleeast.com

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	Dismantling: 03 November 2010
Admission policy	Trade visitors only
Target groups exhibitors	Producer and Manufacturer of the a.m. segments
visitors	Buyers from the Wholesale and Retail Confectionery Trade, Grocery and Co-operative Wholesale Outlets, Retail Chains and their Regional Branches, Cash & Carry Companies, Department Stores and Consumer Markets, Drug Store Chains, Specialist Confectionery Retailers, Confectioners, Cafes, Bakery Operations, Filling Station Chains, Convenience stores
Parallel Event	Sweet & SnackTec Middle East 2010 International Exhibition for processing, manufacturing and packaging for the Sweet & Confectionery, Bakery & Snack Industry. www.sstme.com
Figures for the previous event	2009 - concurrent to Sweet & SnackTec Middle East 2009
Exhibitors	157 companies from 35 countries
Gross exhibition space	5,000 sqm
Visitors	4,786 trade visitors from 79 countries
Project management	Koelnmesse GmbH, Germany: Ms. Marie Tillmann – Project Manager e-mail: m.tillmann@koelnmesse.de
Website	www.sweetsmiddleeast.com www.sweetsmiddleeast.ae