

Press Release

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Positive results:

Successful premiere of Sweets Middle East in Dubai

Excellent response to the first trade fair for confectionery and snack items in the MENA (Middle East and North Africa) region

With good results in every respect, the first Sweets Middle East came to an end after three days in Dubai. The premiere of the fair, which was jointly realised by the Dubai World Trade Centre and Koelnmesse, received high praise from exhibitors and visitors alike. With 135 suppliers from 27 countries, Sweets Middle East offered a broad spectrum of confectionery products and snack items — from chocolate and fine baked goods to sugar confectionery and snack products. A total of 3,858 trade visitors from 68 countries made the most of the opportunity to gather information and place orders, among them 1,585 from foreign countries. The exhibiting companies were virtually unanimous in reporting very productive discussions and full order books. And they also anticipate good post-fair business. Encouraged by the tremendous interest that this trade fair premiere generated, most of the exhibitors have already decided to book their stands for the second Sweets Middle East, which will take place in November 2008.

“We are delighted with the overwhelming support and interest that has been shown at Sweets Middle East 2007,” said Helal Saeed Al Marri, Director General, Dubai World Trade Centre. “The event gave the international and local exhibitors a specialised platform to display their products and educate the region's buyers on the diversity that is available. Plans are already in place for a bigger Sweets Middle East 2008 in early November next year” he added.

Co-organiser Koelnmesse expressed great satisfaction with the results achieved during the show. “Everyone taking part has had positive results — whether in creating prospective sales or closing firm orders,” said Wolfgang Kranz,



Sweets Middle East
18th – 20th November 2007

www.sweetsmiddleeast.com

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Executive Vice President of Koelnmesse GmbH. "Together with our partner DWTC, we will be further developing this trade fair in line with market demand."

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The trade visitors in attendance were primarily from countries in the Gulf region (GCC states). Buyers from African countries, Asia and Europe were also registered for the fair. In addition to major trading companies, the event also attracted importers and wholesalers.

A highlight in terms of the fair's exhibitors were national pavilions representing Egypt, Belgium, Germany, France, Italy, Turkey and the United States. For the exhibitors at the German Sweets joint stand, the decision to take part in Sweets Middle East really paid off, said Dr. Stefan Feit, Managing Director of German Sweets: "The quality of the buyers was very good and we will definitely come again. Next year we will be exhibiting on an even bigger stand area, and with more exhibitors as well."

Sweets Middle East, which is sponsored by the International Sweets and Biscuits Fair Working Group (AISM), is based on the successful concept underlying the International Sweets and Biscuits Fair (ISM) in Cologne.

The next Sweets Middle East will once again take place in the Dubai World Trade Centre, from 3rd to 5th November 2008.

Further information is available at:

www.sweetsmiddleeast.com