

Press Release

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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.



Sweets Middle East
Sweet SnackTec Middle East
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www.sweetsmiddleeast.com
www.sweetsnacktecmiddleeast.com

Contact:
Christine Hackmann
Tel.
+ 49 221 821-2288
Fax
+ 49 221 821-3285
E- mail
c.hackmann@
koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse (Chief Executive Officer)
Oliver P. Kuhrt
Herbert Marnier
Dr. Gerd Weber

Chairman of the Supervisory Board:
Axel Kaske

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

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.

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 31st October to 2nd November 2010.

More information is available on the Internet at:

www.sweetsmiddleeast.com

www.sweetsnacktecmiddleeast.com