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# Get connected with the Sweet & Snack Industry in the Middle East!

2 – 4 November 2009

Dubai International Convention  
and Exhibition Centre, Dubai



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE



we energize your business

## Get connected with the Sweet & Snack Industry in the Middle East!

2009 will see the launch of Sweet & SnackTec Middle East – your new dedicated trade show focusing on the sweet and snack technology industry. Co-located with the well-known Sweets Middle East exhibition, the event will benefit from the thousands of buyers already attending this established industry showcase.

Mark your calendar and discover the exciting business opportunities in the trading hub of the Middle East.



## Take Advantage....

- **Benefit from the co-located event!** After the successful launch of Sweets Middle East in 2007, the event grew by 24%. 160 exhibitors from 32 countries presented their products and innovations to 4,545 trade visitors in 2008 – an audience you get to meet at Sweet & SnackTec Middle East.
- **Showcase the entire value chain!** With Sweets Middle East, Sweet & SnackTec Middle East will cover the entire supplier spectrum at a single trade fair location ensuring a compelling visitor proposition for the confectionery industry.
- **The right visitors!** The combination of the trade shows guarantees meeting the Who-is-Who of the confectionery industry in the Middle East. Profit from the unique chance to meet with suppliers, manufacturers and distributors at one place.
- **A partner you trust!** Benefit from the successful joint-venture: Koelnmesse with its expertise in the confectionery and food technology sector as organisers of Anuga, ISM, ProSweets Cologne, Anuga FoodTec and its trade shows worldwide and Dubai World Trade Centre with the longterm experience in running world-class events in the Middle East such as Gulfood, ITCA and Ingredients.

# Dubai – Located at the Crossroads

## Business Hub Dubai:

- With its strategic location between Europe and the Far East, the UAE is the location of choice for multinational companies wishing to tap into the lucrative Middle East, sub-continental and African markets, with their combined population of 1.4 billion people.
- With a total import volume of 17 billion USD and access to a regional import market with a volume of 150 billion USD, Sweet & SnackTec Middle East will be strategically located in the heart of one of the richest regions in the world.
- With GDP growth of over 16.7% per annum Dubai is one of the fastest growing economies in the world. Dubai's foreign trade is growing by 21% per annum.
- The UAE is the third biggest re-export centre in the world. Dubai ports are the principal gateways to the Middle East and North Africa.



## The oasis of opportunities!

- The UAE's food processing industry was valued at 3 billion USD in 2007 with a growth rate of 11 % per annum.
- Over 80% of food products are being imported into the UAE.
- As production processes are mainly raw materials, machinery and production technology, the sales opportunities in the food processing sector are large.
- The UAE government has a keen interest in fostering the development of the food industry having invested 1.4 billion USD since 1994 to develop a value-added food-manufacturing sector to target local and re-export markets.
- To become more independent in food products, the GCC states are increasing investment in process industries. In the first half of 2008, food processing machinery worth 21.6 million EUR was sold from Germany to the GCC states.
- In 2007, global sales of sweets and biscuit products are forecast to reach 113 billion USD, with volume sales of over 16 million tonnes. The Middle East region is one of the top markets for confectionery products, with high per capita consumption of chocolate in particular.
- Massive population growth makes the region one of the top destinations for food and drink and the region's market is set to expand further thanks to its popularity as a tourist destination.



## Two Specialist Shows under One Roof.

Valuable synergy effects will arise from the parallel scheduling of Sweet & SnackTec Middle East with Sweets Middle East. The confectionery and snack sector requires specialist technologies, packaging solutions and ingredients and Sweet & SnackTec Middle East is the only event in the region where the latest technologies for processing and packaging in the sweets and confectionery, bakery and snack industry are on show.

For specialist suppliers it's the best chance to enhance branch-visibility, strengthen your regional network and make direct contact with a market that prefers to deal face-to-face.

## Network of Industry Professionals.

Boost your international business by taking advantage of the international expertise of Koelnmesse GmbH and Dubai World Trade Centre – global players with a worldwide network of sector experts.

As the organiser of Gulfood, Dubai World Trade Centre offers 27 years experience in running world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. DWTC organises 15 of the largest and most successful international and regional shows in Middle East, providing a strategic platform for business development in the region.

The proven and renowned expertise with the integrated fair concept by ISM and ProSweets Cologne combined with in-depth knowledge of the confectionery and snack industry enables Koelnmesse to bring this successful format to the Gulf region with the international fairs Sweet & SnackTec Middle East and Sweets Middle East.

## Review Sweets Middle East 2008



The second edition of the fair received high praise from exhibitors and visitors alike. With 160 suppliers from 32 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 4,545 trade visitors from 75 countries made the most of the opportunity to gather information and place orders.

The exhibiting companies were virtually unanimous in reporting very productive discussions and full order books.

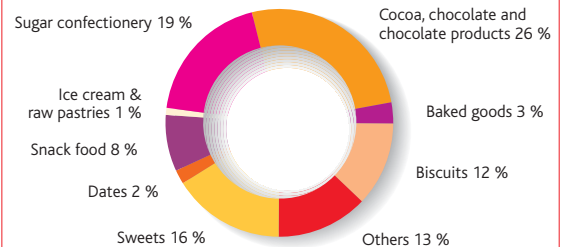
**No. of Exhibitors** 160

**Exhibiting Countries** 32

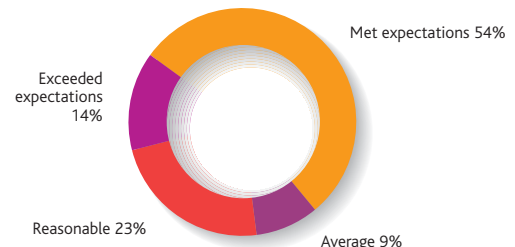
**International Pavilions** 8

*(Belgium, Cyprus, Egypt, France, Germany, Malaysia, Turkey, USA)*

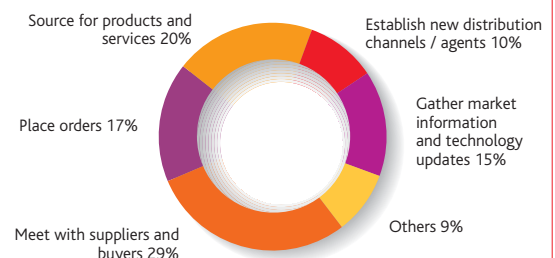
### What is your company's main activity?



### How would you rate your overall participation at the show?



### What is your objective for visiting Sweets Middle East 2008?



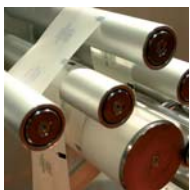
# Food Products in Focus

## List of Products

The range of offerings is adapted to the requirements of the sweet & snack technology market in the Gulf region:

### **Technology and services for sweets and snacks:**

- Machinery and equipment
- Packaging technology
- Packaging materials
- Automation, data processing, open and closed loop control technology
- Operating equipment and auxiliary devices
- Raw materials and ingredients
- Refrigeration, heating and air-conditioning technology
- Safety, quality management
- Recycling
- Service firms, organisations and publishers



## Visitor Profile

The visitor spectrum will cover decision-makers from the sweet & snack technology sector:

### **Decision-makers from the following segments:**

- Production
- Purchasing and maintenance
- Research and product development
- Marketing
- Capital goods industries
- Suppliers
- Traders, importers & exporters, wholesalers
- Service providers for food processing
- Chambers of commerce and cooperatives
- Associations and government agencies
- Press

### **With the following functions:**

- General management
- Marketing/sales management
- Food technologists
- Engineers
- Consultants

## Sweet & SnackTec Middle East 2009

Please reply to your nearest office:



- We are interested in exhibiting at Sweet & SnackTec Middle East 2009.  
 Please send us a space proposal for \_\_\_\_\_ sqm for our consideration.

- We are interested in visiting. Please send us visitor information closer to the event.

Name (Mr/Ms) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

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# Sweet & SnackTec Middle East 2009 in brief

<b>Organiser</b>	Koelnmesse GmbH, Germany Dubai World Trade Centre, UAE
<b>Venue</b>	Dubai World Trade Centre, UAE
<b>Schedule</b>	Build up: 31 October – 1 November 2009 Show dates: 2 – 4 November 2009 Break down: 5 November 2009
<b>Frequency</b>	Annual
<b>Year of foundation</b>	2009
<b>Cost of participation</b>	AED 1,150 per sqm (Raw Space) AED 1,375 per sqm (Standard Shell Scheme Package) AED 1,420 per sqm (Premium Shell Scheme Package)
<b>Product Groups</b>	<ul style="list-style-type: none"><li>• Processing machinery and equipment</li><li>• Packaging technology and materials</li><li>• Automation, data processing, open and closed loop control technology</li><li>• Refrigeration and cooling technology</li><li>• Cereal Ventilation, heating and air conditioning technology</li><li>• Safety, quality management, operating hygiene</li><li>• Operating equipment and auxiliary devices</li><li>• Raw materials and ingredients</li><li>• Service firms, organisations, publishers</li></ul>

Supported by:



The Organising Teams:



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DUBAI WORLD TRADE CENTRE



The unique  
platform in Dubai  
with the parallel  
event:

Sweets  
Middle East

For further information  
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