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Your Gateway to the Middle East

3 - 5 November 2008

Dubai International Convention
and Exhibition Centre, Dubai



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE



we energize your business



Your Gateway to the Confectionery, Bakery and Snack Food Markets in the Middle East

The successful joint-venture of Koelnmesse and the Dubai World Trade Centre continues:

The second edition of Sweets Middle East will take place from 3 – 5 November 2008 in Dubai.

Be part of the strong line-up of regional and international exhibitors in this dynamic and specialized event for the confectionery, bakery and snack industry.



Excellent results from the first edition

The inaugural Sweets Middle East exhibition in 2007 was the ideal platform for 140 exhibitors from 25 countries, who met face to face with 3,585 trade buyers from 69 countries.

Sweets Middle East had strong industry and government support, including the German Sweets Association and many key local suppliers and distributors already established in the market. In addition, the exhibition hosted 7 country pavilions from Belgium, Egypt, France, Germany, Italy, Turkey and the USA.



The MENA region – dynamic and rapidly expanding

This region provides an ideal environment due to a market with a traditional sweet tooth, where the sharing of sweets and confectionery is very much part of local custom. In addition, the young and fast growing population (e.g. 70% of the Saudi Arabians are under 30 and 50% of UAE nationals are under 16 years of age) opens many opportunities to reach new customers.



The Middle East is heavily reliant on imports, with 90% of the food requirements being imported. The value of potential business is demonstrated by the fact that the consumption of chocolate accounts for annual sales of USD 4.2 billion.

Dubai's position as the region's trading hub makes Sweets Middle East your strategic entry point to the Middle East and North Africa.



Review 2007

... Excellent results from the previous edition

The inaugural Sweets Middle East 2007 showed a wide range of products displayed by 140 exhibitors, of which 94% said that the results of the fair exceeded or met their expectations. They particularly noted the expertise and professionalism of the visitors. Sweets Middle East was attended by 3,585 trade visitors in total. 52% of visitors came from abroad, with buyers registered from a total of 69 countries. Large numbers of visitors also came from neighboring Middle East countries, as well as from Europe, Africa and Asia-Pacific.

1. Number of Exhibitors

UAE Companies	13 (9 %)
International Companies	127 (91 %)
TOTAL	140

2. Number of country group participations: 7

Belgium
Egypt
France
Germany
Italy
Turkey
USA

3. Exhibiting countries: 25

Belgium	Jordan	Poland	Turkey
China	Kuwait	Romania	UAE
Egypt	Lebanon	Saudi Arabia	USA
France	Malaysia	South Korea	Vietnam
Germany	Moldova	Spain	
Iran	Morocco	Syria	
Italy	Pakistan	Tunisia	

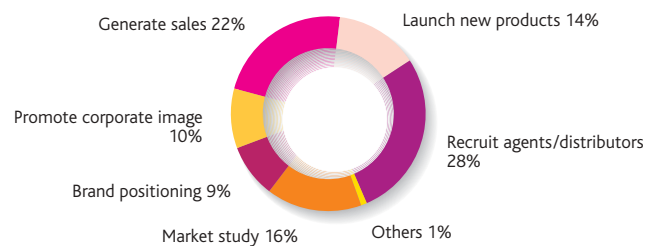
4. Number of visitors

UAE visitors	1,724
International visitors	1,861
TOTAL	3,585 from 69 countries

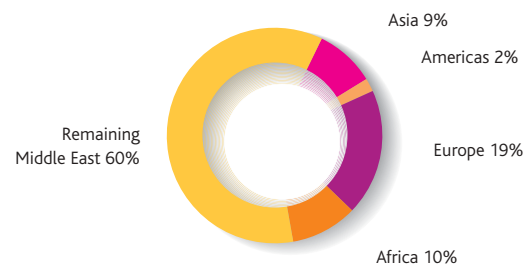
Exhibitors main activities (Multiple response)

Baked goods	6 %
Biscuits	21 %
Cocoa, chocolate and chocolate products	27 %
Confectionery retail trade	8 %
Ice cream & raw pastes	2 %
Sugar confectionery	20 %
Snack food	9 %
Others	7 %

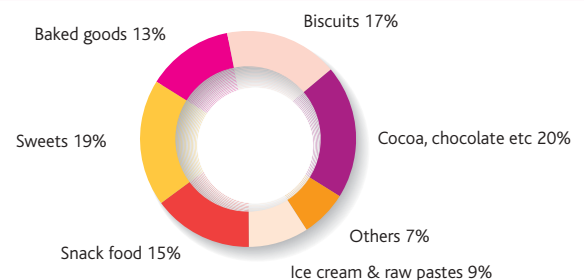
Your main reasons for exhibiting at Sweets Middle East 2007?



Visitors from abroad (excluding UAE)



Which of the following products are you most interested in?



EXHIBITOR QUOTES

"For a first-time show, it got off to a great start with excellent potential for exhibitors to secure new business; everyone taking part has had positive results – whether in creating prospective sales or closing firm orders."

said Tobias Bachmüller, Chairman of the German Sweets Association.

"Many of the pavilion's participants are very keen to be in this show. As a specialised event in the sweets sector the exhibition presents many opportunities in this market,"

said Dalia Kabeel, Portfolio Manager at the Egyptian Exports Association (Expo Link).

"Participants at our pavilion are extremely keen to develop their businesses here, so much so that some of them are developing products specifically for this market. Companies are displaying their halal sweets and chocolates that are specially made to meet the markets requirements,"

said Joannes Bruffaerts, the Flanders Trade Commissioner in the UAE.

Expertise of organizers in food-related shows

The Global Competence in Food

Koelnmesse is the international specialist for food-related trade fairs. A particular highlight in this regard is Anuga – the world's largest and most important food and beverage show, and ISM – the leading fair for the sweets, confectionery and snack industry. As part of its proactive international strategy, Koelnmesse is setting up leading events in rapidly growing markets as India, China, Thailand and in the MENA-region.



Long-term experience of DWTC

As the Organizer 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 organizes 15 of the largest and most successful international and regional shows in Middle East, providing a strategic platform for business development in the region.



As an exhibitor, you'll benefit from our expertise and the close contact we maintain to your customers.

Visitor Profile

National and international trade buyers from the following sectors:
Bakery • Beverages – Wholesale trade • Café / Confectioners • Confectionery retail trade • Department stores • Food – Wholesale trade • Importer • Pharmacy and chemist chains • Petrol stations • Retail • Shopping centres • Supermarkets • Wholesale – Bakery supplies • Wholesale – Health food •

Come to see this highly anticipated event for yourself - don't miss Sweets Middle East 2008, the year's incredible marketing and networking opportunity!



Sweets Middle East is well defined

- List of Products**
- Cocoa, chocolate and chocolate products
 - Biscuits
 - Sugar confectionery
 - Snack articles
 - Baked goods
 - Ice cream and raw pastes



Sweets Middle East 2008

Please reply to your nearest office:

- We are interested in exhibiting at Sweets Middle East 2008.
 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 (Dr/Mr/Mrs/Ms) _____

Designation _____

Company _____

Address _____

Website _____ Email _____

Tel _____ Fax _____

Contacts

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Sweets Middle East 2007 in brief

Date	3 – 5 November 2008
Schedule	Building up: 1 – 2 November 2008 Show: 3 – 5 November 2008 Dismantling: 6 November 2008
Venue	Dubai International Convention and Exhibition Centre
Frequency	Annual
Year of foundation	Premiere in 2007
Cost of participation	USD 299 / sqm (Raw Space) USD 359 / sqm (Standard Shell Scheme Package) USD 369 / sqm (Premium Shell Scheme Package)
List of Products	<ul style="list-style-type: none">• Cocoa, chocolate and chocolate products• Biscuits• Sugar confectionery• Snack articles• Baked goods• Ice cream and raw pastes



**International
Exhibition
for the Sweet &
Confectionery,
Bakery, Snack Food &
Ice Cream Industry**

For further information
www.sweetsmiddleeast.com
www.sweetsmiddleeast.ae

More food shows
www.capitaloffood.com

Organizers



Koelnmesse GmbH, Germany



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DUBAI WORLD TRADE CENTRE

Dubai World Trade Centre

Supporter AISM, the German Committee for the International Sweets and Biscuits Fair (ISM)

Supported by



International Sweets and Biscuits Fair, Cologne

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REGISTRATION DEADLINE:

30 June 2008

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