

Be invited by Koelnmesse and Dubai World Trade Centre to join the second edition of Sweets Middle East, to be held from 3 – 5 November 2008 in Dubai.

TAKE ADVANTAGE...

... 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.

... 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 gateway to the Middle East and North Africa.

... Expertise of the organizers

Koelnmesse and Dubai World Trade Centre have joined hands to make this event a successful platform with high level standards. Koelnmesse is an international specialist for food-related shows and organizer of the world's leading fairs for sweets, food & beverage and food technology around the world – such as Anuga and ISM. DWTC is the leading exhibition organizer in the Middle East with decades of experience. It has been running the region's most successful food and beverage exhibition - Gulfood since 1987. The combination of DWTC's expertise along with Dubai's position as the region's trading hub, makes Gulfood your strategic entry point to the Middle East, North Africa and Indian sub-continent.

SNAPSHOT: Sweets Middle East 2008

Venue Dubai International Convention and Exhibition Centre

Schedule Building up: 1 - 2 November 2008
Show: 3 - 5 November 2008
Dismantling: 6 November 2008

Cost of participation USD 299 / sqm (Raw Space)
USD 359 / sqm (Standard Shell Scheme Package)
USD 369 / sqm (Premium Shell Scheme Package)

The product range of **Sweets Middle East**:

- Cocoa
- Chocolate and Chocolate Products
- Biscuits
- Snack Articals
- Baked Goods
- Sugar Confectionery
- Ice Cream
- Raw Pastes

CONTACT

International:
Koelnmesse GmbH
Ms Uta Freiling
Tel: +49 221 821 2825
Fax: +49 221 821 3723
U.Freiling@koelnmesse.de

Middle East:
Dubai World Trade Centre
Mr Wasim Wahba
Tel: +971 4 308 6453
Fax: +971 4 318 8607
wasim.wahba@dwtc.com



www.sweetsmiddleeast.com
www.sweetsmiddleeast.ae

QUICK SCREEN
POST SHOW FIGURES

Your Gateway to the Middle East

3 - 5 November 2008
Dubai International Convention and Exhibition Centre, Dubai



DUBAI WORLD TRADE CENTRE

koelnmesse
we energize your business

Review of Sweets Middle East 2007

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

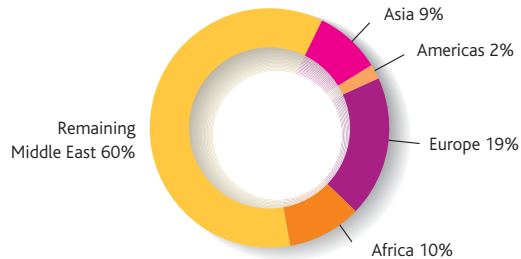
3. Exhibiting countries: 25

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

4. Number of visitors

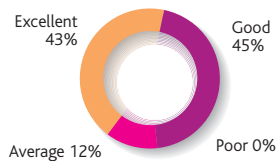
UAE visitors	1,724
International visitors	1,861
TOTAL	3,585 from 69 countries

Visitors from abroad (excluding UAE)

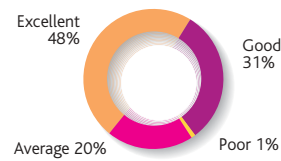


How were your main objectives met in visiting Sweets Middle East?

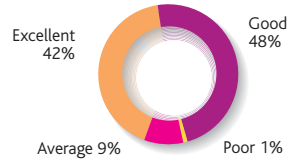
Gather market information



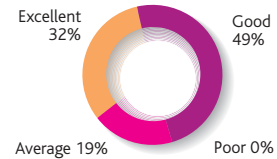
Source new products/services



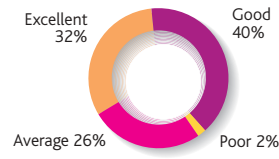
Meet suppliers/buyers



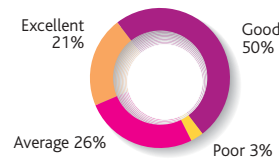
Place orders



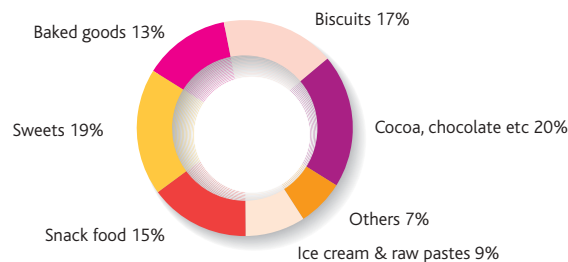
Purchase products



Establish new distribution channels/agents



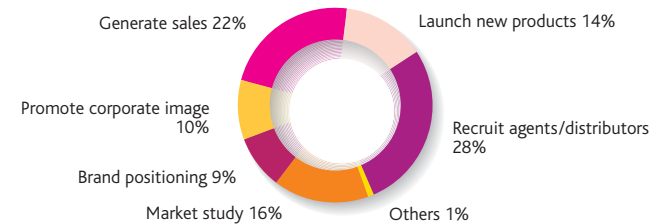
Which of the following products are you most interested in?



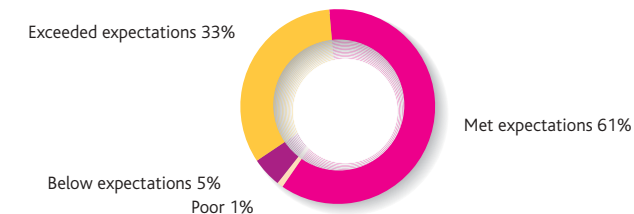
What are your company's main activities? (Multiple response)

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?



How would you rate your participation at the show?



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.