

BOOST YOUR BUSINESS

at MENA's No. 1
Sweets & Snacks Event!

Dubai, 7 – 9 November 2021
www.yummex-me.com

yummex

MIDDLE EAST



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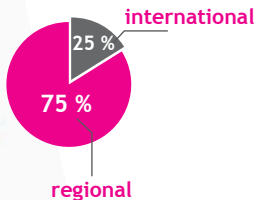
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Go for MENA!

yummex Middle East is the leading trend, innovation, and networking platform for the MENA region. The trade fair allows you quick and easy access to the growth markets of the Middle East and North Africa, and offers the potential for profitable contacts extending beyond the region. **Boost your business!**

More than 9,000 trade visitors



Record attendance!

Visitors 2019

TOP industry sectors

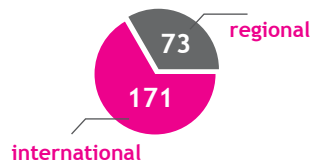


Top 5 visiting countries

1. UAE
2. Saudi Arabia
3. India
4. Pakistan
5. Kuwait

Exhibitors 2019

244 exhibitors from 40 countries



16

International and regional country pavilions, among others from:

Brazil	Jordan
Germany	Malaysia
Greece	Mexico
Iran	Turkey
Italy	USA

Munch! MORE INSPIRATION!

Health and well-being, salt and sugar levels, clean label and quality, traceability and fair trade and ideas and ideas and ideas: yummex ME is the trend barometer of the MENA region. On the Munch! Stage you discover the latest trends, developments and innovations to help you sustain your competitive edge. Join an extensive, informative and very diverse programme and find out how your products will sell like hot cakes.

Product segments at yummex ME:

- Chocolate, chocolate products
- Sugar confectionery
- Biscuits
- Snacks foods
- Trend snacks
- Natural sweets
- Breakfast snacks
- Ice cream, deep frozen confectionery



Win with innovations!

The MENA consumers want novelty. They want your innovations and new products. The perfect stage to highlight them: the yummex ME Innovation Awards for especially innovative, newly-launched sweets and snack products.

Show your potential bestsellers, position yourself as an outstanding supplier and gain honour and growing business.

On top: Enter fast GROWING MARKETS!

Dubai is the gateway to the MENA region. As the number one hub for food exports, it offers the best connections with the Gulf States, with North and East Africa, and with India and Pakistan. **You exploit all potential at yummex ME.**

MENA region is one of the world's most quickly growing markets and forecasts a probable value of 34.5 billion USD (current: 29.2 billion USD) for the confectionery, snacks and ready-to-eat industry by 2023*

Middle East: 27 % CAGR for Indulgent and Premium Confectionery, 8 % CAGR for Healthy Snack Alternatives**

The Middle East region with 12 % growth has the fastest growing chocolate markets in the world with a growing demand for premium products**



* Source: Euromonitor, Confectionery and snacks report

** Source: Euromonitor, CBRE & MEED

Get your **PIECE OF SUCCESS!**



Excellent origins: yummex ME is the successful satellite exhibition of ISM, the world's largest trade fair for sweets and snacks, and of Gulfood, the number 1 food & hospitality show in the MENA region.

Strong synergies: yummex ME takes place parallel with the three other top events Gulfood Manufacturing, Private Label & Licensing Middle East and The Speciality Food Festival.

High level of visitor quality: at yummex ME you will meet the who's who of the business - decision makers and key players from the trade, Horeca and distribution. In this way you profit from contacts at the highest level, extending to concrete business transactions.

Perfect date: the date at the beginning of November 2021 is the optimal point in time for the industry and excellent for "Expo 2020" business in the MENA region.

“

This was our second time at yummex ME. We were able to sign new distributor agreements during this event, which really has become a major platform for sweets in the MENA region. We certainly plan to be back.

”

Ivan Sandoval,
Export Manager, Dot Dulces

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**Join MENA's
NO. 1 NOW!**
www.yummex-me.com/register

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