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#ISMMiddleEast

THE HEART OF SWEETS AND SNACKS IN THE MIDDLE EAST

08.-10.11.2022, Dubai



PROUDLY PRESENTING ...

... ISM MIDDLE EAST

As of 2022, yummex Middle East is continuing its success story under a new name: ISM Middle East expands the worldwide ISM network as the most successful platform for sweets and snacks in the MENA region.

... STRONG IMPACT

With the renaming, Koelnmesse and the Dubai World Trade Centre reinforce the positioning of ISM Middle East as the leading business platform of the industry in the Middle East and North Africa region. Trust in the world's largest network for the sweets and snacks industry: ISM Cologne, ISM Japan and ISM Middle East.

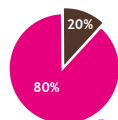
... THE BENEFITS

ISM Middle East is the optimal platform for producers and manufacturers of sweets and snacks for accessing the MENA region. Profit even more from the expertise, experience and outstanding access to international contacts of the leading global trade fair ISM Cologne.

VISITORS 2021

NEW RECORD:
more than 9,200
trade visitors

International



Regional

TOP
industry sectors



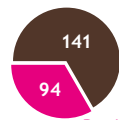
TOP 5
visiting countries

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

EXHIBITORS 2021

235 exhibitors from
37 countries

International



Regional



17

International and
regional country pavilions:

Belarus, Brazil, Bulgaria, France, Greece, Germany, Iran, Jordan, Latvia, Morocco, Pakistan, Poland, Russia, Spain, Turkey and USA/Mexico

TOP INNOVATIONS

A perfect stage for highlighting outstanding product innovations: the Innovation Awards for especially innovative, newly-launched sweets and snack products. Display your potential bestsellers, be recognised for your superior quality products, and boost your business.

NEWCOMER AREA

What does an exhibitor need to ensure a successful trade fair appearance? The right platform for its products and an eye-catching display. This is precisely what the Newcomer Area at ISM Middle East offers, with a cost-effective option for participation at the event.



„I would basically rate the quality of visitors as very professional. In 2.5 days we had approx. 70+ customers or visitors with whom I see possibilities for further business and leads of 70 %. (...) We see a lot of visitors from the Middle East, from the Gulf region, from neighbouring countries like India, Pakistan and from East Africa.“

Joel Dupont,
International Sales Manager
at Trolli

PRODUCT SEGMENTS AT ISM MIDDLE EAST

- Chocolate, chocolate products
- Sugar confectionery
- Fine bakery products
- Snack products
- Trend snacks & natural snacks
- Ice cream, frozen confectionery/raw pastes
- Other

SWEET TASTES OF THE WORLD

As a special highlight, live stations and master classes of Michelin star chefs offer interesting insights into the future of sweets.



A MARKET WITH A BIG APPETITE

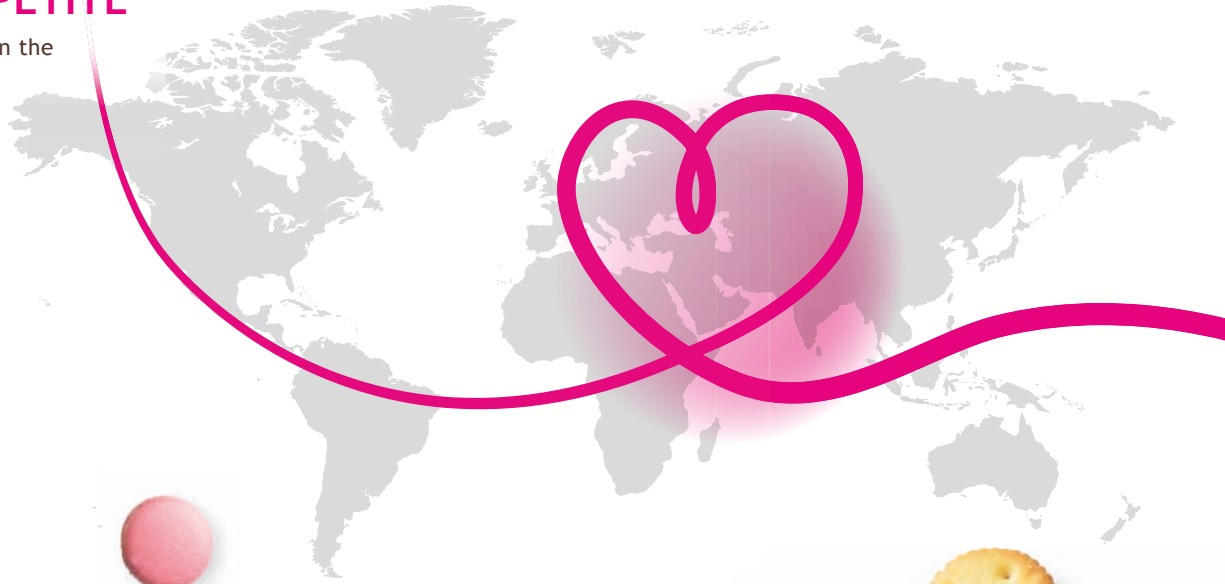
Dubai is the most important trade fair location in the entire Middle East, as well as the international commerce hub in the MENA region.

As the number one for food exports, Dubai offers first class connections with the markets of the Gulf States, North and East Africa, India and Pakistan. Leverage the full potential of Dubai and ISM Middle East for your business.

The global snack market is expected to grow by 2 % CAGR over the forecast period to reach 649 billion US dollars by 2026. In the Middle East and Africa, it is expected to grow by 3 % CAGR over the forecast period to reach 42 billion US dollars by 2026.*

The global confectionery market is expected to grow by 2 % CAGR over the forecast period to reach 206 billion US dollars by 2026. Confectionery in the Middle East and Africa is expected to grow by 3 % CAGR over the forecast period to reach 15 billion US dollars by 2026.*

*Euromonitor International analysis from Passport





GET YOUR PIECE OF SUCCESS!

EXCELLENT ORIGINS

ISM Middle East is the successful satellite trade fair of ISM, the world's largest trade fair for sweets and snacks, and of Gulfood, the no. 1 food & hospitality show in the MENA region.

STRONG SYNERGIES

ISM Middle East takes place parallel with the four other top events Gulfood Manufacturing, Private Label & Licensing Middle East, the Speciality Food Festival and GulfHost.

GLOBAL NETWORK

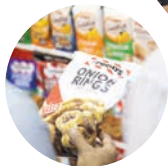
Being part of the worldwide ISM network will strongly foster the well-established status of ISM Middle East, the leading trade fair for sweets and snacks in the MENA region. Uniting 3 of the 4 most important dedicated sweets & snacks events of the globe: ISM Cologne, ISM Japan and ISM Middle East.

HIGH LEVEL OF VISITOR QUALITY

At ISM Middle East, exhibitors will meet the who's who of the business - decision makers and key players from the trade, HORECA and distribution. Benefit from contacts at the highest level, extending to concrete business transactions.

NETWORKING WITH DISTRIBUTORS

ISM Middle East is the no. 1 trade fair for networking with distributors in the MENA region, offering easy access to the market and to the most important wholesalers/dealers.



“There is great potential here in these Arabic countries for development, and we also saw that visitors and other buyers are interested in our products.”

Tetiana Gurnevych,
International Sales Director
at Wawel

Co-located with





Join our ISM network – in Cologne and worldwide!

SWEETEN YOUR GLOBAL BUSINESS!

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FIND OUT MORE

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Organisers

