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#ISMMiddleEast

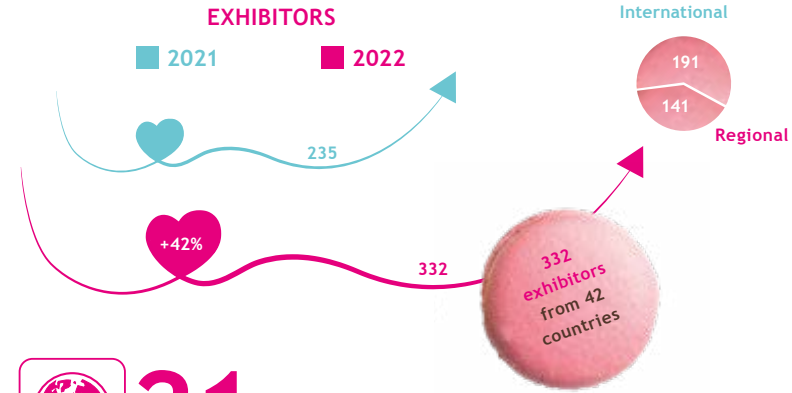
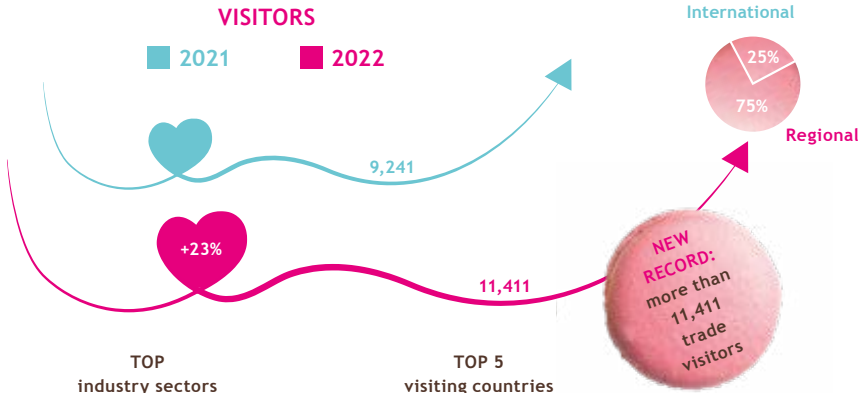
THE HEART OF SWEETS AND SNACKS IN THE MIDDLE EAST

07.-09.11.2023, Dubai



STRONG DEVELOPMENTS

ISM Middle East is the optimal platform for producers and manufacturers of sweets and snacks for an easy access to the MENA region. The successful rebranding and the assimilation into the global ISM-network in 2022 led to excellent results and strong developments:



21 regional and international pavilions from:

Brazil, Egypt, France, Great Britain, Greece, Iran, Jordan, Latvia, Lebanon, Morocco, Netherlands, Pakistan, Poland, South Korea, Spain, Switzerland, Thailand, Turkey and USA/Mexico

- TOP industry sectors**
- HOSPITALITY
 - TRADING
 - RETAIL
 - FOOD SERVICE
- TOP 5 visiting countries**
1. UAE
 2. Saudi Arabia
 3. India
 4. Pakistan
 5. Kuwait

These top buyers were sourcing at ISM ME 2022:



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.

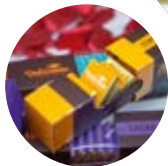
As the number one for food exports, Dubai offers first class connections with the markets of the Gulf States, Africa, India and Pakistan. Leverage the full potential of Dubai and ISM Middle East for your business.

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 three other top events Gulfood Manufacturing, Private Label & Licensing Middle East and the Speciality Food Festival.

GLOBAL NETWORK

Being part of the worldwide ISM network strongly fosters the well-established status of ISM Middle East, the leading trade fair for sweets and snacks in the MENA region. Uniting the 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.

Join us!
Be part of the worldwide
ISM network!



Co-located with



NEW PRODUCT SHOWCASE

A perfect stage for highlighting outstanding product innovations: the New Product Showcase 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.



„[...]the quality and quantity of visitors of the show, as well as at our booth, was exceeding our expectations. [...] The GCC and Middle East region is one of our most important regions for export to us. In order for Powermints GmbH to take the next big step [...] to grow with the brand significantly, the ISM ME gave us the perfect base to conduct necessary meetings, get new insights and perspectives on the markets and talk to existing clients on how to grow the brand.”

Jannis Theileis,
Managing Director
Powermints GmbH

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



SWEETEN YOUR GLOBAL BUSINESS!



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Organisers

