

SECTORS



Sugar Confectionery



Biscuits & Bakery



Snacks & Ready To Eat



Frozen Confectionery



Breakfast Products



Chocolate & Cocoa Products



MIDDLE EAST

30 OCT - 1 NOV 2018

DUBAI WORLD TRADE CENTRE

**THE LEADING
SWEETS & SNACKS
EVENT FOR THE
MENA REGION**



Organised by



Powered by



Official Knowledge Partners



Official Airline Partner



Official Chef's Magazine



Official Media Partner



Official Publication



Official Publisher



Official Courier Handler



WHO ATTENDS



Retailers (Supermarkets, Hypermarkets, Department Stores, Confectioners, Bakeries)



Foodservice operators and providers

(Hotels, Restaurants, Café's, Caterers, Airlines, Resorts, Educational and Health Institutions)



Chefs (Pâtissiers, Chocolatiers, Gelatians and Confectioners)



F&B manufacturers



F&B Consultants



Traders (Distributors, Importers, Exporters, Wholesalers)

“I came to yummex Middle East looking for confectionery suppliers for my new candy shop. There are even more suppliers and ideas this year, I will definitely be back.”

Samih Ghanem

General Manager,
Jordan

“My team and I have sampled a few types of biscuits from suppliers that we will now be introducing to our Italian biscuit line.”

Hamid Ali Khan

Executive Director,
Continental Biscuits Limited

“We are visiting yummex because we know we will find the right suppliers and customers all under one roof.”

Majd Zahran

Export Account Manager,
F&B Division, NewBoy FZCO



WHY should I visit Dubai?

Convenience: Dubai is strategically positioned to serve both established and emerging markets, making it more accessible than other competitive events taking place in Europe or America.

Business Opportunity: There is a marked rise in hotel development and renovation taking place in the lead up to Dubai World Expo 2020, creating exceptional networking potential.

Note: The time it takes to process & issue a visa to the UAE varies from country to country. Please ensure you apply now in order to avoid disappointment.

Contact: +971 50 640 6395 • anisa@alphatoursdubai.com



Perks for
business travellers

traveze

Book your accommodation through Traveze & get the lowest rates in the most convenient locations; guaranteed.

Visit www.yummexme.com/Traveze to discover unprecedented perks for business travellers.



ONSITE FEATURES & NETWORKING



yummex Middle East Meetings Programme

Screen relevant sweets & snacks suppliers online & book personal appointments in an instant



yummex Innovation Awards

This year's show stopping innovations covering Chocolate, Hard & Soft Candy, Bakery and Snacks are about to be announced



Sweet Trends by Innova Market Insights

F&B intelligence provider Innova Market Insights is utilising yummex Middle East to unveil the biggest confectionery & snack trends impacting the industry in 2018

yummex exhibitors come from all over the world



Your FREE ticket also gives you access to

- GulfHost Restaurant Development Conference
 - Gelato Campus
- ICCA World Chefs Education
 - House of Tea
- National Barista & Latte Art Competition
 - Global Date Market
 - Chef's Theatre

Source innovative sweets & snacks



Get your customers talking and spending



Comprehend shifts in the market



Refine your skills



Gifting

As consumers seek out premium packaged treats to mark occasions and experiences, the growth of sweet indulgences for gifting and sharing is evident. And where mainstream confectionery sales have traditionally been dominated by iconic brands, specialty candy is one category where niche & private label producers take the majority market share.

Don't miss...



Retro confectionery

In today's fast paced climate, retro sweets that evoke a sense of nostalgia from childhood continue to drive significant sales for retailers

Don't miss...



“Thai rolled ice cream is my current top trend tip in F&B.”

Russel Scott

Vice President Food & Beverage, Luxury Brands Middle East,
AccorHotels

“After seeing big trends like the rainbow bagel and cronuts, I think the opportunities in bakery will continue along this path of adventurous flavors & fanciful creations.”

Julie Phillips

Waters, Food Technologist, Agropur

YOUR 2018 WISHLIST; SOLVED

Sweets and snacks suppliers on every continent can be seen channeling the latest premium, seasonal, functional and fortified ingredients that are central to the demands of today's more mindful and adventurous consumers, especially millennials. Here are just some of the **2000 brands** you can expect to see at yummex Middle East 2018:

“I think Pandan is going to be the new matcha. I notice more and more people in America baking with it.”

Nigella Lawson, Television Personality and Food Writer



Strong confectionery influences from Asia

Texture and presentation are vital qualities in Asian desserts- hence why today's insta-generation is finding rolled ice-cream, egg waffles and shaved ices so hard to resist. As global youth populations seek chilled refreshments with maximum novelty factor to post online, cooks and consumers of all ages can be seen seeking out complex Asian flavours to stimulate the palate.

Don't miss...



Baked goods with unusual fillings

As weird and wonderful flavour combinations continue to dominate the confectionery scene, pastries are the latest appetiser of choice when it comes to sampling them. Espresso, liquorice, cheese and mint are just some of the innovative fillings that are being generously piled into choux, horns and especially donuts this year.

Don't miss...



علي اكبر اسدي للتجارة العامة تر.ذ.م.م
Al Akbar Asadi General Trading LLC



M.R.S. Packaging Ltd



Healthy, wholegrain and fortified desserts

As consumers continue to prioritise their health as a daily practice, today's food retailers can be seen stocking vegetable varieties of cakes, sweets, yoghurts and breakfast cereals that are naturally lower in sugar. Inspired by chefs' innovative recipes, alternative ingredients such as beetroot, courgette, pumpkin and parsnip are being utilised in growing numbers of packaged goods to add flavour and moisture while reducing on calories and fat.

Don't miss...



UNRESTRICTED ACCESS

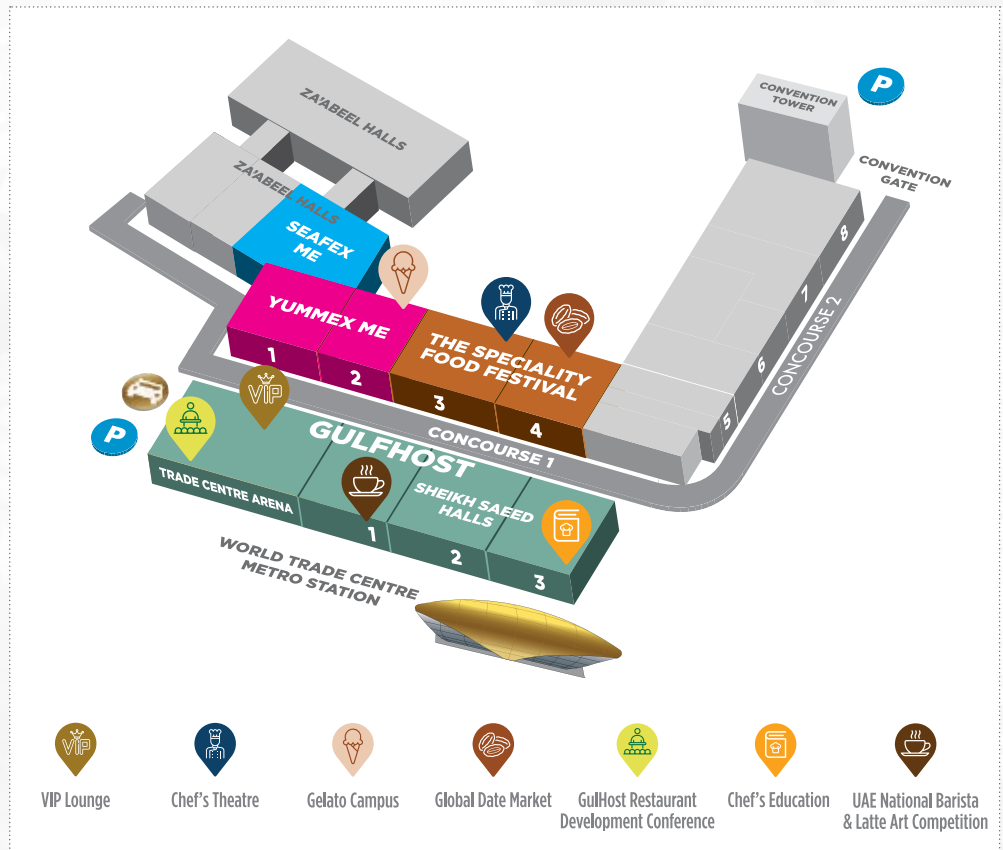
Your **yummex Middle East** Ticket also gives you unrestricted access to the following co-located events



The Speciality Food Festival is the finished fine food trade event covering artisan & gourmet, organic & fresh, Fair Trade & ethnic, bakery & cereals, nuts, seeds & dried fruits and specialty beverages

SEAFEX Middle East is the professional seafood event trading in live, chilled and frozen seafood, value-added products plus condiments & tools, packaging, equipment and more.

GulfHost is the Gulfood hospitality equipment and Foodservice Expo showcasing the latest smart solutions across Front of House, Back of House and Tableware alongside sub-sectors covering Café & Bar, Gelato & Bakery and HORECA.



SUPERIOR STAND-FINDING TECHNOLOGY REGARDLESS OF WIFI

The GulfHost Mobile App delivers Indoor Navigation Technology for your smoothest show visit yet.

COMING SOON

