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# Post-Show-Report

## From Processing & Packaging to Finished Products

2 – 4 November 2009

Dubai International Convention  
and Exhibition Centre, Dubai

Supported by:



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE



we energize your business

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## GENERAL INFORMATION

**Show Name:** Sweets Middle East 2009



**Sweet & SnackTec Middle East 2009**



**Date:** 2 – 4 November 2009

**Venue:** Dubai World Trade Centre (DWTC)  
Dubai, UAE

**Show Organisers:** Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany



Dubai World Trade Centre Co LLC  
P.O. Box 9292  
Dubai  
UAE



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

**Next Show Date/Venue** 31 October – 2 November 2010  
Dubai World Trade Centre, Dubai, UAE

## EXHIBITOR STATISTICS

<b>1. Total exhibitors:</b>	<b>157</b>	
GCC companies	33	(21 %)
Foreign companies	124	(79 %)
<b>2. Space occupied</b>		
GCC exhibitors	528 m <sup>2</sup>	(25 %)
Foreign exhibitors	1,578 m <sup>2</sup>	(75 %)
<b>Total</b>	<b>2,106 m<sup>2</sup></b>	<b>(net)</b>
Gross	5,000 m <sup>2</sup>	
<b>3. Number of group participations</b>		
8 Countries	Belgium by AWEX (Wallonia Foreign Trade and Investment Agency)	
	Belgium by FIT (Flanders Investment and Trade)	
	China by CCCFNA	
	Cyprus	
	France by Sopexa	
	Germany	
	Malaysia by Malaysia Cocoa Board	
	Turkey	
	USA by NCA	
<b>4. Breakdown by countries:</b>		
Belgium	12	
Bulgaria	3	
China	7	
Cyprus	3	
Czech Republic	1	
Denmark	1	
Egypt	1	
France	13	
Germany	14	
Hong Kong	2	
India	2	
Indonesia	1	
Iran	2	
Italy	3	
Jordan	2	
Kuwait	2	
Lebanon	2	
Lithuania	1	
Malaysia	10	
Morocco	4	
Oman	1	
Pakistan	4	
Saudi Arabia	3	
Singapore	1	
South Korea	1	
Spain	1	
Syria	6	
Thailand	1	
Turkey	12	
UAE	27	
UK	3	
USA	9	
Vietnam	1	
Yemen	1	

## Exhibitor Survey

1. What is your company's main activity? (Multiple response)

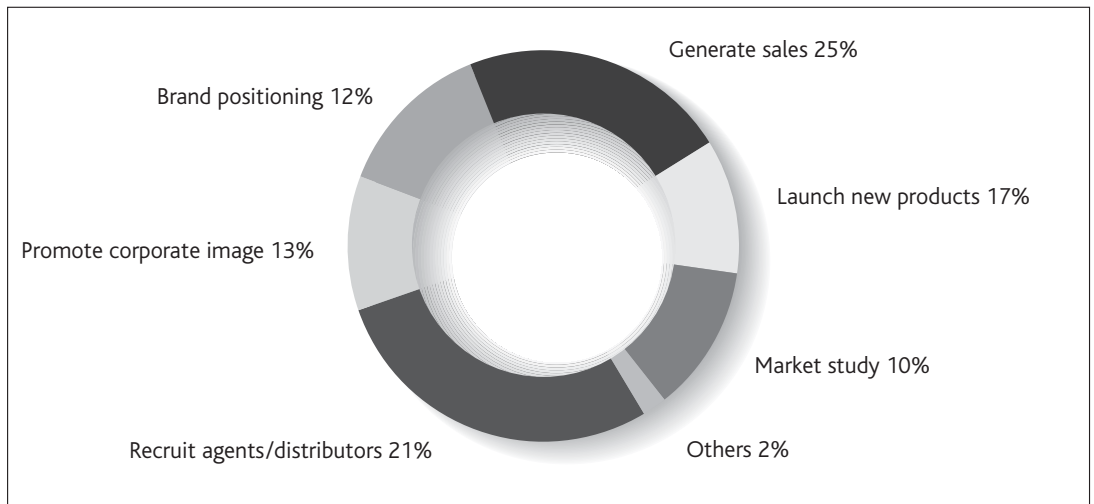
**Sweets Middle East**

Baked goods	5 %
Biscuits	19 %
Cocoa, chocolate and chocolate products	28 %
Dates	4 %
Ice cream & raw pastes	2 %
Snack food	5 %
Sugar confectionery	25 %
Others	12 %

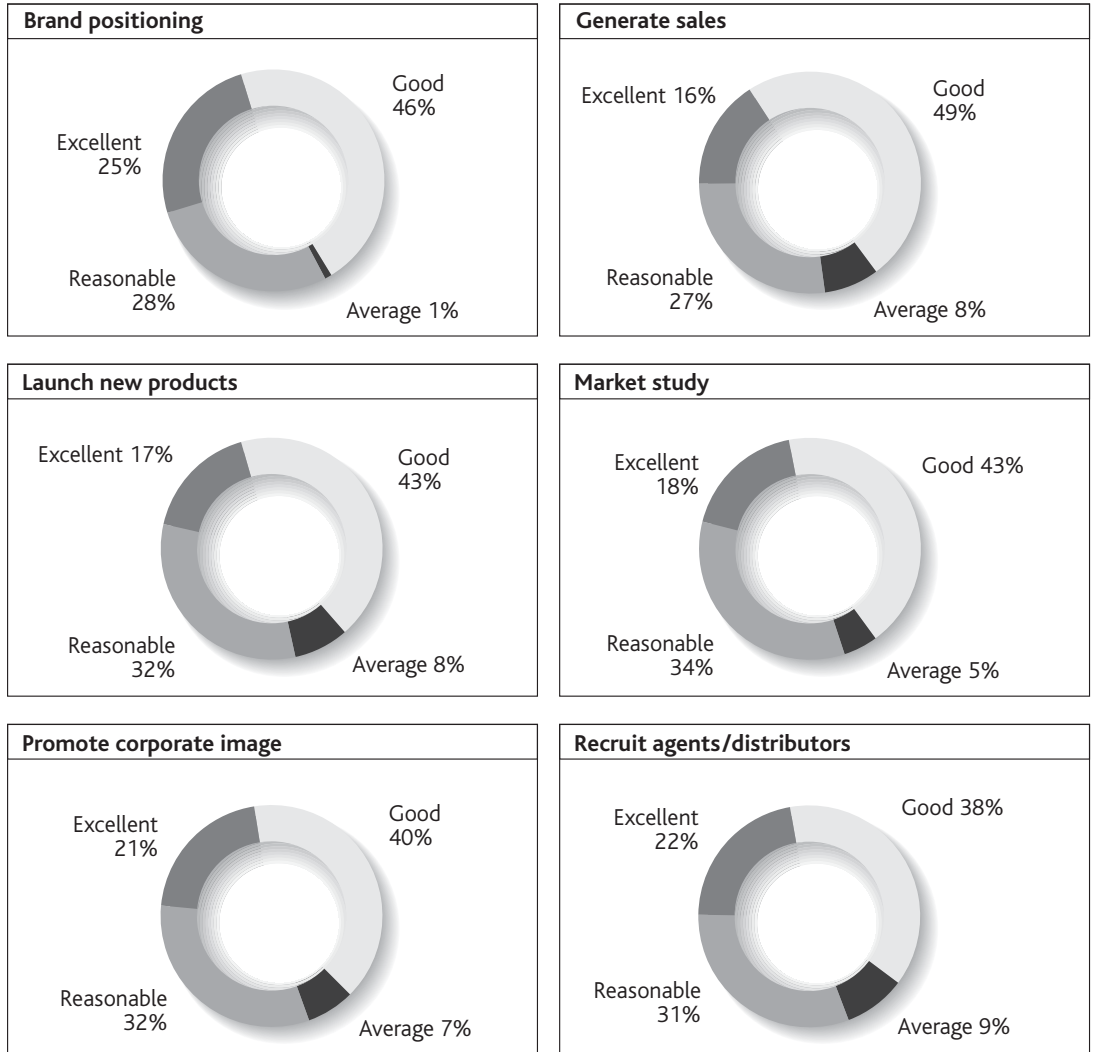
**Sweet & SnackTec Middle East**

Additives & flavours	5 %
Machinery & plants	26 %
Packaging technology & materials	26 %
Processing technology & equipment	26 %
Raw materials & ingredients	14 %
Others	3 %

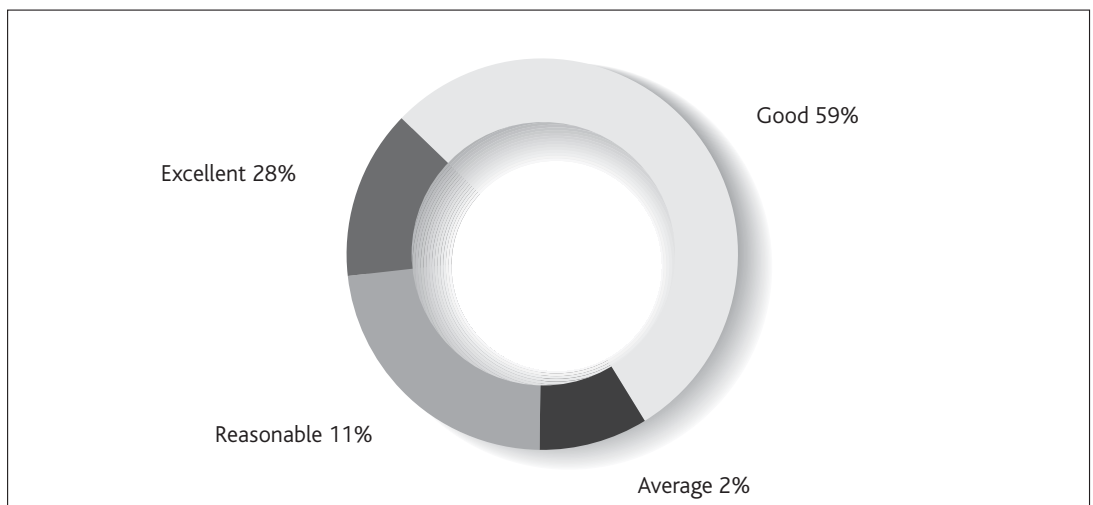
2. What is your main reason for exhibiting at Sweets Middle East and Sweet & SnackTec Middle East 2009?



3. How would you rate the success of your participation related to the following objectives?

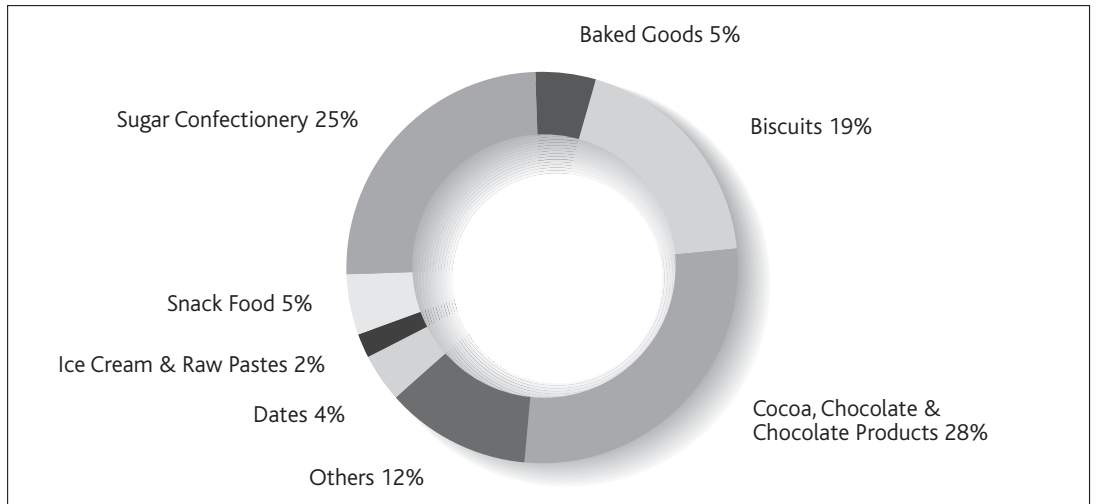


4. How would you rate your overall participation at the show?

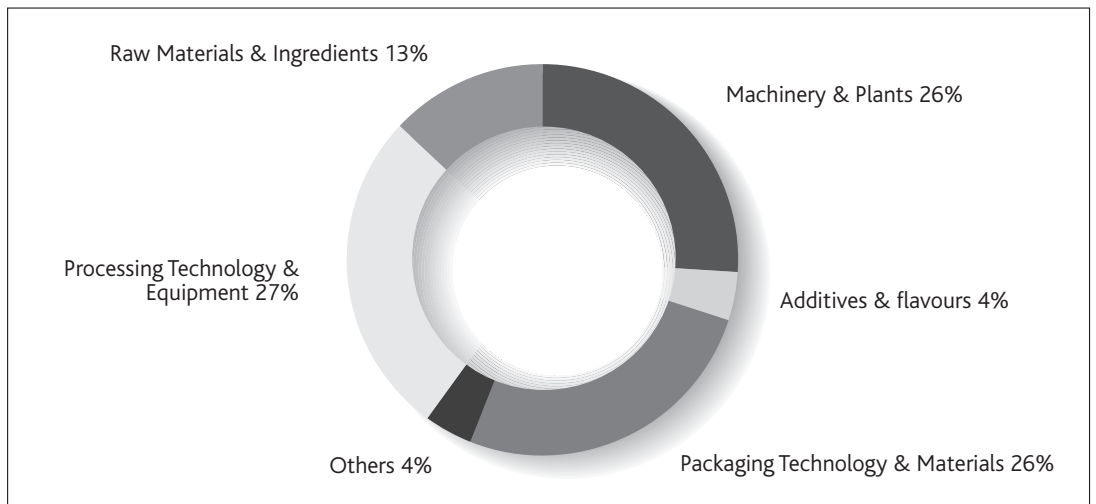


5. Which visitors are your main target groups?

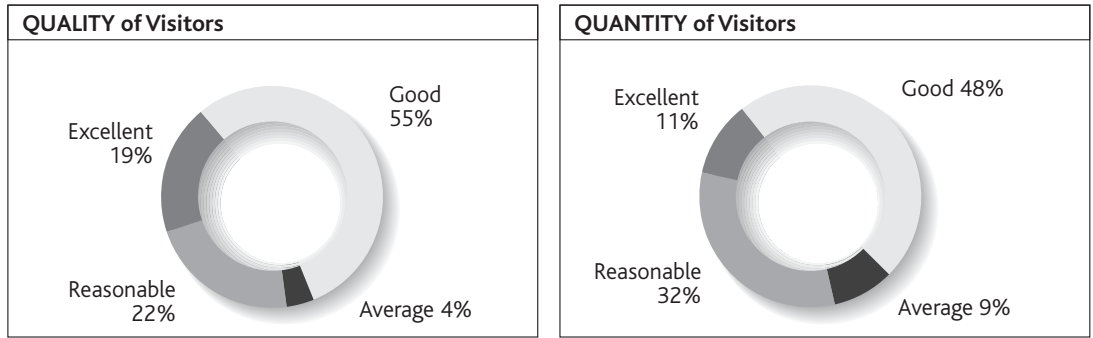
5a. Sweets Middle East



5b. Sweet & SnackTec Middle East 2009

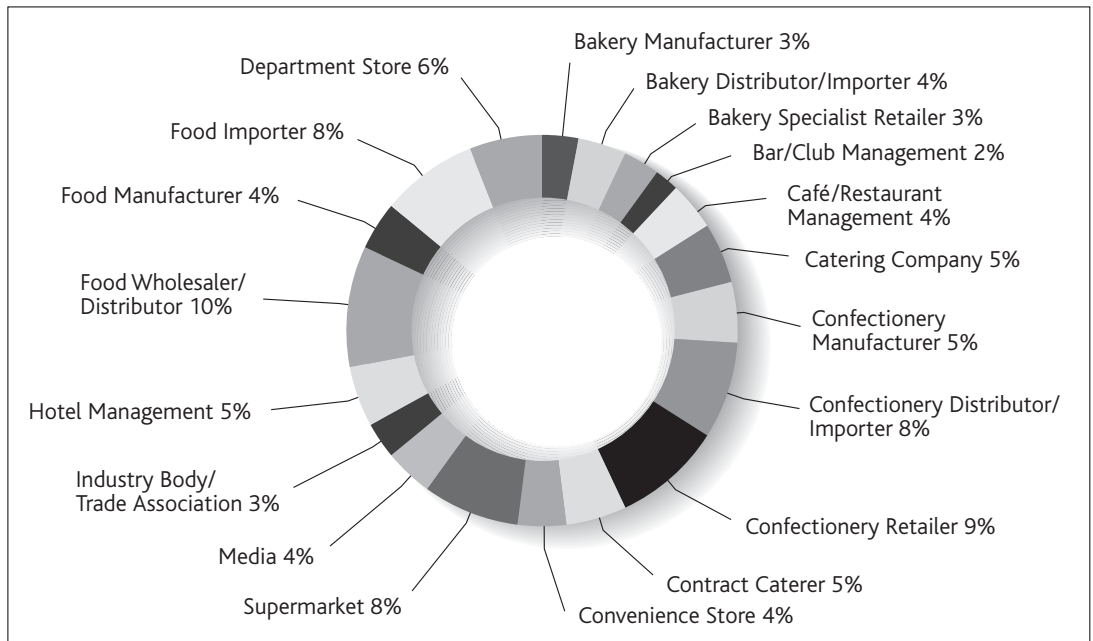


6. How would you rate the attendance to the show in terms of quality and quantity of visitors?

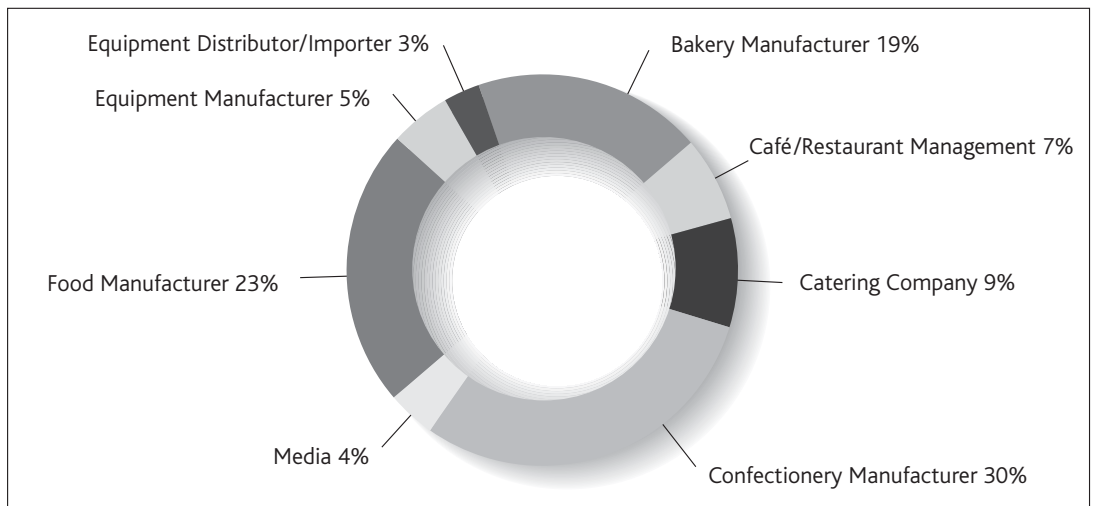


7. Which type of visitors do you want to see most at Sweets Middle East/Sweet & SnackTec Middle East 2010?

7a. Sweets Middle East



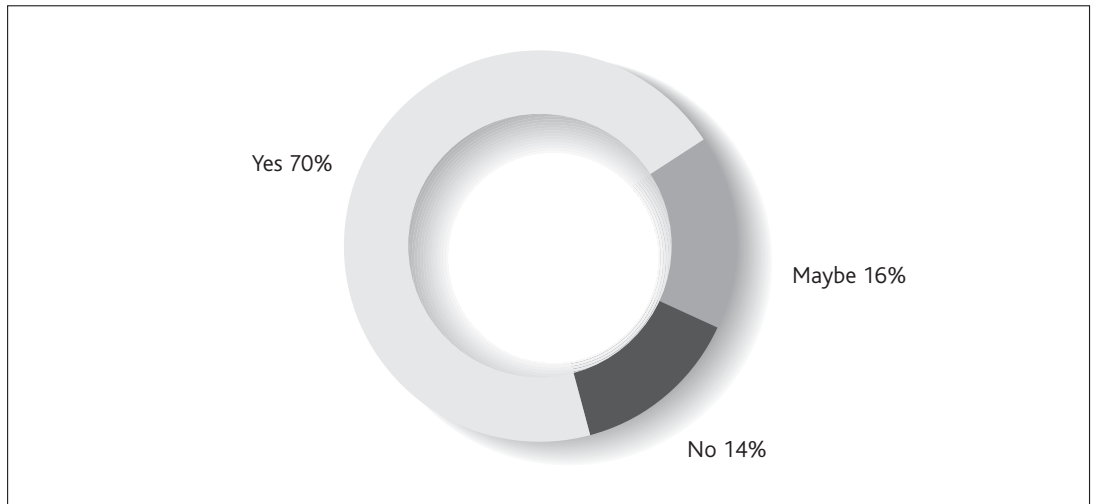
7b. Sweet & SnackTec Middle East 2009



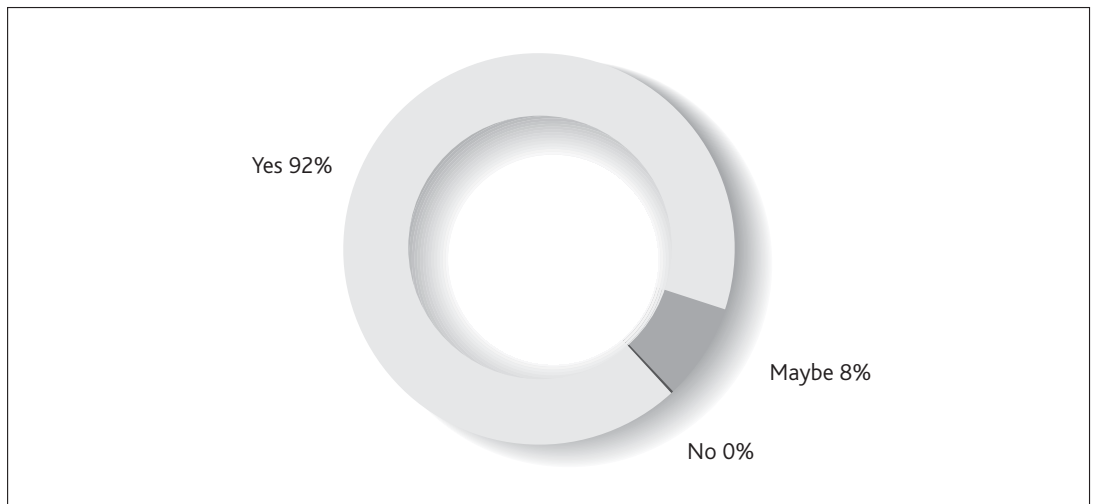
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8. Would you like to exhibit in 2010?

8a. Sweets Middle East?



8b. Sweet & SnackTec Middle East?



## VISITOR STATISTICS

### 1. Number of Visitors

UAE visitors	3,241	
Foreign visitors	1,545	
<b>During the 3 days:</b>	<b>4,786</b>	<b>from 79 countries</b>

### 2. Breakdown by countries

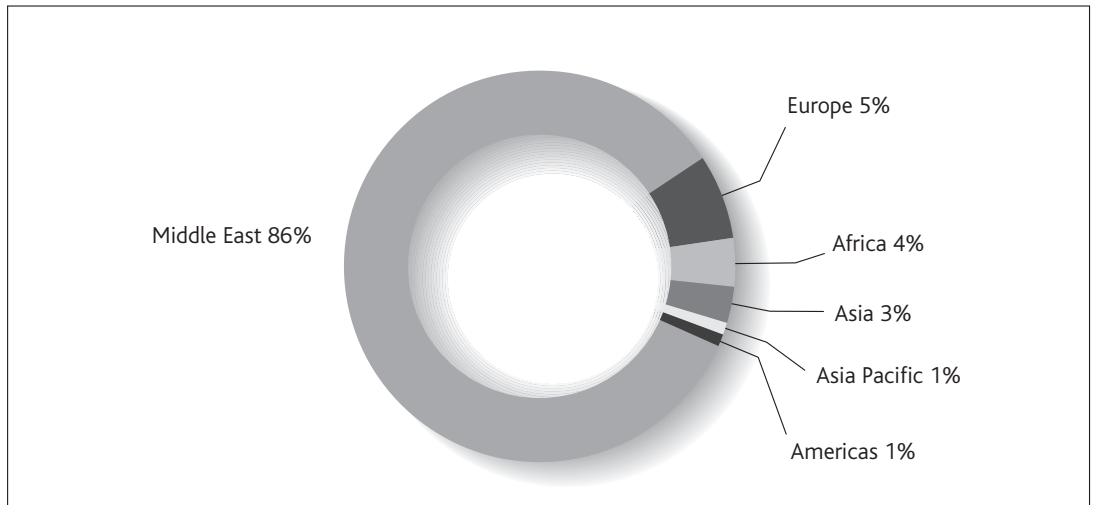
Afghanistan	Hong Kong	Russian Federation
Algeria	Hungary	Saudi Arabia
Argentina	India	Seychelles
Armenia	Indonesia	Singapore
Australia	Iran	Slovenia
Austria	Iraq	Somalia
Azerbaijan	Ireland	South Africa
Bahrain	Italy	Spain
Bangladesh	Japan	Sri Lanka
Belgium	Jordan	Sudan
Benin	Kazakhstan	Sweden
Brazil	Kenya	Switzerland
Cameroon	Kuwait	Syria
Canada	Lebanon	Taiwan
China	Libya	Tanzania
Croatia	Liechtenstein	Thailand
Cyprus	Madagascar	Tunisia
Czech Republic	Malaysia	Turkey
Denmark	Mauritius	Uganda
Egypt	Morocco	Ukraine
Eritrea	Netherlands	United Arab Emirates
Ethiopia	Nigeria	United Kingdom
Finland	Oman	United States
France	Pakistan	Yemen
Germany	Palestine	Zambia
Ghana	Philippines	
Greece	Qatar	

### 3. Top 5 countries

United Arab Emirates  
 Saudi Arabia  
 Iran  
 Kuwait  
 Oman

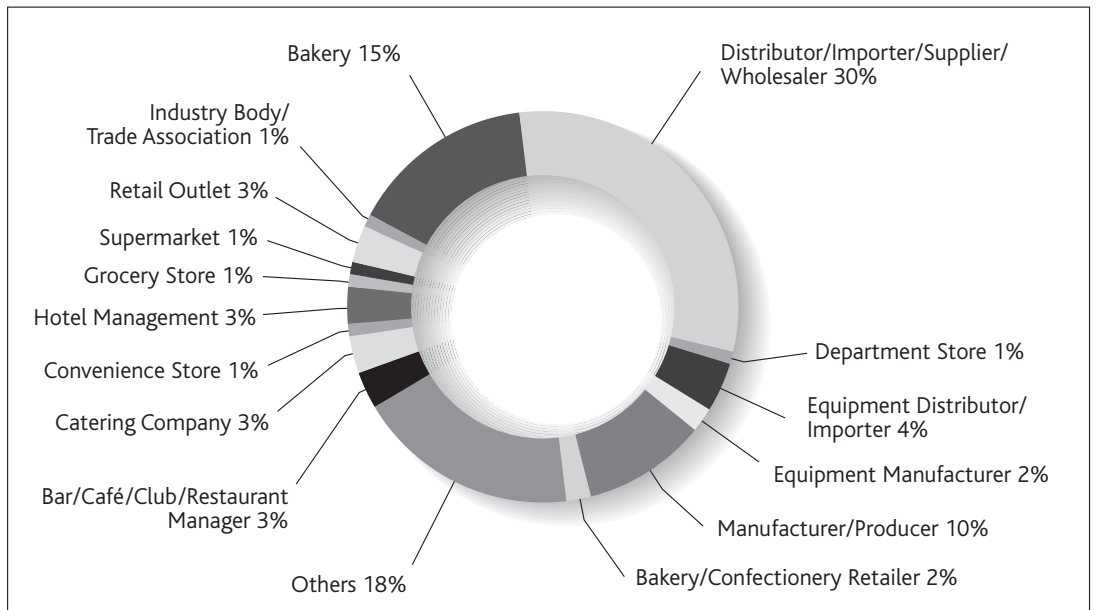
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#### 4. Visitors by region

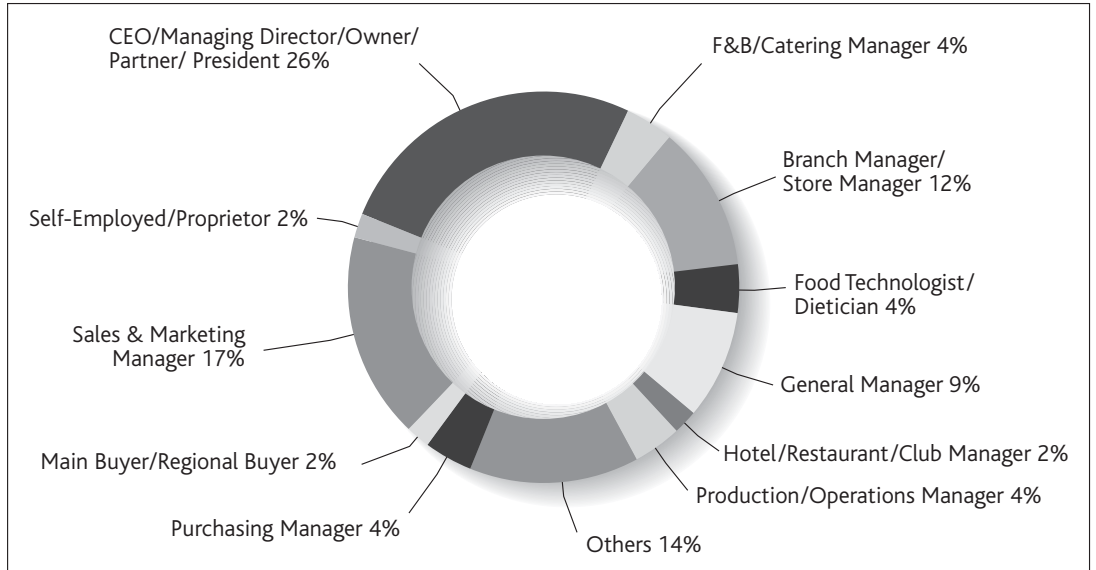


## VISITOR PROFILE

### 1. What is your company's main activity?

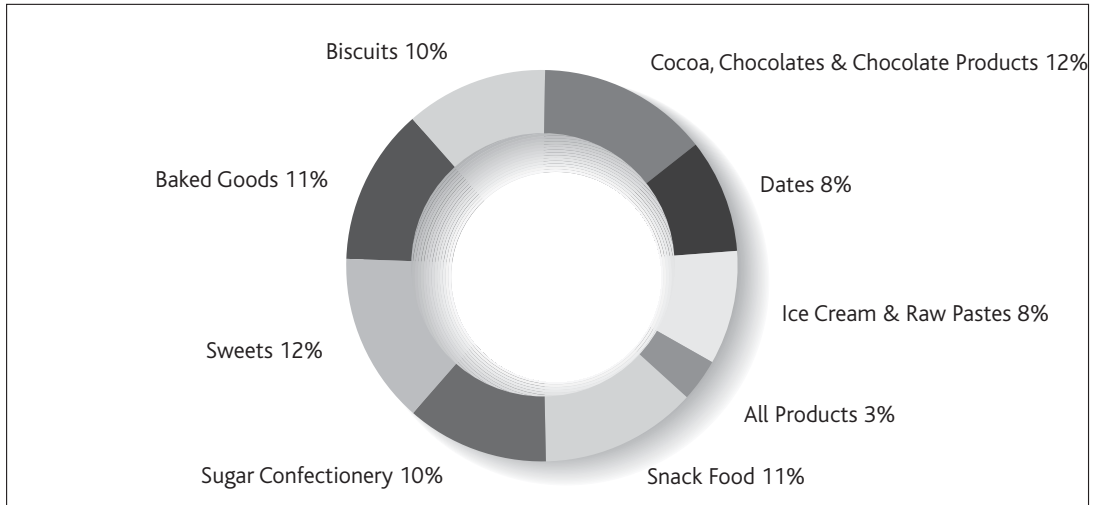


### 2. What is your job function?

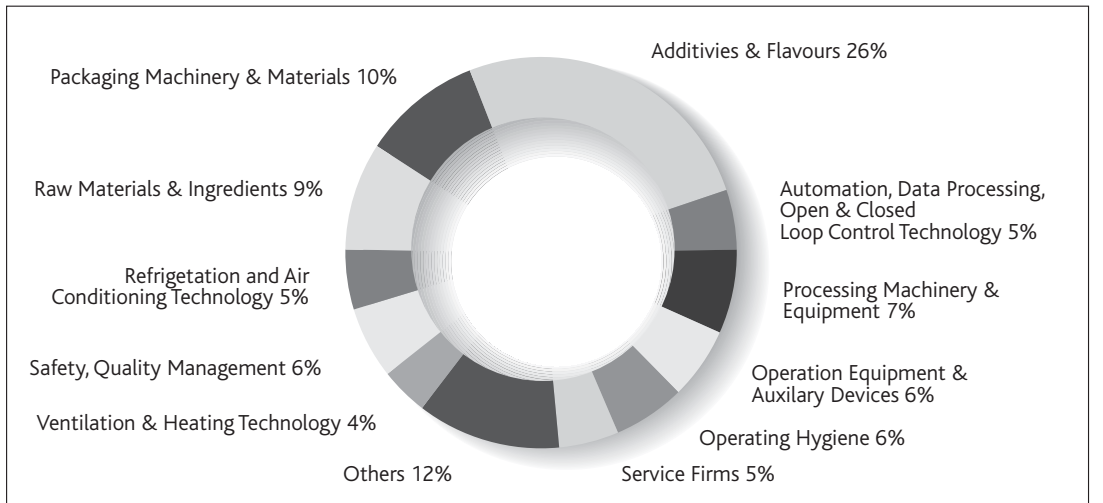


3b. Which products are you most interested in?

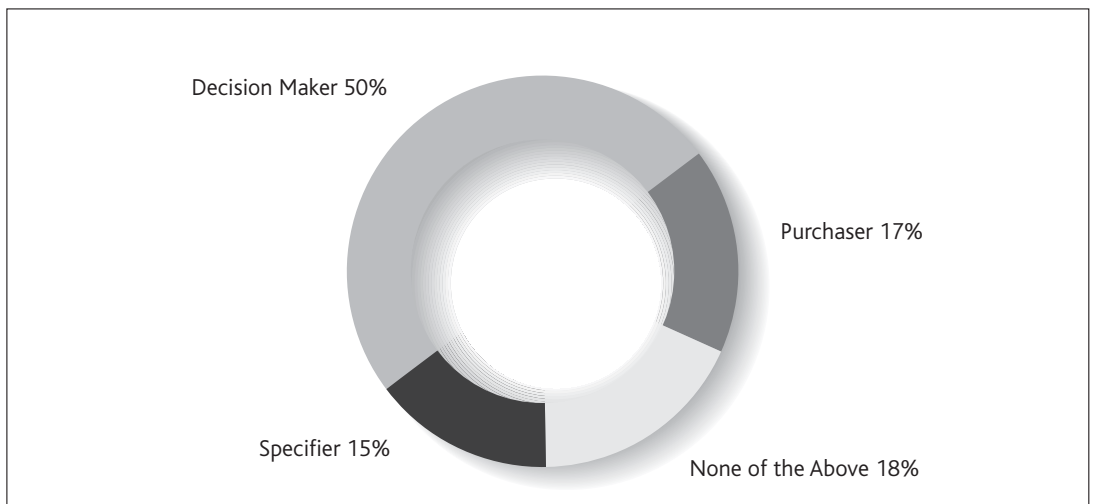
3a. Sweets Middle East?



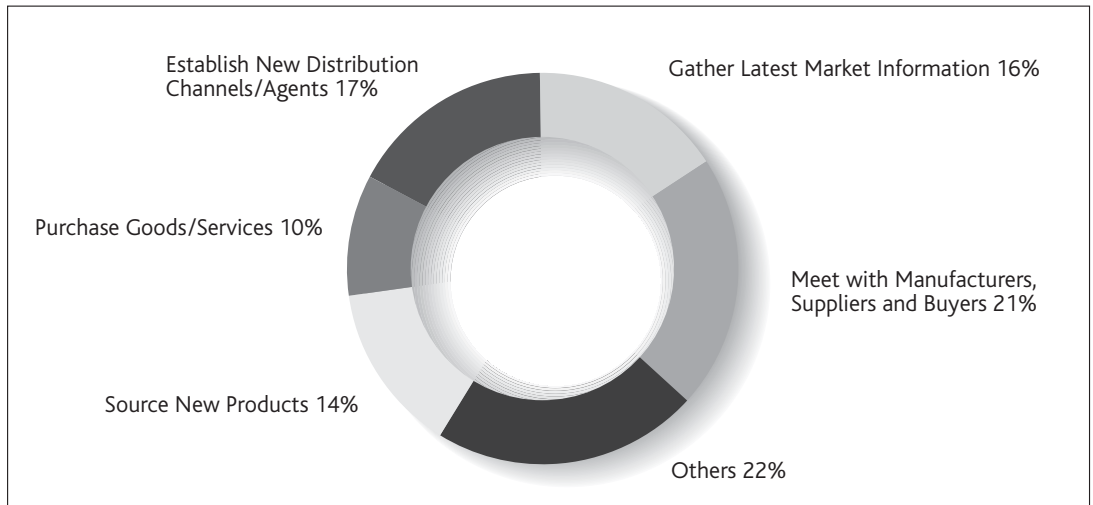
3b. Sweet & SnackTec Middle East?



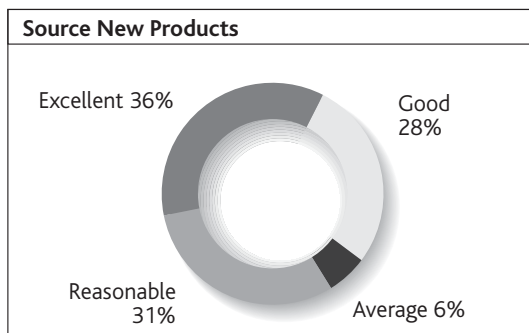
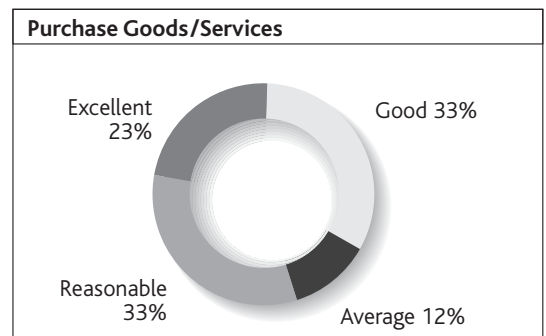
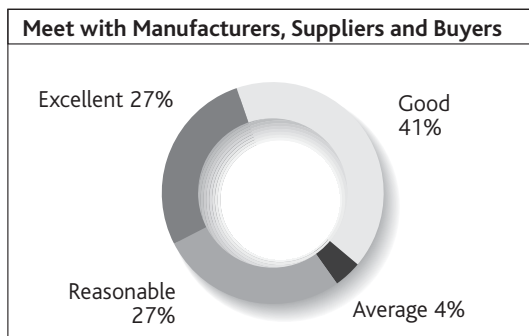
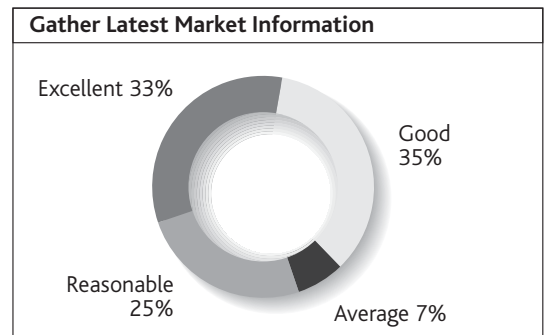
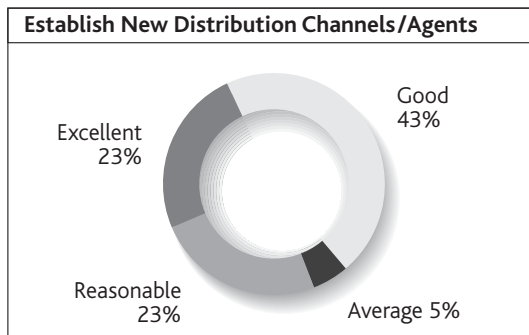
4. What is your role in the company?



5. What is your main objective for visiting Sweets Middle East and Sweet & SnackTec Middle East?



6. Do you feel the following objectives were met in your visit to Sweets Middle East and Sweet & SnackTec Middle East 2009?



## EXHIBITOR QUOTES

“

“Sweets Middle East has given us fantastic exposure to high-quality trade clients and given Sweet Cred a strong foundation in the region.”

*Clive Garrard, Sweet Cred Ltd., UK*

“Sweet & SnackTec Middle East was very focused and provided us with an ideal platform to meet serious business buyers from the Middle East and North Africa.”

*Ziya Ul Islam, Integrated Plastics Packaging, U.A.E.*

“Another excellent exhibition focusing on our targeted clientele with good results.”

*BMB, U.A.E.*

“Large enough to cope, small enough to care. Those absent at Sweets Middle East 09 in Dubai proved wrong as professional buyers, importers, etc from both the UAE and neighbouring countries like Iran and Saudia Arabia, showed that the market for sweets and confectionery, raw materials and equipment is very much alive with plenty of opportunities. Belgian exhibitors registered orders, promising business contacts and intend to be present again in 2010.”

*Andrè De Schryver, Flanders Investment & Trade, Belgium*

“Sweets Middle East is the perfect platform to meet Middle Eastern customers in Dubai.”

*Ma moun Al Akrami, Ajyal Establishment, Syria*

“A very good exhibition. It surpassed our expectations.”

*Greg Meredith, Ecomec S.A., Belgium*

“It was a great show with great potential.”

*Cecilia Ashagerdian, Chococ Chocolate LLC., U.A.E.*

“We had a very successful participation at this year’s show. Every day was busy with businessmen, which gave the opportunity to do business. The exhibition is very well organised with a high quality of service.”

*Sawsan Shishan, Purchasing Manager, Nahla Corporation, Jordan*

”

## WRAP UP PRESS RELEASE

### **Sweets Middle East delivers outstanding returns for global companies**

*Companies Secure Millions of Dollars of Business to Boost Trade Relations  
Across the Middle East;*

*Educational Workshops and International Buyers Centre Provide Critical Knowledge  
Exchange Opportunities*

#### **Dubai, United Arab Emirates**

More than 150 companies, and over 4,700 trade buyers, enjoyed outstanding sales and increased networking opportunities during the recent Sweets Middle East and Sweet & SnackTec exhibition, boosting business in the confectionery industry across the Middle East.

Taking place from 2 – 4 November 2009 at the Dubai International Convention and Exhibition Centre (DICEC), both Sweets Middle East and Sweet & SnackTec Middle East were co-organised by Dubai World Trade Centre (DWTC), the region's leading exhibitions organiser with a portfolio which includes Gulfood, and Koelnmesse, organiser of the leading international sweets and confectionery show ISM in Cologne.

4,786 trade buyers attended the exhibition, with serious business deals being done throughout the three days of the show. Many companies expressed their delight at the high-level of serious business traders and were impressed with the level of business generated.

One UK company, Sweet Cred, announced it won more than US\$ 9 million worth of business at the show.

"Sweets Middle East has given us fantastic exposure to high-quality trade clients and given Sweet Cred a strong foundation in the region," said Clive Garrard, CEO, Sweet Cred. "We produce unique products which are cutting edge, exciting, interactive and enjoyable across all price points."

Integrated Plastics Packaging, announced deals in excess of US\$ 100,000 with companies from Kenya and the Kingdom of Saudi Arabia.

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"Sweet & SnackTec Middle East was very focused and provided us with an ideal platform to meet serious business buyers from the Middle East and North Africa," said Ziya Ul Islam, Deputy General Manager, Integrated Plastics Packaging. "We are delighted with the business which we were able to generate thanks to the show and we look forward to returning in future years."

Sweets Middle East and Sweet & SnackTec Middle East hosted more than 150 companies from 34 participating countries. This year companies came from as far as Azerbaijan, Bulgaria, Czech Republic, Denmark, Hong Kong, Lithuania, Portugal, Singapore, Spain and United Kingdom.

"We had a very successful participation at this year's show," said Sawsan Shishan, Purchasing Manager, Nahla Corporation. "Every day was busy with businessmen, which gave the opportunity to do business. The exhibition is very well organised with a high quality of service."

"Sweets Middle East is the perfect platform to meet Middle Eastern customers in Dubai," said Ma'moun Al Akrami, Ajyal Establishment from Syria. "We have been really satisfied with the organisation of the show."

"Sweets Middle East and Sweet & SnackTec Middle East have enjoyed the best year to date," said Trixee Loh, Senior Vice President, Exhibitions, Dubai World Trade Centre. "The shows are very focused and as such we are able to provide a very targeted offering to our exhibitors and visitors. It is rewarding to see so much business being done during the shows and this success places Sweets Middle East and Sweet & SnackTec Middle East in a market-leading position for future years."

The shows were also bolstered this year by the introduction of the Educational Workshops based on 'Understanding Food Trade Regulations in Dubai'. Organised by Dubai Municipality, the workshops provided support and guidance to the hundreds of international companies who showcased their latest products at the show.

"There are so many aspects of food safety that are in play today – the increasing global movement of foods, the changing food habits, the outbreaks of foodborne illness and the transforming food regulations," said Khalid Mohammed Sharif, Director of Food Control Department, Dubai Municipality.

"Such workshops help the Food Control Department of Dubai Municipality effectively communicate the latest and most up to date information to the food industry as well as the consumers. More importantly, such programs act as a forum to exchange information on protecting the food supply and helps in building partnerships between the food industry and the government and work towards a common goal – safe food for all," he added.

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These workshops were supported by an 'International Buyer's Centre' during the event. Experienced staff from Dubai Municipality was on-hand to provide advice and guidance on the opportunities abroad as well as providing on-site support to international exhibitors at the show who were looking to sell food in Dubai.

Many companies exhibiting at Sweets Middle East and Sweet & SnackTec Middle East have already confirmed their participation at Gulfood 2010, the industry's only event for foodservice and hospitality in the Middle East, and are looking forward to cementing relationships which started during Sweets Middle East.

The fourth **Sweets Middle East** and the second **Sweet & SnackTec Middle East** will take place at the Dubai International Convention and Exhibition Centre from **31 October 2010 – 2 November 2010**.



For more information, please visit

[www.sweetsmiddleeast.com](http://www.sweetsmiddleeast.com)

and

[www.sweetsnacktecmiddleeast.com](http://www.sweetsnacktecmiddleeast.com).

