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#yummex #yummexme

## yummex Middle East: Re-start with growth and a new branding from 2022 onwards

**Strong result: 235 exhibitors from 37 countries +++ Strong signal: Spirit of optimism within the industry +++ Strong re-branding: Continuation as ISM Middle East**

yummex Middle East, the international trade fair for sweets and snacks, which was staged in Dubai from 7 to 9 November, impressively confirmed the industry's need for a business and innovation platform in the MENA region. More than 230 exhibitors from 37 countries presented their products and services on more exhibition space than at the previous event in 2019 and thus covered a larger area for the Re-Start than before the pandemic. Once again, over 9,000 trade visitors actively informed themselves about existing and new products as well as the trends on one of the world's largest growth markets. The exhibitors profited from engaging in direct contact with numerous, relevant buyers and decision-makers from the retail, trading and hospitality sections as well as with distributors from the entire region. The high quality of the trade visitors was particularly emphasised. But also the quantity of visitors exceeded the expectations of most of the trade fair participants.

The 14th yummex Middle East demonstrated that trade fairs and the personal exchange are not only possible again, but above all are also highly welcomed. Whereby a clear pioneering spirit for new trends and developments is recognisable within the industry. "We are delighted about the very successful Re-Start of yummex Middle East at a point in time when we are also present at the Expo 2020 as organisers of the German Pavilion. Dubai is keeping a close eye on the business and on the future - a very inspiring interplay," affirmed Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

**With immediate effect, yummex Middle East is setting an important signal under its new name, ISM Middle East**

On the first day of the show the two organisers of yummex Middle East, the Dubai World Trade Centre (DWTC) and Koelnmesse, announced together with the Sweets & Biscuits Fair Task Force (AISM) that the next edition of the trade fair in 2022 will be staged under a new brand name. It will continue its success story as the leading trade fair for sweets and snacks in the MENA region in 2022 as "ISM Middle East".

"With this step we are strengthening the positioning of the event as the industry's leading business platform in the Middle East and North African region. As one of the world's largest sweets events, it thus complements the offer of the International Sweets and Biscuits Fair (ISM) in Cologne. As ISM Middle East it builds on the global reputation of the world's leading trade fair in Cologne even more significantly than before," explained Denis Steker, Senior Vice President International of Koelnmesse



MIDDLE EAST

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GmbH. „Our partnership with Koelnmesse is a perfect fit with our mandate to host world class events that meet and exceed the expectations of the markets they serve. ISM is the show of choice for the worlds leading sweets, confectionery and snack industries. Rebranding yummex as ISM Middle East makes it clear the ambitions we have for this show, to grow and scale up the RoI for our visitor and exhibitor communities - so they enjoy a world class event here in the Middle East," added Mark Napier, Group Director Portfolio Management, DWTC.

AIsm also welcomes the fact that the fair has changed its name to ISM Middle East. " In the sweets and snacks section there is no way around ISM worldwide. In addition to ISM in Cologne and ISM Japan which is being held for the first time in 2022, exhibitors and trade visitors in the MENA region will also receive best quality and services for their business and extended access to international contacts under the umbrella of the ISM brand," emphasised Hans Strohmaier, Executive Director of AIsm.

#### **Detailed overview of yummex Middle East 2021:**

##### **Targeted entry onto the MENA growth market**

Renowned international top companies like Bakewell Biscuits, Danpak Food Industries, Embare, Felföldi, Madhur Confectioners, Millano, Paletas Mara, Riclan, Roshen, Trolli, Vidal Golosinas and Wawel presented their offering of sweets and snacks for the MENA region at yummex Middle East 2021. They all took advantage of the direct business contacts and targeted sales possibilities on-site, among others to buyers in the retail, trading, food services and hospitality sections as well as to distributors. Wawel exhibited its new products at a stand measuring 90 square metres. Tetiana Gurnevych, International Sales Director at Wawel, is delighted about the success of yummex ME and the huge potential of the MENA region for their products: „It was a long break in which we didn't meet our clients and now it was a great opportunity to meet with them, to agree some plans, to take some new clients. So we are optimistic. (...) It is a great potential here in these Arabic countries for development and also we saw that people and other buyers are interested in (...).“ Joel Dupont, International Sales Manager at Trolli, also drew a positive balance: „Basically I would rate the quality of visitors as very professional. In 2,5 days we had approx. 70+ customers or visitors, where I see possibilities of further business and leads by 70 %. (...) We see a lot of visitors from the Middle East, from the Gulf area, from neighbouring countries including India, Pakistan and Eastern Africa. So if I talk now about yummex ME 2021, I think given the quality of the visitors we had, it is a success.“

Furthermore, numerous international companies used this targeted opportunity to tap into the MENA region in the scope of joint participations and national pavilions. 17 regional and international pavilions from Brazil, Bulgaria, France, Greece/Cyprus, Iran, Jordan, Latvia, Morocco, Pakistan, Poland, Russia, Spain, Turkey, USA/Mexico and Belarus underline the global interest in the MENA region and the significance of yummex Middle East for exploiting attractive, new business potential. Nine pavilions were represented at yummex Middle East 2021 for the first time.

Five German companies presented their existing and new products for the MENA

region at the official German joint stand, which was supported by the Federal Ministry of Food and Agriculture (BMEL).

Page  
3/4

#### **Further highlights of yummex Middle East**

The new show features "Sweet Tastes of the World" and the "Newcomer Area" as well as the "7 yummex Innovation Awards" were further highlights of this year's event.

The "Sweet Tastes of the World" section focused on the sweet tastes of the world. Six live stations on the themes "Liquid Food", "Chocolate and Gelato", "Pastry & Kitchen", "Sustainable Eating" and "Gourmet Station" as well as master classes of Michelin start chefs, including the world-famous patissier, René Frank, offered interesting insights into the future of sweets. They showed manifold approaches of how to meet the increased consumer expectations in the sweets industry with new ideas and seize opportunities for further development in a targeted manner.

The newly-created Newcomer Area designed analogue to ISM in Cologne was a great success. It was already fully-booked shortly after being announced. Seven exhibitors represented at yummex Middle East for the first time presented their existing and new products on an exposed surface with a striking stand construction and recorded a very good response.

#### **The winners of the 7th yummex Middle East Innovation Awards**

Particularly innovative, newly launched sweets and snack products were distinguished with the yummex Middle East Innovation Award for the 7th time already. An independent specialised jury assessed the numerous entries and selected the winners in four categories. The winners were honoured during the trade fair. All distinguished products were presented in the Innovation Gallery during the fair. This year's winners are:

##### **Best Bakery Product:**

"ALMOND, FIGS AND GRAPES GLUTEN FREE SOFT CAKE"  
Biscuiterie De Provence

##### **Best Chocolate Product:**

"Feel FIT Protein peanut butter pralines"  
Newtrition Sp. z.o.o. sp.k

##### **Best Hard & Soft Candy Product:**

"Eclats de fruits - Fruit Jellies"  
Francois Doucet Confiseur

##### **Best Snack Product:**

"Soft Nut bars with Honey Greek Yoghurt Dessert & Cranberry"  
Jannis S.A.

The special trade fairs "Gulfood Manufacturing", "The Speciality Food Festival" and "Private Label & Licensing Middle East" staged parallel to yummex Middle East offered all trade fair participants further synergies for opening up additional business potential.

**Next year ISM Middle East is scheduled to take place in Dubai from 8 to 10 November 2022.**

**Koelnmesse - industry trade fairs for the food and beverage sector:** Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in 2022 will mark the launch of an additional event format dedicated to food industry innovations in Cologne. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://www.yummex-me.com/trade-fair/industry-sectors>

**The next events:**

ISM - The world's largest trade fair for sweets and snacks, Cologne 30.01. - 02.02.2022

ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 12.04. - 14.04.2022

Wine & Gourmet Japan - International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference, Tokyo 13.04. - 15.04.2022

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