

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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United Arab Emirates

Post: Dubai

Yummex 2017

Report Categories:

Trade Show Evaluation

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Report Highlights:

The USA pavilion was comprised of five U.S. companies, down from 10 in 2016. While U.S. exhibitors reported some promising leads, on-site and 12-month projected sales were nominal. Only one U.S. exhibitor reported on-site sales of \$15,000 with an additional 12-month projection of \$40,000.

Executive Summary:

From September 18-20, 2017 the Dubai World Trade Center hosted its second annual Yummex Middle East trade exhibition for the sweets and snacks industry. Coming off a promising 2016 inauguration, this year's show lost noticeable momentum with reduced attendance by both exhibitors and visitors. The USA pavilion was comprised of five U.S. companies, down from 10 in 2016. These businesses included Jelly Belly, Topps-Bazooka, Original Gourmet, Color Brands, and Impact Confectionary. While U.S. exhibitors reported some promising leads, on-site and 12-month projected sales were nominal. Only one U.S. exhibitor reported on-site sales of \$15,000 with an additional 12-month projection of \$40,000 and the rest didn't report any sales. Making the best of the event, U.S. exhibitors took advantage of face-to-face meetings with their existing customers in the region. All five companies participating under the U.S. Pavilion umbrella are established in the United Arab Emirates and seeking opportunities to expand market presence in the region.

This year's Yummex included 333 exhibitors from 43 countries presented new products and trends to 8,507 trade visitors from 111 countries. Represented for the first time were exhibitors from Argentina, Romania and Switzerland. The largest national participation came from Turkey, Germany and Malaysia. Companies presented their sweets and snacks offerings in 18 regional and international pavilions.

The content of the show provided an "Innovation Corner" presenting global industry sweet trends and underlining their importance for the MENA region. The Yummex Innovation Awards also presented prize-winning innovative new products. In fact, Y3K Cosmic Cookie Mousse Cake Y3K, LLC (USA) an American company exhibiting outside the USA Pavilion was one of the winners of the innovation awards for best bakery product.

General Information:

I. STATISTICAL SUMMARY

A. Profile of Visitors

1. Total number of show visitors: **8,507**
2. Estimated number of trade visitors (identify by type of business, if possible): **8,507** (All show visitors were identified as trade visitors, as the general public was not allowed to the show).
3. Percentage of foreign (third country) visitors (if applicable): **N/A**
4. Number of serious trade contacts made by U.S. companies **27**

B. Profile of U.S. Pavilion

5. Number of U.S. booths: **5**
6. Number of guests at U.S. trade reception, if held: **N/A**
7. Number of U.S. exhibitors (firms, trade associations, and Departments of Agriculture): **5**

C. Product/Sales Information

8. Number of new products test-marketed (approximately):
9. Products that generated the most buyer interest:
A variety of products: lollipops, drinks, snacks, gourmet treats, chocolate, jelly belly beans.
10. Total estimated on-site sales: **\$15,000 (reported by one exporter only)**
11. Total projected 12-month sales resulting from show: **\$40,000 reported by one exporter only)**

D. Show Expenses

12. U.S. Pavilion
 - a. Space Rental \$ N/A
 - b. Design \$ N/A
 - c. Construction \$ N/A
13. Public Relations \$ N/A
14. Catalog \$ N/A
15. Reception(s) and Seminar(s) \$ N/A
16. Customs Clearance \$ N/A
17. Other \$ N/A
18. Total Expenses (aggregate of items 1-6) \$ N/A

E. Exhibitor Expenses and Revenues

19. Participation fees/direct payments
 - a. Average cost per firm \$ N/A
 - b. Total for all firms \$ N/A
20. Total exhibitor expenses (aggregate of items 1b + 2b) \$ N/A
21. Revenues
 - a. Average per firm \$ N/A
 - b. Total for all firms \$ N/A

II. FAS FIELD EVALUATION

A. Show Objectives:

FAS objectives in the event were as follows:

- Introduce U.S. suppliers and U.S. agricultural products to as many buyers as possible with a goal of increasing U.S. market share of food ingredients imported into the UAE and other GCC and Middle East countries.
- Maintain a robust market presence by helping to strengthen trade connections between U.S. food ingredient suppliers and GCC importers.
- Increase importers' awareness of the wide range of U.S. food ingredients and innovation in the field.
- Increase U.S. food exporters' awareness of market opportunities in the Gulf region and surrounding markets.

B. Show's Success in Achieving the Objectives (report relevant evidence):

This year's Yummex results as illustrated through the following U.S. exhibitor figures.

- On-site sales: **\$15,000**
- Projected sales over the next 12 months: **\$40,000**
- Serious trade contacts made: **27**

C. Show Highlights (mention any special features or events):

- Innovation Corner
- The Yummex Innovation Awards

D. Suggestions for Improving Future Shows:

- Better location for the USA Pavilion
- Change the show dates to November
- Better promotion of the show and more visitor traffic

E. Suggestions for Improving FAS/W Management or Support of Show:

- No suggestions provided.

F. Exhibitor Problems:

- No problems reported.

G. Public Relations/Advertising:

- The show was publicized in major local newspapers and promotional websites such as Dubai Calendar and Dubai Tourism.