



DDTE 2009 was opened ceremonially on December 6, by H. E. Shahin Ali Shahin, Deputy Secretary General together with the other prominent governmental officials, speakers, VIPs, and professionals.

## DUBAI DRINK TECHNOLOGY EXPO

# POST SHOW REPORT 2009



The Second edition of the **premier beverage exhibition** in the Middle East and North African Region – Dubai Drink Technology Expo (DDTE) was held from 6 to 8 December 2009 at the Dubai International Convention and Exhibition Centre.

**This spectacular expo was a great success and has set a new chapter in the beverage history in the Gulf region**

DDTE 2009 showcased the innovations in beverage processing system, machinery, products, cutting-edge technology and the latest market trends. Throughout the 3-day exhibition, it brought fruitful results to all the participants – exhibitors, visitors, conference speakers and delegates and been recorded high quality participants' profile. Overall, both exhibitors and visitors met their purposes and expectations by meeting the key players and decision makers in the industry. Unique and innovative ideas were generated, new friendships and partnerships were formed, creating a remarkable statement to this positive and fast-growing Middle Eastern Beverage Market.

**Participants have shown great appreciation for the high organization level described as being professional and of providing international standards.**

**89%** of the exhibitors are satisfied with the quality of the trade visitors

**82%** of the participants rated the Conference as beneficial for their company

**96%** would be interested in exhibiting at Dubai Drink Technology Expo next year

- ▶ **The Largest Beverages Technology Exhibition in the Middle East showcased the strength and potential of the Gulf beverage market**
- ▶ **Provide the first business platform in reaching the quality-based clientele**
- ▶ **Arab Asian Beverage Alliance -AABA meeting to enhance the business relations between the Government Authorities, Investors and businessmen**

## ARAB-ASIAN BEVERAGE ALLIANCE - AABA

The Arab Asia Beverage Alliance – is an interactive platform for the professionals and institutions involved in non alcoholic beverage industry to share their expertise and concerns for the advancement of their institutions that shall result in developing the beverage industry within the region.



ARAB-ASIAN BEVERAGE ALLIANCE

# Outstanding SUCCESS marks DDTE on the world beverage industry events map

DDTE 2009 was an outstanding success with 250 exhibitors showcasing at the Dubai International Convention and Exhibition Centre from 6<sup>th</sup> to the 8<sup>th</sup> of Dec. 2009. The three days event was visited by 10,000 visitors.

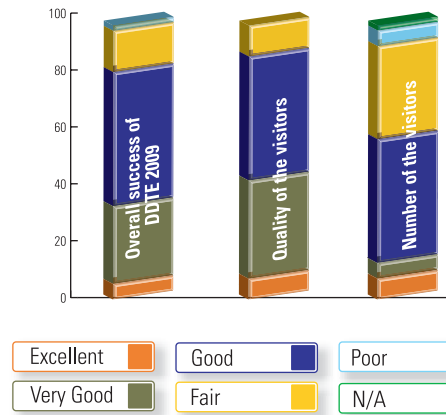


DDTE was an opportunity to get together and explore the new perspective in the international and regional beverage markets.

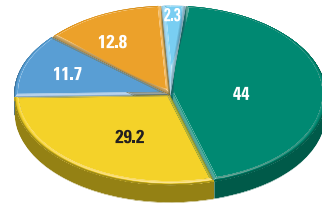
Unlike general food & beverage exhibitions, Dubai Drink Technology Expo has sole focus on presenting innovative technologies and systems, beverage production chain- for the manufacture, filling, packaging and distribution of beverage products. It has already become the first & largest Middle Eastern trade show of its kind on the global beverage industry calendar.

More than **95%** of the exhibitors are satisfied with the overall success of their exhibiting activities and more than **80%** made new business connections. **78%** had successfully expanded new markets and found new agents/distributors despite the critical situation in the world economy.

## Rating by Exhibitors



## Value of the business generated in DDTE 2009



"Krones is exhibiting in Dubai Drink Technology Expo for the second year. We had a very successful participation in the first year and we decided immediately to participate again. We are very pleased with the customers positive response and we are expecting to close some new deals here in the show. This part of the world is doing great in the beverages industry, unaffected by the current global crisis. We will definitely participate next year."

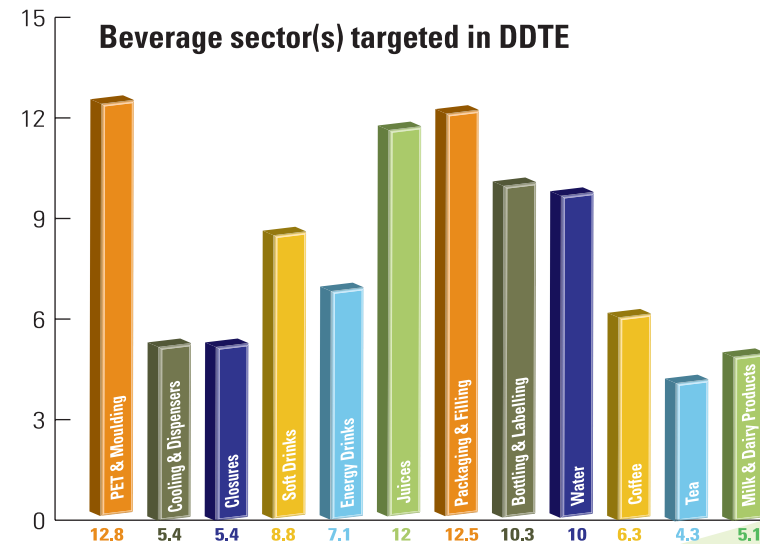
Mr. Frank Hollmann  
Regional Director – Beverage  
Integrated Packaging Systems FZCO



"supplycore is participating in DDTE for the second time and we received substantial number of business leads during the event. We are happy with the organization level and the support from the organizers; our clients' feedback is also very positive. We look forward to participate in the next DDTE."

Mr. Salah Abdullah Al Mnyan  
Clients and PR In Charge  
Supplycore

Don't just take our word for it - See what our participants' thought!



"We are participating in DDTE for the first time. Our main objective was to promote our company in this high end market; we fulfilled our objective, established new contacts and signed some good deals as well. DDTE is a specialized event attracting quality visitors, serious about their visit and know what they want."

Alain Nammar  
Business Development Manager  
Altronix Solutions



"We are participating for the first time in DDTE, we actually came here to study the market and see the opportunities. We are very much satisfied with the level of organization and glad to see the positive response from customers. There is a huge potential for us to secure deals during the show. We are confident that this industry has a lot of promises to come true and we will certainly participate next year."

Miroslav Tzolov  
Sales Manager  
Index®6



## Trade visitor breakdown by countries (Top 15)

- United Arab Emirates
- Saudi Arabia
- Oman
- Kuwait
- Bahrain
- Qatar
- Iran
- Iraq
- India
- Pakistan
- Nigeria
- Egypt

## How did the Visitors rated DDTE 2009 ?



**81%**  
of visitors intend to visit again next year

**16%**  
of visitors are interested to exhibit at DDTE 2010

Our trade visitors stated that it was both beneficial and productive to attend this expo.

**Business to Business (B2B) meetings Program** was held in the exhibition to increase the interaction between trade visitors and exhibitors. This matching program enhanced business and trade deals during the event.

## DDTE Conference

Dubai Drink Technology Expo Conference sessions held alongside with the three day exhibition. Major issues related to beverages industry, such as: Global Beverage Market Development and Middle East Beverage Trends, Best Environmental Practice for Beverage Manufacturers in Line with the Municipal Codes and Regulations, Advanced Solutions for Producing Soft Drinks (Fruit Juices and Liquid Food), Environment Friendly Packaging System and Production Solutions, Innovation in the Packaging Industry etc. were presented and discussed.

## Social Activities

The appreciation dinner of DDTE and AABA 2009 has been held in Al Murooj Rotana Hotel on 7<sup>th</sup> December after the show hours.

The organizers expressed their sincere appreciation to all the enterprises and associations and other supporters. It was an excellent platform to enhance mutual communication and make deep cooperation among the attendees. Guests were entertained with traditional cultural programs.



## ARAB ASIAN BEVERAGE ALLIANCE - AABA

The annual meeting of AABA has been held at the Dubai International Convention and Exhibition Centre during DDTE 2009.

The Arab Asian Beverage Alliance is an educational chapter that is running in conjunction with Dubai Drink Technology Expo. AABA aims to enhance the business relations between manufacturers, producers, logistic service providers, governmental entities in charge of import and export, businessmen and investors in beverages sector within the Arab world and Asia. The alliance focused on topics related to market trends and growth in beverages industry, industry challenges and solutions, protect the environment and going green in the beverages industry in addition to other accomplishments. ([www.aabm.ae](http://www.aabm.ae))



**Moving  
forward**  
and pursuing  
greater success  
in the international  
beverage business,

DDTE 2010 has confirmed to be held from **13 – 15 December 2010** occupying double scaled space at the Dubai International Convention and Exhibition Centre.



[WWW.DRINKEXPO.AE](http://WWW.DRINKEXPO.AE)

Organised by



**INDEX® Conferences & Exhibitions Organisation Est.**

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