

Essen, February 13, 2018

Trade Fairs for Horticultural Products and Fresh Goods in the Middle East

IPM DUBAI and WOP DUBAI Attract Thousands of Visitors

Horticultural Sector Profits from the Coming World Exhibition

Messe Essen GmbH and planetfair Dubai LLC are rating IPM DUBAI and WOP DUBAI in the Dubai World Trade Centre from December 5 to 7, 2017 as successful. The leading trade fairs for horticultural products and fresh goods in the Middle East served over 300 exhibitors as a trading platform and as a way of presenting their products and services. Both events profited, in particular, from the growing need for horticultural products and fresh and high-quality food in the region.

As the most important trade fair for the green economic sector by the Arabian Gulf, IPM DUBAI attracted 4,178 visitors. That corresponds to a growth rate of nearly seven percent. The visitors included, in particular, purchasers from the United Arab Emirates, their neighbouring countries and the Far East. They found what they were looking for on the booths of 103 exhibitors from 20 countries which presented their products and services along the entire value added chain in horticulture - including plants, horticultural technology, floristry, garden features, logistics, plant maintenance as well as equipment for horticulture and landscaping.

International Joint Participation Booths from Seven Countries at IPM DUBAI

The international status of IPM DUBAI was underpinned, amongst other aspects, by the official joint participation booths from China, Egypt, Ethiopia, Germany, India, the Netherlands and Sri Lanka. On the German joint booth alone, twelve firms showed their products with the "Made in Germany" seal of quality. The Federal Ministry of Food and Agriculture promoted the joint appearance of the German exhibitors. With a view to Expo Dubai 2020, IPM DUBAI offered new chances to all the participants: Large-scale construction projects are in full swing, new hotels are being built and public parks are being created. Thus, there is a rising need for products and services for everything to do with horticulture.



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The highlights in the supporting programme of IPM DUBAI included the presentation made by the Trade Association of German Florists - Federal Association which, together with the floranow online marketplace, combined European floral design with Arab lifestyle. Furthermore, a horticultural tour of the Dubai Miracle Garden and keynote speeches on topical subjects in horticulture awaited the exhibitors and the visitors. Particular attention was attracted, amongst other events, by a Barbecue Seminar with representatives of the Barbecue Industry Association Grill.

On the occasion of the opening of IPM DUBAI on December 5, Thomas Kufen, Lord Mayor of Essen, Oliver P. Kuhrt, CEO of Messe Essen, and Ingo Klöver, Managing Director of planetfair Dubai LLC, gave the official starting signal and visited selected exhibitors. IPM DUBAI is a foreign subsidiary of the world's leading International Plant Fair - IPM ESSEN at Messe Essen. Moreover, Essen's Lord Mayor used his stay in the United Arab Emirates for a meeting with his counterparts from Dubai.

WOP DUBAI - World of Perishables

With WOP DUBAI - World of Perishables, the leading trade fair for fresh goods in the Middle East which attracted 5,482 visitors took place parallel to IPM DUBAI. 221 exhibitors from 35 countries presented, amongst other items, fruit and vegetables, technical equipment as well as further products and services relating to all aspects of goods security, transport, trading and service for temperature-sensitive goods. The joint participation booths encompassed official appearances of exhibitors from Australia, Azerbaijan, Belgium, China, Egypt, France, Greece, Italy, Kenya, Moldova, Morocco and the Netherlands.

The coming period of the successful duo of fairs consisting of IPM DUBAI and WOP DUBAI will take place in the Dubai World Trade Centre from October 1 to 3, 2018.

Further information:

www.ipm-dubai.com

www.wop-dubai.com

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Exhibitors' Opinions About IPM DUBAI

Aidan Campion, Bord na Móna:

"This year, we have met a lot of new customers, particularly from Saudi Arabia, India and China. As an exhibitor, it is very important to extend the regular clientele every year in order to be able to push forward into new export markets."

Ihsan Dokur, Cetin Elektro Plastik A.S.:

"We have won over many new customers, above all from Saudi Arabia and Egypt. And we were able to refresh the contacts to our existing customers."

Ludmilla Salazar, Finca Holanda:

"At the fair, we were able to establish a lot of new contacts which could never have been achieved in any other way."

Greg Hendrick, Foody Vertical Gardens:

"We had the honour of being allowed to take part in IPM DUBAI 2017 and are pleased about the great interest in our hydroponics system. The fair was a fantastic opportunity for networking and offered sensible information about the market. Our participation has surpassed our expectations by far!"

Harald Braungardt, Representation of Interests of the German Horticulture Industry (INDEGA)/STEP Systems:

"IPM DUBAI is the only horticulture-specific trade fair anywhere in the Gulf region and, for this reason, is interesting not only for the UAE market but also for all the adjacent states. The visitors come from Saudi Arabia, Kuwait, Oman and also Iran. All of them are very interesting markets for German products in the green sector. A lot of exhibitors on our German joint booth have already been involved in Dubai for many years - precisely in this region, a permanent personal presence at the fair is a recipe for success for initiating good contacts and long economic business relations. The participation of the Federal Ministry of Food and Agriculture is an additional plus and has made a substantial contribution to a strong appearance of the German joint booth. Especially in the Gulf region, 'Made in Germany' is an excellent trademark with a very high status."

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David Martin, Indoor Farms of America:

"We have very much enjoyed exhibiting our products in front of a particularly qualified public. The service of the entire team was very good, too."

Exhibitors' Opinions About WOP DUBAI 2017

Ammar Ali Bakri, Al Bakrawe Group:

"WOP DUBAI is representing the fresh produce in the Middle East Region and Gulf region as it's developing of the perspectives partnership with the companies in the GCC. It's also a major growth opportunity to link our growers with our customers. WOP DUBAI is the proper window to find new customers and its management is cooperative likewise well-organized. Even though the traffic was less than 2016 we succeeded to accomplish our target. It's an honour and great to work with WOP TEAM in a consecutive year. It was a successful and fruitful show to publicize our company as one of the leading fresh producers in UAE and GCC Middle East. We're looking forward to the WOP DUBAI 2018."

Christiana Furiani, GEOFUR:

"Very valuable fair; the market is there! Our contacts showed genuine interest in our products."

Iris Zhong, Lvyuan New Materia Industrial:

"For us, that was a very good fair. We have been able to meet up with a lot of traders and to gather abundant information about the UAE market."

Vadim Codreanu, Moldova Fruct:

"The fair was very good for us. It was fairly busy on the first day. On the second day, we had fewer visitors but, in turn, these were even more qualified."