

# INFORMATION

Essen, May 2, 2019

New Dates:

## IPM DUBAI and WOP DUBAI from November 12 to 14, 2019

Hall Allocation Directly on the "Main Concourse" of the Dubai World Trade Centre

**Rescheduling:** IPM DUBAI and WOP DUBAI will take place in a prominent location in the Dubai World Trade Centre from November 12 to 14, 2019. Both trade fairs will be positioned in attractive halls on the main axis of the site. The first local players in the sector have already promised to participate in the fairs because of the improved time-related and spatial exhibition conditions. German companies will have the possibility of presenting themselves on a promoted joint booth.

The month of November is traditionally one of the most enterprising periods for trade and tourism in the Middle East at the same time. With the rescheduling, IPM DUBAI and WOP DUBAI are reacting to the wishes of the sector. Dates during mid-November for the staging of both events have been targeted for quite a long time already. However, because the capacities of the event site were always utilised to the full in this period, it has not been possible to fulfil this wish in the last few years.

The amended dates will also be accompanied by a new hall allocation in the Dubai World Trade Centre: IPM DUBAI and WOP DUBAI will use exhibition areas directly on the main connecting axis, i.e. in the immediate vicinity of the main entrance to the site.

Particularly for local traders, this will now result in new perspectives to take part in the fair not only as exhibitors but also as visitors. Moreover, the first local major players in the sector have already reacted positively to the announcement and have promised their participation.

For German exhibitors, there will once more be the possibility of taking part in the German joint booth. On the "German Pavilion" promoted by the Federal Ministry of Food and Agriculture, German companies will present their products and services under the German umbrella brand called "Made in Germany".



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## INFORMATION

IPM DUBAI is the only fair within the Gulf region to unite the exhibition areas called Plants, Technology, Floristry, Garden Features, Logistics, Plant Maintenance as well as Garden and Landscaping and thus forms the most significant platform for the green sector in the Near and Middle East. For visitors, WOP DUBAI (World of Perishables) taking place at the same time results in further synergetic effects. Here, attention focuses on the trading and marketing of fresh products such as fruit and vegetables as well as on their logistics.

Further information at: <https://www.ipm-essen.de/world-trade-fair/ipm-worldwide/>

