

INFORMATION

Essen, October 1, 2018

IPM DUBAI / WOP DUBAI 2018:

The Largest Horticultural Fair in the Gulf Region Goes to the Starting Line from October 1 to 3

Products "Made in Germany" and Top-Class Floristry Programme

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 sectoral platform for the green sector in the region. From October 1 to 3, 2018, exhibitors from 16 countries are presenting their products and services to international decision takers in Hall 1 at the Dubai World Trade Center. In parallel, the range on offer is being supplemented by WOP DUBAI as the trade fair for fresh goods.

National participation booths, amongst others, from China, Egypt, Germany, Sri Lanka and the United Arab Emirates are highlighting the international status of IPM DUBAI. In particular, Germany is being strongly represented again: With the support of the Federal Ministry of Food and Agriculture, ten companies from the Federal Republic are showing horticultural products with the "Made in Germany" seal of quality on a joint booth. In this way, new market chances are being opened up to German companies.

The Orient Meets the Occident

The top-class supporting programme is offering a good opportunity for the exchange of specialist ideas and is rounding off the experience at the fair: Under the motto of "The Orient Meets the Occident", the Trade Association of German Florists - Federal Association is presenting European floral design combined with Arab lifestyle in its most beautiful form. The new workshop format is focusing on the subject of bridal bouquets and is inviting the visitors to experience the newest trends in wedding floristry in situ.



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Exploit Synergetic Effects: IPM DUBAI and WOP DUBAI in Parallel

IPM DUBAI is being flanked by the just as successful WOP DUBAI, the leading trade fair for fresh goods in the Middle East. Both events are profiting from the growing need for horticultural products and fresh and high-quality food in the region and are supplementing each other in a sensible way. They are resulting in valuable synergetic effects for visitors. Together, the two fairs are the ideal foretaste of Expo Dubai 2020 world exhibition which is already casting its shadow with large-scale construction projects - the construction of new parks and hotels is offering new chances to all the participants.

