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Essen, 28 October 2015

IPM DUBAI and WOP DUBAI 2015:

New records were set for exhibitor and visitor numbers and exhibition space

The most important B2B trade fairs for horticulture and fresh produce in the Gulf region are booming.

More exhibitors, more exhibition space and more visitors - IPM DUBAI and WOP DUBAI were on top form in 2015. In October, more than 300 exhibitors came into contact with top-class customers from the Middle East and Asia at the two most important B2B trade fairs for horticulture and fresh produce in the Gulf region. The unanimous conclusion was that it provided "an excellent opportunity to come together and do business."

2015 also saw both B2B trade fairs continuing their growth trajectory - a great success, marking the ten year anniversary of IPM DUBAI. "The ever-increasing levels of interest show how attractive the location of Dubai is to the horticultural industry", summarised Oliver P. Kuhrt, Managing Director of Messe Essen, the event organiser. For us, it confirms the effectiveness of our strategy, which is to establish IPM ESSEN as a world-leading trade fair through affiliated events in important growth markets; thereby opening up new sales opportunities for our exhibitors."

IPM DUBAI is on a growth trajectory: excellent visitor quality

With 102 exhibitors, IPM DUBAI achieved a growth of 28 per cent and was even able to increase the exhibition area by 50 per cent. Once again, world-leading trade fair IPM ESSEN's overseas affiliated event managed to increase its allure to buyers too: 3,505 trade visitors travelled in from 47 countries - six per cent more than last year. The exhibitors praised the excellent quality of the visitors and their willingness to invest.

This was also clear from the increase in internationality. For example, a larger number of Eastern European companies and cut flower producers from Africa and South America came to IPM DUBAI. China, Mauritius and Sri Lanka were



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represented in the international pavilions for the first time, alongside Egypt, Ethiopia, Germany, Kenya and the USA.

German companies were also represented under the banner "Made in Germany" at a pavilion organised by the trade association INDEGA (Representation of Interests of German Products for Horticulture).

With its customised framework programme, IPM DUBAI scored particularly highly with exhibitors and visitors: highlights included talks delivered by international industry experts on trends in landscaping and horticultural engineering, as well as a guided tour through Middle Eastern horticultural facilities and also the vote on the "Middle East Floral Designer of the Year 2015". Florists from the United Arab Emirates were invited to create a gala table. Glen Lumaweg Gomex from Al Jowder Flowers & Landscaping was able to win over both the specialist trade jury and the trade fair visitors with his design.

WOP DUBAI: the most important platform for the fruit and vegetable industry in the Gulf region

WOP DUBAI also saw strong growth in 2015: with 205 exhibitors from 30 different countries, it saw an increase of 20 per cent and 25 per cent more exhibition space was rented out. In terms of visitors, eleven per cent more people attended the trade fair for fruit and vegetables, taking the total visitor numbers to 4,923. The visitors came from 76 countries. The exhibitor companies were very satisfied with the visitor response, and many registered as exhibitors for next year before the trade fair had even finished, some signing up for much larger exhibitor spaces.

International interest in WOP DUBAI increased once again in 2015. 14 countries were represented in pavilions including Egypt, Australia, Belgium, China, France, Italy, Kenya, Moldova, Morocco, Poland, Portugal and Rwanda - and Mauritius and Spain also celebrated their début.

The framework programme was also greeted with considerable interest, as it also provided the Eurofruit Middle East Business Forum exhibitors and visitors with relevant specialist information.



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IPM DUBAI and WOP DUBAI 2016

The successful duo of trade fairs, organised by Messe Essen and planetfair Dubai LLC, will be held at the Dubai World Trade Centre next year from 13 to 15 November 2016.

IPM DUBAI showcases the entire horticultural value chain and is the most important trade fair for the green economic sector in the Arabian Gulf. The focus is on products and services from the sectors of plants, horticultural technology, floristry, equipment, logistics, plant care and horticultural and landscaping equipment.

WOP DUBAI - World of Perishables is the only platform in the entire Middle Eastern region for fruit & vegetables, product safety, technical equipment, transportation and trade and services for temperature-sensitive goods. Both trade fairs complement one another perfectly and offer visitors a high degree of added value.

Further information: www.ipm-dubai.com, www.wop-dubai.com

Exhibitor opinions

IPM DUBAI

Daniel Gulliver, Business Development Director, AutoPot Global Ltd., Great Britain:

"We are extremely satisfied with how the trade fair has gone. IPM DUBAI attracted more visitors in 2015 than it has ever known in its ten-year history. And the quality of the guests was excellent".

Lane C. Yang, Board of Directors, Okidland Biotechnology Co., Ltd., France/Taiwan:

"The Middle Eastern market offers great potential for orchids. We met a lot of top-class customers from the United Arab Emirates and neighbouring countries such as Kuwait. For us, IPM DUBAI is the B2B trade fair of choice."

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Javier Palenque, Global Sales Director, Royal Flowers Ecuador:

"This was the first time that we have participated in IPM DUBAI and our trade fair début went very well: we made some very good business contacts."

David Borda, General Manager, Vivers Borda, Spain:

"Over the course of the three days, we made many excellent contacts and we were able to welcome important customers right up to the last minute. In our view, the levels of interest in the region for high-quality trees and tree nursery products are growing, and more money will be spent in these areas in future. In all likelihood, we will therefore increase our presence at IPM DUBAI next year."

Aidan Campion, Business Development Executive, Bord na Mona, Ireland:

"This year, even more visitors came to our stand. Particularly on the first and third days of the trade fair, we received visits from many very well qualified buyers. We will definitely be coming back in 2016 as an exhibitor."

WOP DUBAI

Michal Coote, Export Development Manager, AUSVEG, Australia:

"The trade fair has become very important to the international fruit and vegetable business. This can be seen from the high visitor numbers. Once again, this year we welcomed even more customers and prospects to our stand, and we are very satisfied."

Fabian Infantes, Sales Executive, Hispalco, S.A., Spain:

"Our début at WOP DUBAI exceeded our expectations by far. We will definitely be there in 2016, and in all likelihood with a larger stand."

Daniel Soares, Responsible Marketing Expert, Interfel, France:

"Since 2011, we have been present as an exhibitor at WOP DUBAI every single year. This year, the trade fair has definitely grown again in terms of visitor numbers. We certainly noticed that on our stand. For that reason, we will be coming back in 2016 without question."

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Leen Leus, Assistant Product Manager Fruit & Vegetables, VLAM, Belgium:

"The trade fair opened up very good business opportunities for the Belgian potato industry in the Middle Eastern market. Our members were very satisfied. That's why WOP DUBAI is the only trade fair in the region that we participate in."

Waldemar Żółcik, Trade Expert for the Fruit Union and Vice President of the Fruit Family Sp. z o. o., Poland:

"For the second time, the Polish pavilion used WOP DUBAI as a platform for presenting Polish apples. The trade fair is very important to the Middle Eastern fruit and vegetable market. We are very satisfied with the quality and quantity of trade visitors. We are glad to be a part of it and we will be back again next year."

