



DUBAI – THE INTERNATIONAL TRADE HUB

We look forward to your attendance

If you have any questions or wish to make reservations, please do not hesitate to contact us.

Europe, Australia,
The Americas, China



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Middle East, Africa &
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Date and time

October 5–7, 2015
Monday–Wednesday,
daily 10.00am – 6.00pm

An event organized by



Participation fees

Exhibitor's registration fee (except for exhibitors of IPM ESSEN)	350.00 €/exhibitor
Co-exhibitors registration fee	350.00 €/co-exhibitor
Space rental, space only, no construction	285.00 €/m ² (>9m ²)
Stand construction, Turn-key stand package	99.00 €/m ²

SOWING IDEAS, REAPING SUCCESS – IN THE MIDDLE EAST



International Plants Expo
Middle East

October 5 – 7, 2015
Dubai World Trade Center
www.ipm-dubai.net



DUBAI – A MARKET THAT PROMISES SUCCESS

The ideal platform for your business

The most important plant fair in the Gulf region, IPM DUBAI, and the simultaneously held World of Perishables (WOP DUBAI) offer you the ideal platform for your business from 5 to 7 October 2015. A larger number of visitors and an excellent framework programme characterized the two partner expos in 2014: 6,733 trade visitors from 94 countries – a considerable increase of 26 percent over the previous year.

With their oil and gas resources, the seven United Arab Emirates are among the world's richest countries and financially most powerful investors. Thanks to its transport infrastructure, Dubai serves as the trade hub that satisfies the existing demand. Awarding EXPO 2020 to Dubai is going to bring investments in the billion dollar range.

Other major projects such as the construction of the largest amusement park in the world, the 2022 FIFA World Cup in Qatar and the expansion of the eco-city Masdar City in Abu Dhabi are already looming on the horizon and will also give a powerful impetus to IPM and WOP.



51.6 %

of IPM DUBAI visitors intend to **sign purchase contracts** or make new purchases at the trade fair.

48.3 %

of IPM DUBAI visitors intend to make **preparations for future purchase contracts** at the fair.



As an exhibitor, you get to profit from the following benefits

- + **Strategic location in the Middle East** and an **international trade hub** between East and West
- + Public spending and private investments in **green projects** totalling **10 billion US dollars** in 2014
- + Dubai's initiative for lowering CO₂ emissions offers **new green investment opportunities**

An exceptional framework programme

Discover innovations and find inspiration for your business. The extensive framework programme ranges from **horticultural seminars** and presentations on landscaping to the **Middle East Floral Design Excellence Award 2015** and **tours to production sites** such as gardening and landscaping companies as well as garden centres in the region. You get exclusive insights into local horticulture.

The trade show that makes your business flower! Here is what our exhibitors have to say:

"We presented our kinds of flowers at IPM DUBAI 2014 and experienced great interest among the visitors from the region. Thanks to the international audience and the great product diversity at the trade fair we really stood out with our products and as a result could establish valuable business contacts."

Valeria Salvador, General Manager, Fiscella Flowers

"At IPM DUBAI 2014, INDEGA was represented with eleven exhibitors. The great interest at the fair, which is also reflected in an increase in the number of visitors, also enriched the professional lectures we held as part of the seminar programme."

Harald Braungardt, Executive Member of the Management Board, INDEGA – Association Representing the Interests of the German Horticultural Industry

"We exhibited at IPM DUBAI for the first time and are highly satisfied with the result. There was great demand for our product here in the region. We met new customers from Oman, Kuwait, Qatar, the United Arab Emirates, Saudi Arabia and India."

Joaquín Ferrandis Esteve, Managing Director, PROVEFE, S.A.