

Essen, November 20, 2018

Final Report on IPM DUBAI 2018:

## Most Important Green Trade Fair in the Gulf Region Emphasises Its International Status

### Numerous Participants in Live Floristry Workshops

From October 1 to 3, 2018, the 13th IPM DUBAI took place in the Dubai World Trade Centre. Plants, Technology, Floristry, Logistics, Plant Maintenance, Garden Features as well as Garden and Landscaping belonged to the range available at the most important green trade fair in the Gulf region. In parallel, the range on offer was supplemented by WOP DUBAI as the leading trade fair for the marketing of fresh goods in the Middle East. Together, both fairs counted over 6,000 trade visitors who were convinced by the products and services of 213 exhibitors from 35 countries.

"Not only plants, technology, floral design, garden features, plant maintenance and garden and landscaping but also the logistics and marketing of fresh goods - IPM DUBAI and WOP DUBAI unites all these subjects under one roof. This year too, this resulted in valuable synergetic effects for exhibitors and visitors. Both fairs have once more offered the sector a top-class and, above all, international platform for trading and networking," summarised Oliver P. Kuhrt, CEO of Messe Essen.

### High International Participation

The patronage of His Royal Highness Sheikh Ahmed bin Saeed Al Maktoum once more emphasised the high status of IPM DUBAI for the green sector in the Gulf region. In addition to fair booths from Egypt, Ethiopia, France, Great Britain, India, Kenya, Korea, Kuwait, the Netherlands, Spain, the United Arab Emirates and the USA, there were also promoted joint participation booths from China and Sri Lanka. Moreover, German exhibitors were strongly represented again: With the support of the Federal Ministry of Food and Agriculture, ten companies from the Federal Republic showed horticultural products with the "Made in Germany" seal of quality on a joint booth.



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## INFORMATION



### Supporting Programme Was Very Well-Received

The supporting programme at IPM DUBAI was also very popular this year. Under the motto of "The Orient Meets the Occident", the Trade Association of German Florists - Federal Association (in cooperation with the Floranow.com online trader) under the leadership of Manfred Hoffmann and Oliver Ferchland presented European floral design combined with Arab lifestyle in its most beautiful form. The new workshop format focused on the subject of bridal bouquets and invited the visitors not only to experience the newest trends in wedding floristry in situ but also to help to actively shape it in person. Here, it was illustrated that there is a high demand for both floristic know-how and floristic articles of all kinds.

With lectures on subjects like cold chain management, substrate supply and e-commerce, the daily seminar programme served exhibitors and visitors as an information and discussion platform.

### Together Towards the Future

Not only do IPM DUBAI and WOP DUBAI complement each other in an outstanding way but the Essen Economic Development Company (EWG) and Messe Essen will also intensify their cooperation on the international level. Within the framework of its internationalisation strategy, EWG took part in a delegation trip to Dubai with the Lord Mayor Thomas Kufen in order to promote Essen as a location across national borders as well and to present Essen's innovative power. "Together, we will achieve even more for our location," said Oliver P. Kuhrt, CEO of Messe Essen.

The next IPM Dubai will take place, together with WOP Dubai, in the Dubai World Trade Centre in December 2019.