

Essen, November 29, 2016

Record Growth Once More:

IPM DUBAI and WOP DUBAI Convince Exhibitors and Visitors

18-Percent Increase in the Exhibition Area

A new year and a new record - IPM DUBAI and WOP DUBAI seem to follow this motto. The most important trade fairs for the green sector and fresh goods in the Middle East were once more able to achieve substantial growth and, for the first time, filled three halls of the Dubai World Trade Centre. That corresponded to an increase of 18 percent. Here, exhibitors and trade visitors found the ideal setting for promising business deals.

Constant market cultivation pays off - that was the predominant opinion amongst the exhibitors. At 110, the number of them rose by nine percent in comparison with the previous year. In total, 24 countries participated in the most important trade fair for horticulture by the Arabian Gulf. And at 3,890, the number of visitors also registered a handsome plus of eleven percent. Thus, the foreign subsidiary of IPM ESSEN 2016 was once more able to achieve a record result.

IPM DUBAI: Great Need for Horticultural Products

Above all, there were two reasons for the positive mood at IPM DUBAI: On the one hand, the world exhibition called Expo 2020 is already casting its shadow and is holding out the prospect of good chances for the exhibitors from the sections entitled Plants, Technology, Garden and Landscaping, Plant Maintenance, Floristry, Garden Features and Logistics. On the other hand, the Gulf region has a great need for horticultural products and horticultural technology due to large-scale urban construction projects and the implementation of new hotel complexes and resorts. Thus, it is not surprising that not only the number of exhibitors in general but also the number of official national participation booths increased. In addition to China, Egypt, Germany, Spain, Sri Lanka, Taiwan and the USA, Costa Rica and India were involved for the first time. On the German cooperative booth, twelve firms presented themselves with products such as young plants, peat soil, substrates,



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pots and shading fabrics "Made in Germany". The appearance at the fair was promoted by the Federal Ministry of Food and Agriculture (BMEL).

Not only the exhibition areas but also an exclusive supporting programme awaited the visitors. One day before the opening of the fair, a horticultural tour supplied insights into the local horticultural industry. In cooperation with the German company association called Representation of interests of the German horticulture industry (INDEGA), there were seminars on the subject of horticultural technology. Moreover, lectures about garden and landscaping were delivered. The "Middle East Floral Designer of the Year 2016" was chosen, too. Kimuel S. Villanueva from the Fulfillment & Logistics Center was able to prevail over 33 other participants in the renowned competition on the subject of wedding floristry.

WOP DUBAI: Trade Fair for Fresh Goods Sets New Standards

WOP DUBAI also set new records: The only trade fair for fresh goods in the Gulf region enticed 235 exhibitors from 30 countries, for the first time companies from Argentina, Vietnam and Malaysia, too. This was 15 percent more than in the previous year. At 6,055, the number of visitors registered a plus of 23 percent. Thus, WOP DUBAI 2016 was the largest ever. The number of official national participation booths rose to 15. Greece, India and South Africa were also involved for the first time and Greece had most participants. The other represented national pavilions came from Australia, Belgium, China, Egypt, France, Italy, Kenya, Lebanon, Morocco, Portugal, Spain and Turkey.

A high quality of fruit and vegetables is greatly appreciated in the United Arab Emirates. The Gulf region is therefore a significant market for the fruit and vegetable industry. In this respect, Dubai is used as a hub because over 40 percent of all the imported fresh goods are re-exported to the other Gulf states. This year, WOP DUBAI also focused on new technologies and equipment for the producers of fresh goods, including transport trolleys for the fruit and vegetable market and air freight containers for fresh goods. In the supporting programme, the Eurofruit Middle East Business Forum supplied specialist information for the visitors. The Dubai Municipality, operator of the largest fruit and vegetable market in the region, again provided partnership-based support for the fair.



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IPM DUBAI and WOP DUBAI

Next time, the successful fair duo which is organised by Messe Essen and planetfair Dubai LLC will take place in the Dubai World Trade Centre in the autumn of 2017.

IPM DUBAI shows the entire value added chain in horticulture and is the most important trade fair for the green economic sector by the Arabian Gulf. It focuses on products and services from the sections entitled Plants, Technology, Floristry, Garden Features, Logistics, Plant Maintenance as well as Garden and Landscaping.

In the entire Middle East region, WOP DUBAI - World of Perishables is the only platform for fruit and vegetables, goods security, technical equipment, transport, trading and service for temperature-sensitive goods. Both fairs complement each other in an optimum way and offer a high value added to the visitors.

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

Exhibitors' Opinions

IPM DUBAI

T. C. Manikandan Pillai, Private Secretary of the Chairman, Coir Board India, India:

"Coir Board India has visited IPM DUBAI 2016 together with eleven exporters from India. The feedback from our exporters is very positive. Everybody in the Indian pavilion was satisfied and achieved the desired results by taking part in it. Next year, we will come again with more exporters."

Dr. Uwe Steinmeyer, Managing Sales Director, Gebr. Brill Substrate GmbH & Co. KG, Germany:

"With more exhibitors and, it felt like, somewhat more visitors this year, IPM DUBAI was again better than in the previous year. Although the fair is still not big, the visitor quality is interesting. Several visitors who had registered our regular presence stated that, for this reason, they were looking to hold discussions with us. The support by the Federal Agriculture Ministry is upgrading the German cooperative participation booth."

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Alan Lu, Divisional Manager of the French Branch, OKIDLAND Biotechnology Co. Ltd., France/Taiwan:

"This was our second participation and we are happy to have been here. At IPM DUBAI, we were able to meet old and new customers. The interest in orchids is very great in the Middle East."

Agnieszka Luksa, Export Manager, Cellfast Sp. Z o.o., Poland:

"This is our first participation. For us, it is a good start to introducing our garden tools into the Middle East market. We will continue to follow the market even after the fair."

WOP DUBAI

Michalis Xekarfotakis, President, NESPAR Agricultural Cooperatives, Greece:

"Coming here with a national pavilion was certainly the right decision. We were able to meet up and network with a lot of important protagonists from the local market. WOP DUBAI has helped us to improve our understanding of the local market and given us the possibility of extending our business. The geographical location, the culture and the people's appreciation of quality fruits are making the Middle East a very important market for Greek imports. We will definitely come again next year."

Massimo Roversi, Sales Manager for North Africa and Middle East, Sorma Group S.P.A., Italy:

"We are very satisfied with the fair. The market for packaging is growing in the Middle East. Supermarkets and retailers are investing more in the packaging equipment. At WOP DUBAI, we received inquiries from big supermarket chains from Dubai and Qatar. WOP DUBAI is the only fair in the Middle East to concentrate on fruit and vegetables. For us, this is the right place in order to offer our packaging solutions for fresh products."

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Keith Packer, Managing Director, Aircoolbox, United Kingdom:

"We are proud to have taken part in WOP DUBAI for the first time in order to present Aircoolbox in a region in which the temperatures may be very high. This may be a problem for perishable goods. This is the right place in order to introduce our products and to highlight to fruit and vegetable producers one possibility for supplies to or via Dubai with which they do not have to think about the goods perishing."

