



## 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



Ilka Zoppa  
Coordinator Marketing  
Fon +49 (0)201.7244-870  
international@messe-essen.de

Middle East, Africa &  
Indian Subcontinent



TAREK SIBAI  
Project Manager  
Phone: +971 4 33145-70  
tarek.sibai@planetfair.com

### Date and time

October 1–3, 2018

Monday–Wednesday,  
daily 10.00am–6.00pm

An event organized by



planetfair

MESSE  
ESSEN

### Participation fees

Exhibitor  
registration fee  
(except for exhibitors  
of IPM ESSEN) USD 390.00/exhibitor

Co-exhibitor  
registration fee USD 390.00/co-exhibitor

Space rental,  
space only,  
no construction USD 345.00/sqm (>9 sqm)

Stand construction,  
turnkey stand package USD 123.00/sqm

# SOWING IDEAS, REAPING SUCCESS – IN THE MIDDLE EAST



International Plants Expo  
Middle East

October 1–3, 2018  
Dubai World Trade Center  
[www.ipm-dubai.com](http://www.ipm-dubai.com)





# 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 WOP DUBAI (World of Perishables) offer the ideal platform for your business from **1 to 3 October 2018**. With **103 exhibitors from 20 countries**, IPM DUBAI 2017 was able to build on the success of 2016. It once again had record attendance levels with **4,178 trade visitors** from 59 nations – **a growth of just under 7%**. The national presentations underscore IPM DUBAI's international importance: in addition to Egypt, Ethiopia, China, Germany, India and Sri Lanka, the Netherlands participated for the first time ever. Exhibitors praised the **outstanding quality** of the visitors and their **willingness to invest**.

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 in the Middle East, Africa and Indian Sub-continent.

Awarding the Expo 2020 to Dubai and the goal of making the emirate a "green paradise" are providing for investments in the billions of dollars, along with outstanding export opportunities. Other major projects, such as hotel facilities and resorts, are shaping the area's future and will also drive the IPM and WOP forward, as the demand for horticultural products and horticultural technology remains high.

**Take advantage of the comprehensive overview of current market trends and generate new customers and agents.**

# 96,2 %

of IPM DUBAI visitors **concluded contracts or made purchases** at the trade fair.

# 89 %

of the exhibitors were able to acquire new clients.



### As an exhibitor, you can profit from the following benefits

- + **Excellent location in the region** and an **international trade hub** between East and West
- + Saudi Arabia and UAE are listed as **GCC top importers** for flowers and plants; generating **over 205.2 million US dollars** in 2015
- + Expo 2020 Dubai offers **new investment opportunities** for urban greening, landscaping and horticultural projects

### An exceptional framework programme

The extensive supporting programme includes a **guided tour** through Arab production and distribution facilities, **keynote speeches on current horticultural topics by international industry experts**, as well as a **floristic presentation** by the FDF Trade Association of German Florists. Gain exclusive insights into local horticultural practices.

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

*"We have been privileged to be at IPM DUBAI 2017: Great interest in our hydroponic system, great chance to network and useful education about the market. Our participation exceeded all our expectations!"*

Foody Vertical Gardens, U.S.A., Mr. Greg Hendrick

*"We enjoyed the exposure of our products to a very high quality of audience. Furthermore the service of the whole team was very good."*

Indoor Farms of America, U.S.A., Mr. David Martin

*"We had many new contacts at the fair, which we could have never reached by any other way."*

Finca Holanda, Spanien, Mrs. Ludmilla Salazar

*"This year we met many new clients, especially from Saudi Arabia, India and China. As an exhibitor it is very important to see every year an expanding client database to target new export markets."*

Bord na Móna, Mr. Aidan Campion

*"We had many new customers, especially from Saudi Arabia and Egypt. Also we could renew our contacts to many of our existing exhibitors."*

Cetin Elektro Plastik A.S., Mr. Ihsan Dokur

