



SOWING IDEAS, REAPING SUCCESS – IN THE MIDDLE EAST



International Plants Expo
Middle East

December 5 – 7, 2017
Dubai World Trade Center
www.ipm-dubai.com

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

December 5–7, 2017
Tuesday–Thursday,
daily 10.00 am – 6.00 pm

An event organized by



Participation fees

Exhibitor registration fee (except for exhibitors of IPM ESSEN)	€350.00/exhibitor
Co-exhibitor registration fee	€350.00/co-exhibitor
Space rental, space only, no construction	€295.00/m ² (>9m ²)
Stand construction, turnkey stand package	€99.00/m ²



PLANTS

GARDEN AND
LANDSCAPING

LOGISTICS

TECHNOLOGY

PLANT
MAINTENANCE

FLORISTRY

GARDEN
FEATURES

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 you the ideal platform for your business from **5 to 7 December 2017**. The IPM DUBAI 2016 pulled in a **rising number of exhibitors and visitors**, ensuring a record result once again: **110 exhibitors from 24 countries**, as well as **3,890 trade visitors** (11% more than in 2015) from 59 nations. The number of countries participating also increased with Costa Rica and India, which were included for the first time. The exhibitors praised the **excellent 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 Subcontinent.

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, resorts and the 2022 World Cup in Qatar, are shaping the area's future and will also drive the IPM and WOP forward, as the demand for horticultural products and horticultural technology is high.



93.9%

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

94.3%

of IPM DUBAI visitors intend to make **preparations for future purchases or investments** at the trade fair.



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

Discover innovations and find inspiration for your business. The extensive supporting programme includes **seminars delivered by international industry experts** on trends in landscaping and horticultural engineering, a guided tour through Middle Eastern production and marketing facilities as well as the vote on the **"Middle East Floral Designer of the Year"**. You get exclusive insights into local horticulture.



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

"The feedback from our exporters is very positive. Everyone in the Indian pavilion was satisfied and achieved the desired results by participating. Next year we will be back again with more exporters."

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

"With more exhibitors and what felt like somewhat more visitors this year, IPM DUBAI was again better than in the previous year. (...) Several visitors who had registered our regular presence indicated that they were looking to hold discussions with us for this reason. The support provided by the Federal Ministry of Food and Agriculture has upgraded the joint German stand."

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

"This was the second time we participated and we are happy to have been here. We were able to meet current and former customers at IPM DUBAI. There is a great deal of interest in orchids in the Middle East."

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

"This is our first participation. For us, it is a good start to launch our gardening equipment on the Middle East market. We will continue to pursue the market after the fair."

Agnieszka Luksa, Export Manager, Cellfast Sp. z o.o., Poland