



SOWING IDEAS, REAPING SUCCESS – IN THE MIDDLE EAST



International Plants Expo
Middle East

November 12-14, 2019
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



Torben Brinkmann
Head of International Exhibition Management
Phone: +49. (0)201.72 44-720
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

November 12-14, 2019

Tuesday - Thursday, daily
10.00am – 6.00pm

An event organized by



MESSE
ESSEN

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 €310.00/m² (>9m²)

Stand construction, turnkey stand package €110.00/m²



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 **November 12th to 14th, 2019**. In October 2018 the 13th IPM DUBAI took place simultaneously with WOP DUBAI, the leading trade fair for the marketing of fresh goods in the Middle East. Together, both fairs counted more than **6,000 trade visitors** who were convinced by the products and services of 213 exhibitors from 35 countries. In addition to fair booths from Egypt, Ethiopia, France, Great Britain, India, Kenya, Korea, Kuwait, Germany, the Netherlands, Spain, the United Arab Emirates and the USA, there were also promoted joint participation booths from China and Sri Lanka.

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.

88,9 %

of the visitors would visit the trade fair again

75 %

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 209,1 million US dollars in 2017
- + 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.

Who is visiting?

Plant producers
Horticultural enterprises
Florists
Flower wholesalers and retailers
Landscape gardening and architects
Wholesalers and seed traders
Authorities and municipalities
Garden centers, hotels, property developers
Plants logistics
Supermarkets and department stores

