



SOWING IDEAS, REAPING SUCCESS – IN THE MIDDLE EAST



Middle East's Festival for
Flowers, Plants and
Technology

November 10-12, 2020
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 10-12, 2020

Tuesday - Thursday, daily
10.00am – 6.00pm

Thursday
Matchmaking Program

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 €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 10 to 12, 2020**. In November 2019 the 14th 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 **5,100 trade visitors** who were convinced by the products and services of 205 exhibitors from 35 countries. In addition to fair booths from Bulgaria, China, France, Greece, Indonesia, Italy, Japan, Moldova, Morocco, Rwanda, Taiwan, there were also promoted joint participation booths from Poland and Ukraine.

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.

85 %

of the visitors would visit the trade fair again

93 %

of the exhibitors were satisfied with gathering market information



FESTIVAL PROGRAM

- + 10th November - Exhibition
 - Trade Fair / Exhibition
 - FruitBizNight for Exhibitors and VIP Buyers
- + 11th November - Exhibition
 - Trade Fair / Exhibition
- + 12th November - Matchmaking
 - Fruit Tour - Visit of Al Aweer Market and Meeting with Fruit Traders.
 - Fresh Tour - Tour to Cool Chain and Fresh Logistic facilities in Dubai.
 - Expo Tour - Visit Expo 2020 site.

An exceptional framework programme

For the first time the extensive supporting programme includes a guided tour to Dubai's fresh logistic facilities. International industry experts and keynote speakers discuss about relevant future topics during the exhibition days. Gain exclusive insights into the local horticulture practices while visiting the EXPO 2020 and experience how garden and landscaping projects were implemented for the world expo.

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

