



## **PRESS RELEASE**

### **IPM DUBAI 2017 & WOP DUBAI 2017 successfully concludes on a greener and fresher note**

***Over 300 exhibits of natural greens, fresh products & horticultural services generate interest from hundreds of companies***

December 09, 2017

The Middle East's leading horticultural fair, the International Plants Expo Middle East - IPM DUBAI 2017, concluded successfully on Thursday (December 7, 2017) at the Dubai World Trade Center under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Airports. The event was held in conjunction with the International Perishables Expo Middle East - WOP DUBAI 2017, the leading platform for fresh produce in the Middle East under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Chairman of Dubai Municipality.

The annual exhibitions hosted over 300 exhibitors from around the world showcasing a wide variety of natural green products and services as well as fresh produce to meet the growing demand of the region's major cities, which constantly innovate and develop to build a livable and sustainable environment for both citizens and visitors. The event catered to the increasing in the region for horticulture and floriculture sector due to urban greening projects led by developers and city managers, striving to increase the natural biodiversity in cities.



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**Tarek Sibai, Show Director, planetfair LLC, said:** “We are overwhelmed with the successful conclusion of 12<sup>th</sup> edition of IPM DUBAI which has demonstrated the keenness of the region to really grow a greener society. WOP Dubai 2017 is no less, as fresher and higher quality food produce are gaining popularity across the region. The UAE in particular has a fast-growing market for fresh produce, including organic products. The tandem between IPM and WOP continues to get better each year, creating a niche market concerned with building a more sustainable and healthier environment. The opportunity for growth is huge and we can expect a bigger and greener event next year.”

Trade visitors were presented to a diverse range of plant species, garden and landscaping accessories, logistics support services, plant maintenance, floristry and garden features from local, regional, and international market. A total of 37 country participants & 15 official country pavilions were participating in both the shows.

Among the highlights of the event are the European lifestyle trends on floristry which was showcased at IPM Dubai 2017 in a unique presentation of the German Florists' Association's creative floral designs themed "Harmonise", "Equalise", "Energise" and "Rebel".

WOP DUBAI 2017 cooperated with Fruitnet Forum Middle East on December 4, a day before the opening. The brand-new networking event organized by leading industry publication Eurofruit, a member of the publishing company Fruitnet Media International, brought together some of the region's leading industry players and discussed some of the concerns of the fresh produce trade in the Middle East.

Jacopo Tacconi, Marketing and Communication Manager, Fresh Fruits Company, commented: “Surely the quality of the visitors and decision makers attending every year



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is remarkable. Dubai is an important hub for fresh business and this show considered to be the gate to the Arab World. The trade fair presence has surpassed our expectations, which is why we have a positive outlook on further participations. I would like to thank to all WOP DUBAI team for the services that have been provided during the show.”

“Barakat welcomed the opportunity to meet some of our existing suppliers from around the world and also the opportunity of meeting new suppliers looking to establish their products here in the UAE market,” stated Steve Rudge, VP Procurement of Barakat Group of Companies.

The event also hosted various seminars during the three days for both IPM DUBAI and WOP DUBAI, particularly on cultivation technologies for horticulture such as ‘Application of Humic Substances in Dry (Arid) Areas, Applications and Results’ by Dr. Yasser Degham of Humintech, Germany and ‘Control Options of Relevant Parameters for Optimal Plant Growth’ by Herald Braungardt of Step Systems.

Harald Braungardt, General Manager of INDEGA, Association of German Companies for Horticulture said: “On behalf of all the exhibitors of the German pavilion, it was once again a very rich and fruitful participation. With our consistent presence here, we have strengthened our existing business connections and met new and promising contacts. We will definitely come back next year to the IPM and WOP trade show with the support of Germany’s Ministry for Agriculture.”

The WOP and IPM 2018 Show will be held in autumn 2018. For more information, please visit <https://www.wop-dubai.com/> and <https://www.ipm-dubai.net/>

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