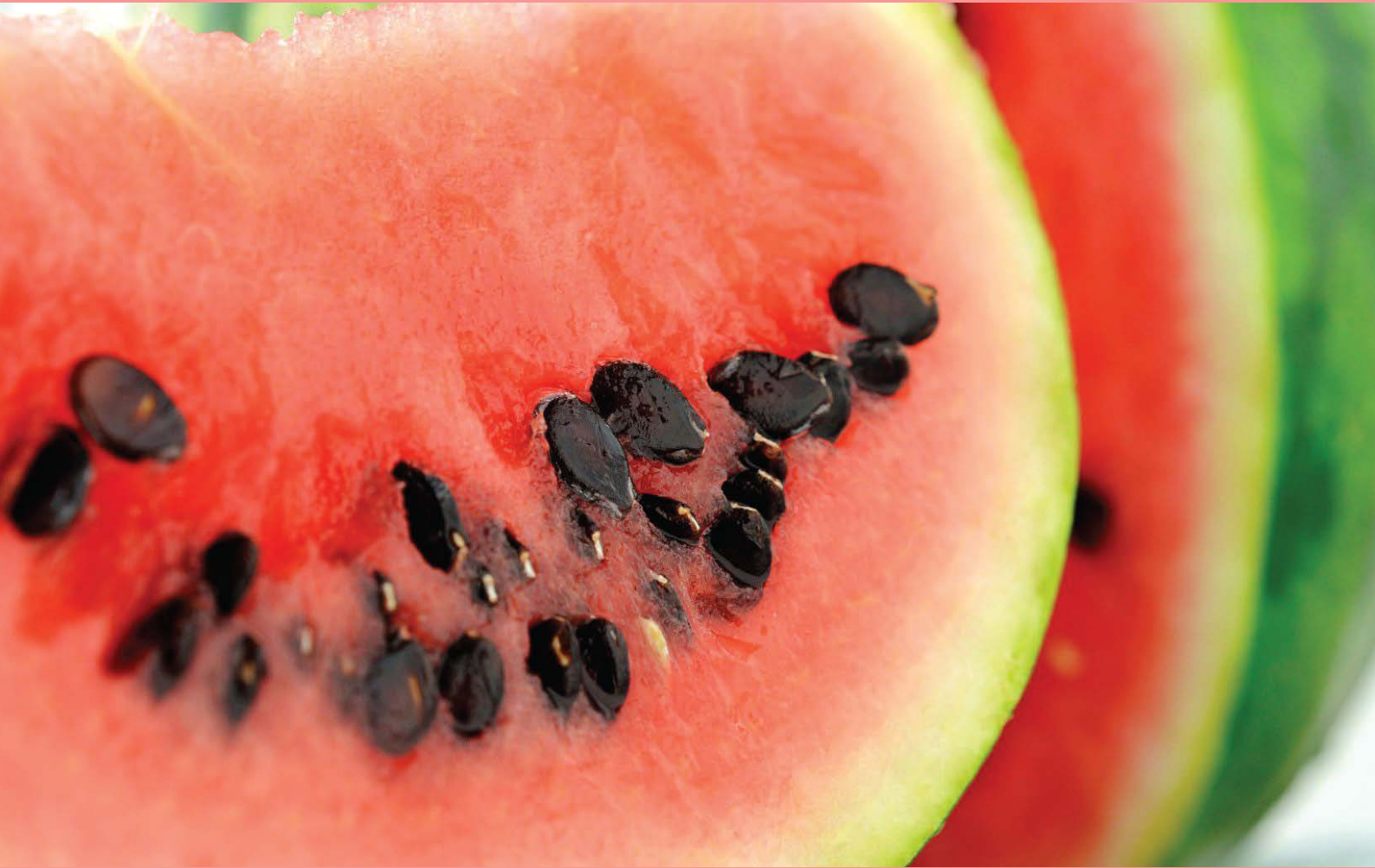


Under the Patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum
Deputy Ruler of Dubai, Minister of Finance, and Chairman of Dubai Municipality



WOP DUBAI 2019

INTERNATIONAL PERISHABLES EXPO MIDDLE EAST



NOVEMBER
12 - 13 - 14
2019
DUBAI WORLD TRADE CENTRE

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An event organized by:



Strategic partner:



Venue partner:



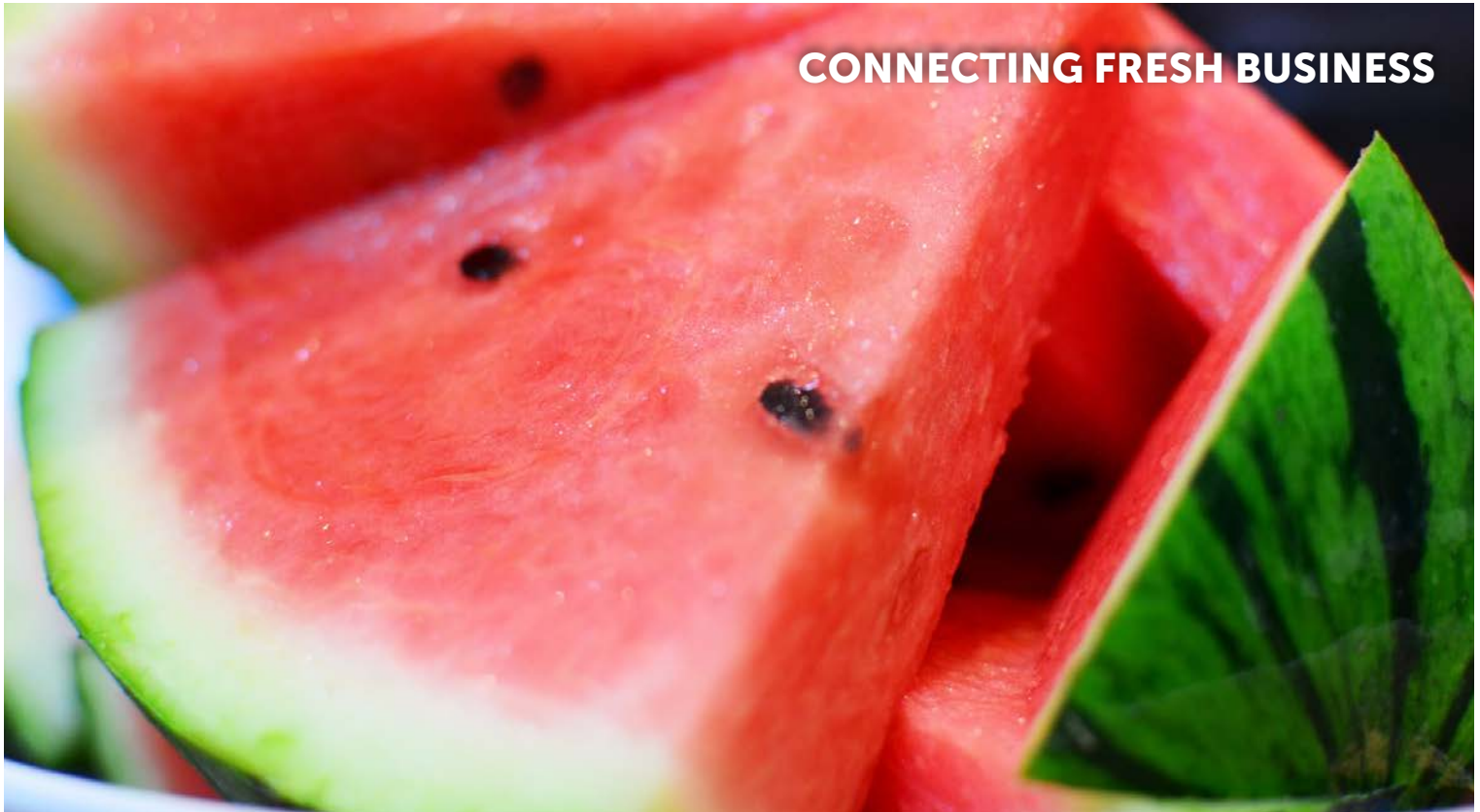
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CONNECTING FRESH BUSINESS



WOP DUBAI 2019

planetfair and Messe Essen are proud to announce the eleventh International Perishables Expo Middle East taking place 12th to 14th November, 2019 at the Dubai World Trade Centre, giving the fresh produce industry traders and professionals the change to create new business opportunities within the Middle East region.

WOP DUBAI is the only dedicated exhibition for fresh fruits & vegetables trade in the Middle East & turned out to be the region's most important annual platform for fresh industry members to meet and do business.

WHO IS VISITING?

- » Hypermarkets, wholesales & retailers
- » Juice producers
- » Canteen, caterers & food services
- » Government authorities
- » Hotels & restaurants
- » Promotional organizations
- » Importers & exporters
- » Consultants
- » Retail distributors
- » Brokers
- » Trading groups
- » Media
- » Growers

SHOW PROFILE

FRESH PRODUCTS

TECHNICAL EQUIPMENT

FRESH PRODUCE TRADING

FRESH PRODUCE SAFETY

TRANSPORT & LOGISTICS

FRESH PRODUCE SERVICES

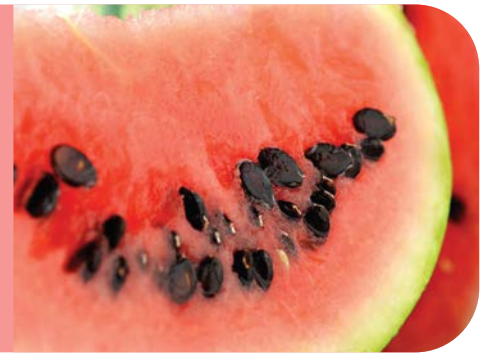


REGISTER FOR WOP DUBAI TODAY & HELP YOUR FRESH PRODUCE BUSINESS GROW!

INTERNATIONAL PERISHABLES EXPO MIDDLE EAST



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WHY EXHIBIT ?

Exhibiting at WOP DUBAI 2019 brings you personal contacts with buyers, specifiers and decision-makers from the Middle East, one of the fastest growing markets in the world within the fresh produce industry.

The WOP DUBAI marketing campaigns are targeting industry professionals from across the region, which offers you opportunities to grow your existing business and generate new business for your organization. Meet with competitive exporters, imports and retailers at WOP DUBAI which provides you the greatest platform for your products and services.

FOR THE TOP ADVANTAGES OF WOP DUBAI

- WOP DUBAI is the only exhibition in the entire Middle East dedicated to the fresh produce industry.
- Meet decision makers within the fruit & vegetable sectors from over 80 countries around the world.
- Unlike other trade shows & expos, WOP DUBAI provides a unique business-driven & practical environment only focused on fruits and vegetables.
- Learn more about the Middle East market, one of the fastest growing regions with millions of dollars of fresh fruits and vegetables trade contracts.
- Find new alternative markets and explore the fruit & vegetable business opportunities in UAE, the biggest fresh produce exporter in the Middle East.
- Close deals & sign contracts with the biggest key players & importers in the region.



WHAT DO EXHIBITORS SAY ABOUT THE SHOW

"WOP DUBAI was very impressive and well organized for the edition of 2018. We have witnessed a remarkable growth for the show this time concerning the number of exhibitors as well as the visitors. We wish you all the best and looking forward 2019."

Issa Najieb Khoory
Managing Director
Mirak Group
United Arab Emirates

"WOP DUBAI representing the fresh produce in the region as it's developing of the perspectives partnership with the companies in the GCC, also a major growth opportunity to link our growers with our customers. WOP DUBAI is the proper window to find new Customers."

Ammar Ali Bakri
CEO & Owner
Al Bakrawe Group
United Arab Emirates

"As a leading Fruits & Vegetable Producer in UAE, we consider participating at WOP DUBAI every year as the only platform that represents fresh produce in the Middle East region. It is a great opportunity for us to show our products, meet potential customers and open new markets."

James Varghese
Sales & Marketing Manager
United Arab Emirates

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WOP DUBAI 2018 REVIEW

WOP DUBAI 2018 – Trade Fair for Fresh Goods Sets New Standards:

The annual exhibitions hosted 162 exhibitors from around the world showcasing a wide variety of 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.

Trade visitors were presented to a diverse range of fresh products, trading, technical equipment, services and latest trend and technologies from local, regional and international market.

A total of 31 country participants and 11 official country pavilions were participated the show.

Visitors of WOP DUBAI 2018 witnessed innovative offerings that cater to the fruit and vegetable sectors from over 80 countries seeking to serve the region's fresh food sector.

Malaysia participated at WOP DUBAI for the first time and hosted a Country Pavilion led by the Ministry of Agriculture and agro-based Industry Malaysia. The Malaysia Pavilion showcased the country's wide range of agricultural goods and services, in line with its efforts to promote its agricultural transformation and expansive network on agro-based processing and marketing.

The event fittingly addressed the sector's demand for storage and logistics for these perishable goods and introduced a new segment in this edition focused on logistics and cold chain business in the Arab Gulf region, opening new growth opportunities for the sector.

91%

of exhibitors were positively evaluated the chances for a successful follow up business after the fair.

87%

of exhibitors were fulfilled their expectations during the show.

93%

of exhibitors will be participating or take part in WOP DUBAI in the future.

85%

of exhibitors were highly recommended others to exhibit WOP DUBAI.

98%

of exhibitors captured new market trends and information for fresh produce industry.

91%

of exhibitors satisfied with launching a new products and services.

93%

of exhibitors arranged meetings and strengthen business relationship with the current clients.

90%

of exhibitors achieved in projecting a brand equity and perceived trends within the sector and consumers.



WE LOOK FORWARD TO YOUR ATTENDANCE

If you have any questions or wish to make reservations, please do not hesitate to contact us.

MIDDLE EAST, AFRICA & INDIAN SUBCONTINENT



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EXHIBITION FEES

Exhibitors registration fee : 390 USD / exhibitor
Co-exhibitors registration fee : 390 USD / co-exhibitor
Space rental, space only : 360 USD / sqm (min. 9 sqm)
Stand construction package : 123 USD / sqm

WWW.WOP-DUBAI.COM

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