

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 2020

Middle East's Festival for Fruits and Vegetables

Register your interest: WWW.WOP-DUBAI.COM

NOVEMBER
10.11.12 2020

Dubai World Trade Centre

CONNECTING FRESH BUSINESS IN THE MIDDLE EAST

Organized by:



Strategic Partner:



Venue Partner:





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WOP DUBAI 2020

planetfair and Messe Essen are proud to announce the twelfth edition of WOP DUBAI, taking place on the 10th to 12th November 2020 at the Dubai World Trade Centre, giving the fresh produce industry traders and professionals the chance 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 and turned out to be the region's most important annual platform for fresh industry members to meet and do business.

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.

WHY EXHIBIT?

Exhibiting at WOP DUBAI 2020 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 an 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.

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 and 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.





WHO IS VISITING?

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

SHOW PROFILE



FRESH PRODUCTS



TECHNICAL EQUIPMENT



FRESH PRODUCE TRADING



FRESH PRODUCE SAFETY



TRANSPORT & LOGISTICS



FRESH PRODUCE SERVICES

EXHIBITOR'S EVALUATION

90%

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

95%

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

86%

of exhibitors were fulfilled their expectations during the show.

82%

of exhibitors were highly recommended others to exhibit WOP DUBAI.

90%

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

91%

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





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WOP DUBAI 2019 PERFORMANCE

WOP DUBAI 2019 ATTRACTED 3,713 TRADE VISITORS WITH SERIOUS BUYING INTEREST.

The annual exhibitions hosted 160 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 29 country participants and 11 official country pavilions were participated the show. Visitors of WOP DUBAI 2019 witnessed innovative offerings that cater to the fruit and vegetable sectors from over 80 countries seeking to serve the region's fresh food sector.

WOP DUBAI continues remarkable cooperation with Dubai Municipality represented by Dubai Central Fruit & Vegetables Market, the region's largest market for fresh produce. Dubai Central Fruit & Vegetables Market developed an outstanding partnership with WOP DUBAI.

Six local companies of Fruit & Vegetables Trader's Group Committee were participated for the first time and eight SME local tenants were presented their services and products in a special presentation and exceptional oriented stand designs in WOP DUBAI 2019.

The leading participants among the UAE companies and Aweer tenants were Marhaba MTA General Trading LLC, Mirak Royal Nature Fruit & Vegetable, Fresh Fruits Company, Farzana Trading, KAF Group and Nassar Al Refaee Trading Company (NRTC).



WOP DUBAI 2019 - COUNTRY PAVILIONS

**BULGARIA • CHINA • FRANCE • GREECE
INDONESIA • ITALY • MOLDOVA • MOROCCO
POLAND • RWANDA • UKRAINE**



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

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

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