

PRESS RELEASE



9th edition of International Perishables Expo Middle East to highlight latest trends and technologies of global fresh produce industry

Event to see participation of industry's leading decision makers coming from over 80 countries

November 20, 2017

The upcoming 9th edition of International Perishables Expo Middle East (WOP Dubai), the Middle East's leading exhibition for the fresh produce business, which will be held from December 5 to December 7, at the Dubai World Trade Centre (DWTC), is expected to throw the spotlight on emerging trends and new technologies that are helping shape the future of the global fresh produce industry. The exciting three-day show is being held under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Chairman of Dubai Municipality, and will welcome decision makers within the fruit and vegetable sectors from over 80 countries around the world—providing a strategic platform for industry professionals to discuss business opportunities with fresh produce industry traders and professionals in the Middle East.

According to the show's organizers, the 9th edition of WOP Dubai will feature 11 country pavilions that include Australia, Belgium, China, Egypt, France, Greece, Italy, Kenya, Moldova, Morocco and Turkey. The show will unveil the latest opportunities within the rapidly evolving industry, particularly in the UAE, which has become the Arab World's commercial hub and a major platform for global trade.

Tarek Al Sibai, Project Manager, planetfair Dubai LLC, said: "WOP DUBAI provides a unique dedicated venue for discussing the latest and most important trends in the fresh produce business and revealing prime opportunities in the Arab markets. After receiving a record number of participants last year, we expect the 9th edition to sustain the momentum and draw in more than 7,000 visitors from over 80 countries around the world."

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WOP DUBAI 2017 will also introduce the new Fruitnet Forum Middle East organized by leading industry publication Eurofruit, which will be held a day prior to WOP Dubai's formal opening. The session will gather some of the region's leading players to discuss topics affecting fresh fruit trade in the Middle East. The event will also feature the participation of 35 countries--Argentina, Australia, Azerbaijan, Belgium, Bulgaria, China, Cyprus, Egypt, France, Germany, Ghana, Greece, India, Iran, Ireland, Italy, Kenya, Korea, Lebanon, Mexico, Moldova, Morocco, The Netherlands, Oman, Pakistan, Philippines, Poland, Russia, Spain, Swaziland, Thailand, Turkey, USA, UK and UAE.

Last year's edition featured 235 exhibitors, 30 exhibiting countries and 14 Country Pavilions under 9,720 sqm of exhibition space. WOP DUBAI 2017's show hours will be from 10am to 6pm daily, with no entrance fee for visitors. Complete event details are available at <https://www.wop-dubai.com>.

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