



05-07 | 2017  
**DECEMBER**  
DUBAI WORLD TRADE CENTRE

[WWW.WOP-DUBAI.COM](http://WWW.WOP-DUBAI.COM)

# WOP DUBAI 2017

INTERNATIONAL PERISHABLES EXPO MIDDLE EAST

An event organized by:



Strategic partner

بلدية دبي  
DUBAI MUNICIPALITY



In Cooperation with



**EUROFRUIT**

# YOUR BEST PLATFORM FOR THE FRESH PRODUCE BUSINESS IN THE MIDDLE EAST

## WOP DUBAI 2017

planetfair Dubai LLC and Messe Essen GmbH are proud to announce the ninth WOP DUBAI-International Perishables Expo Middle East-taking place from 05-07 December, 2017 at the Dubai World Trade Centre. WOP DUBAI gives 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.

## WHY EXHIBIT?

Exhibiting at WOP DUBAI 2017 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.



## WOP DUBAI 2016 REVIEW

WOP DUBAI 2016 sets new standards: The only trade fair for fresh produce in the Gulf region enticed 235 exhibitors from 30 countries. This was 18 percent more than in the previous year. For the first time companies from Argentina, Vietnam and Malaysia attended. The number of visitors registered a plus of 20 percent, reached 6055. Thus, WOP DUBAI 2016 was the largest event ever. The number of official national participation booths rose to 15. Greece, India and South Africa were also involved for the first time and Greece had most participants. The other represented national pavilions came from Australia, Belgium, China, Egypt, France, Italy, Kenya, Lebanon, Morocco, Portugal, Spain and Turkey.

A high quality of fruits and vegetables is greatly appreciated in the United Arab Emirates. The Gulf region therefore is a significant market for the fruits and vegetables industry. In this respect, Dubai is used as a hub because over 40 percent of all the imported fresh goods are re-exported to the other Gulf states. This year, WOP DUBAI also focused on new technologies and equipments for the producers of fresh goods, including transport trolleys for the fruit and vegetable markets and air freight containers for fresh goods. In the supporting programme, the Eurofruit Middle East Business Forum supplied specialist information for the visitors. The Dubai Municipality, operator of the largest fruit and vegetable market in the region, again provided partnership – based support for the fair.

**95%** of the exhibitors generated new clients & contacts.

**83%** of the exhibitors received orders at the show.

**97%** of the exhibitors expect succesful follow-up business after the show.

**91%** of the exhibitors will be participating again next year.







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



## 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 and sign contracts with the biggest key players & importers in the region.

## SHOW PROFILE



## 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

**83%** of the visitors already placed order onsite

**81%** of the visitors were decisive

**76%** of the visitor planned to prepare future purchases

**WOP DUBAI 2016 was a tremendous success & proved itself to be the only Middle East expo specialized in fresh fruits and vegetables! Here is what our exhibitors have to say:**

*"Being an expo dedicated to perishable fresh produce, WOP Dubai - International Perishables EXPO Middle East has marked its prominence on the trade events in the region. We are honored and humbled by the opportunity given to us to take part in the expo since the inception, which kept growing in terms of participation & excellence. We wish all the success to the organizers & the valued participants in their future endeavors"*

Ali Reza Arjomandi  
Director  
Pan Fresh International  
General Trading LLC

*"For years NRTC have been joining the World of Perishable event here in Dubai, and it has always been always a success and an enormous increase for the event's Exhibitors and Visitors year after year. This event have truly helped our company in meeting current and new suppliers as well as customers. This year I can say is the most successful yet, we have met more international suppliers which would be a big boost for us. I hope that for the following years this event would grow more and have more international conglomerates around the globe."*

Mohammed Nassar Rifai  
Managing Director  
NRTC Group

*"WOP DUBAI 2016 was very successful for us. We had several serious visitors to our stand and already we have received orders beyond our capacity to produce. The business was overwhelming and we are very happy about WOP, the only Produce show in the Middle East."*

James Varghese  
Sales & Marketing Manager | Sales & Marketing  
ELITE AGRO LLC

*Coming here with a national pavilion was certainly the right decision. We were able to meet up and network with a lot of important protagonists from the local market. WOP DUBAI has helped us to improve our understanding of the local market and given us the possibility to extending our business. The geographical location, the culture and the people's appreciation of quality fruits are making the Middle East a very important market for Greek imports. We will definitely come again next year.*

Michalis Xekarotakis,  
President,  
NESPAP Agricultural Cooperatives, Greece



# 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.

### MIDDLE EAST, AFRICA & INDIAN SUBCONTINENT



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### EUROPE, AUSTRALIA THE AMERICAS, CHINA



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### Date and time

December 05-07, 2017.

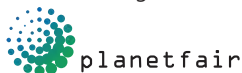
Tuesday- Thursday,  
daily 10.00 am - 6.00 pm

### Exhibition fees

Exhibitors registration fee	: 390 \$ / exhibitor
Co-exhibitors registration fee	: 390 \$ / co-exhibitor
Space rental, space only, no construction	: 340 \$ / sqm (min. 9 sqm)
Stand construction Turn-key stand package	: 115 \$ / sqm

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For information about the co-event  
IPM DUBAI - International Plants Expo Middle East  
Please visit [www.ipm-dubai.com](http://www.ipm-dubai.com)