

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 2018

## INTERNATIONAL PERISHABLES EXPO MIDDLE EAST

**OCTOBER**  
01 - 02 - 03  
**2018**  
DUBAI WORLD TRADE CENTRE



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

An event organized by:



Strategic partner:



Venue partner:





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## CONNECTING FRESH BUSINESS



### WOP DUBAI 2018

planetfair and Messe Essen are proud to announce the tenth International Perishables Expo Middle East taking place 1st to 3rd October, 2018 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
- » 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



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



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## WHY EXHIBIT ?

Exhibiting at WOP DUBAI 2018 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

*"Surely the quality of the visitors and decision makers attending every year 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."*

**Jacopo Tacconi**  
Marketing and Communication Manager  
Fresh Fruits Company / 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

*"The fair was very good for us. It was fairly busy on the first day. On the second day, we had fewer visitors but, in turn, these were even more qualified."*

**Vadim Codreanu**  
Moldova Fruct

*"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."*

**Steve Rudge**  
VP Procurement  
Barakat Group of Companies

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## WOP DUBAI 2017 REVIEW

WOP DUBAI 2017 – Trade Fair for Fresh Goods Sets New Standards:

The annual exhibitions hosted 221 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 34 country participants and 11 official country pavilions were participated the show.

A high quality of fruit and vegetables is greatly appreciated in the United Arab Emirates. The Gulf region therefore is a significant market for the fruit 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 equipment for the producers of fresh goods, including transport trolleys for the fruit and vegetable market and air freight containers for fresh goods.

In the supporting programme, the Fruitnet Forum Middle East, the brand-new networking event organized by leading industry publication Eurofruit, 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.

**91.3%** of exhibitors were positively evaluated the chances for a successful follow up business after the fair.

**88%** of exhibitors were fulfilled their expectations during the show.

**95.9%** of exhibitors will be participating or take part in WOP Dubai in the future.

**87.5%** of exhibitors were highly recommended others to exhibit WOP Dubai.

**84.7%** of visitor will be recommend others to visit WOP Dubai

**83.5%** of visitors were decisive

**91.2%** of visitor were fulfilled their expectation at the show

**98.9%** of visitors have a positive overall impression

**82.5%** of visitors already placed order onsite

**83.5%** of visitors were interested to visit WOP Dubai in future



## 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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## 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

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AN EVENT ORGANIZED BY:



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