

Dubai/Essen, November 28, 2014

Final Report:

## IPM and WOP DUBAI 2014 with More Visitors

### Green Sector is Profiting from the Economic Upswing by the Persian Gulf

More visitors and an excellent supporting programme characterised IPM DUBAI and World of Perishables (WOP) DUBAI 2014 which took place in parallel. A total of 6,733 visitors from 94 nations came to the most important plant fair in the Gulf region and to the fair for temperature-sensitive goods - a substantial plus of 26 percent in comparison with the preceding year. The growth may primarily be attributed to the general economic upswing in the region and, in particular, to the touristic upswing there. Future large-scale events will make additional contributions to the good market situation.

"The green sector is profiting especially from the World Expo 2020 in Dubai and the Football World Cup 2022 in Qatar. Gigantic areas must be provided with greenery. This enormous need for investment has exerted very positive influences on IPM and WOP DUBAI 2014. The increasing tourism is raising the demand for fruit and vegetables as well as for flowers," Oliver P. Kuhrt, CEO of Messe Essen GmbH, was pleased about the success of the events. "The combination of both fairs resulted in valuable synergetic effects for our visitors," continued Kuhrt.

At IPM DUBAI, 80 exhibitors from 23 countries presented their wide available ranges - starting with plants and horticultural technology via floristry right up to garden features. Quality products "Made in Germany" received a platform with the cooperative booth organised by INDEGA ("Representation of interests of the German horticulture industry"). Other national booths were provided by Egypt and Ethiopia.

The specialist lectures integrated into the fair halls met with great interest and addressed the subject of landscaping for the first time. Additional main focal points were the proper application of measuring systems during plant breeding, the utilisation of substrates and plant protection. On the third day of the fair, the series of lectures focused on wedding floristry. Outside the fair site too, a top-class programme was offered to the visitors and the exhibitors. The visits to horticultural and landscaping businesses and to a garden centre provided the participants with exclusive insights into local horticulture.



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# INFORMATION

The "Middle East Floral Design Excellence Award" concentrated on floral table decorations on the highest level. In addition to an expert jury, the visitors were also able to choose their favourites. Patrick van Hesselingen, Floral Designer at Flowers by Contempo Dubai, emerged as the winner.

## WOP DUBAI: More Exhibition Area and Enlarged Country Participations

In 2014, WOP DUBAI was bigger and more international than ever. 170 exhibitors from 24 countries introduced their innovations from the fields of fresh goods, goods security, technical equipment, transport, trading and service. Australia, Morocco and Poland celebrated their premieres with official country participations. For the first time, Italy's national booth was organised by the most important Italian marketing and communication organisation for the fruit and vegetable sectors "Centro Servizi Ortofrutticoli". Belgium, China and Portugal extended their participations. France is planning to enlarge its booth for 2015.

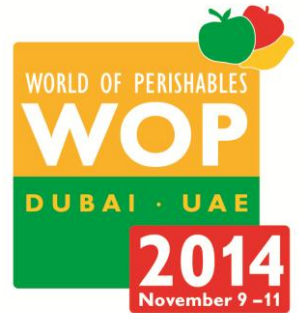
The companies showed that they were very satisfied with the course of the fair. They were able to establish a lot of contacts to the most important supermarkets in the region and to open up new sales markets. WOP DUBAI was rounded off by the "Eurofruit Business Forum" in which experts discussed the latest developments in the sectors.

## About IPM DUBAI and WOP DUBAI

Since 2008, Messe Essen GmbH and its partner Planetfair LLC Dubai jointly organize IPM DUBAI, the International Plants Expo Middle East on an annual basis Under the Patronage of H.H. Sheikh Ahmed Bin Saeed Al Maktoum President of Dubai Civil Aviation Authority & Chairman of Dubai Airports. Being the only platform for the Green Industry in the Gulf region it covers the entire chain for the horticultural industry, from plants to greenhouses, technology, floriculture, garden feature, nursery growers, industry suppliers, landscape designers, architects and contractors.

Parallel to IPM DUBAI the organizers annually run WOP DUBAI, the International Perishables Expo Middle East. WOP DUBAI is organized Under the Patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum Deputy Ruler of Dubai, Minister of Finance & Chairman of Dubai Municipality.

WOP DUBAI is the only dedicated trade fair for fruits and vegetables in the entire Middle East and comprises product safety, engineering equipment, logistics as well as trade and related services for temperature-sensitive goods. IPM DUBAI and WOP DUBAI are both supported by the Dubai Municipality and Dubai Airports. The industry profiles of both exhibitions complement each other perfectly.



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## Exhibitors' Opinions About IPM DUBAI:

**Bernd Geldner, Marketing & Sales Manager, Feldsaaten Freudenberger GmbH & Co. KG:**

"This year, we had considerably more trade visitors on our booth and enjoyed the entertaining Exhibitors' Evening. IPM DUBAI is noticeably developing in the right direction and, even now, we are looking forward to the edition next year."

**Joaquín Ferrandis Esteve, Managing Director, PROVEFE, S.A.:**

"We have been an exhibitor at IPM DUBAI for the first time and are very satisfied with the result. Here in the region, there was a strong demand for our product. We have met new customers from Oman, Kuwait, Qatar, the United Arab Emirates, Saudi Arabia and India."

**Harald Braungardt, Executive Member of the Executive Board, INDEGA - Interessenvertretung der deutschen Industrie für den Gartenbau:**

"This year, INDEGA was represented at IPM DUBAI 2014 with eleven exhibitors. The great interest in the fair which is being reflected in increased numbers of visitors as well has also enriched, amongst other events, our specialist lectures within the framework of the seminar programme. The opportunity to present subject-related contents in the seminars went down positively with our member firms. The good outcome of IPM DUBAI this year is making us confident about the future development of the market and about the demand for German horticultural products in the Middle East in the coming years."

**Valeria Salvador, General Manager, Fiscella Flowers:**

"We have presented our flower varieties at IPM DUBAI 2014 and met with great interest on the part of the visitors from the region. Because of the international public and the great product diversity at the fair, we really stood out with our products and were thus in a position to establish valuable business contacts. We are looking forward to further business opportunities in this interesting future market."



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**Federico Milanese, Manager for International Promotion and Public Relations, CSO - Centro Servizi Ortofrutticoli soc. Coop:**

"WOP DUBAI offers us a fantastic chance to make contacts with all the important firms in the fruit and vegetable sectors in the United Arab Emirates. Our member firms have the possibility of encountering the most important import firms and traders from the UAE and the neighbouring countries. WOP DUBAI is well-organised. We and our members are satisfied."

**Goncalo Santos Andrade, Vice President & CEO, Portugal Fresh:**

"With five firms from Portugal, we are represented on a larger booth which our marketing agent from Spain provided with a fresh and attractive design. For us, it is the second participation in WOP DUBAI. Even now, we have been able to achieve a lot of successes. During the period of the fair, we were very busy and were able to meet professional purchasers."

**Jean-Louis Colombat, Trade Marketing Manager, Pink Lady:**

"We are very satisfied with the fair. The visitors came not only from the UAE but also from Kuwait and Bahrain. The big supermarkets such as Carrefour or Geant were represented. Thus, the visitor quality is very high. For us, WOP DUBAI is the best place in order to speak with our customers."

**Anna Gorka, International Sales Director, Association of Polish Fruit and Vegetables Distributors "Fruit Union", Infinity Media Sp. z o.o.:**

"Poland has taken part in WOP DUBAI for the first time. We are very satisfied and were able to establish a large number of interesting contacts. Due to our conference during the fair, we were able to introduce our products to the Arabian market. After the fair, we will extend our new business relations even further."

**Michael Coote, Export Development Manager, AUSVEG:**

"WOP DUBAI is a very helpful platform in order to introduce the Australian vegetable industry to the market in the United Arab Emirates. The fair was well-visited. We have greeted a lot of import and export firms as well as wholesalers on our booth."



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