

WOP DUBAI 2015

INTERNATIONAL PERISHABLES EXPO MIDDLE EAST

WWW.WOP-DUBAI.COM

5-6-7 | OCTOBER

DUBAI WORLD TRADE CENTRE



An event organized by:



Strategic partner:



In Cooperation with

EUROFRUIT

YOUR ONLY MIDDLE EAST'S FRESH PRODUCE BUSINESS EXPO

WOP DUBAI 2015

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INTERNATIONAL PERISHABLES EXPO MIDDLE EAST – WOP DUBAI 2015

planetfair and Messe Essen are proud to announce the seventh International Perishables Expo Middle East taking place 5th - 7th October 2015 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 2015 is the only dedicated exhibition for fresh fruits & vegetables in the Middle East and turned to be the region's most important annual platform for fresh industry members to meet and make business.

MIDDLE EAST'S BIGGEST FRESH PRODUCE BUSINESS NETWORKING HAPPENING IN 2015

- Meet decision makers within the fresh produce sectors from over 30 countries around the world.
- Learn more about the Middle East market, one of the fastest growing regions with USD 9.2b fresh produce and imports in 2013.
- Find new alternative markets and explore the fresh produce business opportunities in UAE, the biggest fresh produce exporter in the Middle East with USD 2.4b in 2013.
- Join our new B2B platform and be part of the latest innovations and market trends.
- Close deals and sign contracts with the biggest key players and importers in the region.

8000 SQM HALL SPACE OCCUPIED.

4436 TRADE VISITORS FROM 80 NATIONS.

26% VISITORS INCREASE IN 2014.

24% MORE EXHIBITORS IN 2014.

10 OFFICIAL COUNTRY PAVILIONS.

WOP DUBAI 2015 SHOW PROFILE



Fresh fruits
Fresh vegetables
Fresh herbs, spices
Potatoes

Berries
Bio & organic products
Convenience fresh produce
Fresh juices



Pesticide control
Quality assurance
Freshness programmes
Hygiene programmes

Laboratories
Consumer services
Public awareness



Producer markets
Wholesale trade
Auctions
Marketers

Brand development
Marketing and advertising
Sales promotion/PR
Fruit arrangements



Packaging plants/systems
Processing technology
Storage technology
Labeling, bar-coding

Cold stores & system
Picking and loading
Grading sorting & packing machine
Banana ripening equipment



Transport companies
Air freight
Sea freight
Special goods transport

Fruit terminals
and ports handling
Customs clearance agencies



Associations & authorities
Fresh produce marketing
Presentations
QC & certification

Chain analysis & consultancy
Research, statistical services
Insurance and finance services
Media & fresh publications

WHO SHOULD ATTEND?

WOP DUBAI 2015 will be targeting the major categories of fresh produce industry.

A clearly structured exhibition profile covers the entire products chain on trade of fresh produce.

JOIN US NOW TO THE WINNING CITY OF WORLD EXPO 2020



EXPO 2020 إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES



EXHIBITOR ZONE

WHY EXHIBIT?

Exhibiting at WOP DUBAI 2015 will bring you face-to-face with buyers, specifiers and decision-makers from across the Middle East, one of the fastest growing markets in the world within the fresh products, fruits and vegetables industry.

The WOP marketing campaigns will target industry professionals from across the region and deliver these visitors to you in Dubai, offering you unrivalled opportunities to grow your existing business and generate new business for your organization. Fast growth and stiff competition challenge exporters, importers and retailers great chance for your products and solutions!

WHO IS VISITING?

- Wholesalers and retailers
- Hyper markets and major super markets
- Purchasers from hotels and restaurants
- Importers / exporters / re-exporters
- Medium size large scale retail distribution
- Canteen, catering services and suppliers
- Trading groups
- Juice producers
- Government authorities & Municipalities
- Foodservice operators and distributors
- Promotional organizations
- Consultants
- Media
- Grower-shippers
- Processors of value-added products
- Brokers

The visitor's country profile was limited to the GGC countries when the show started in 2009 and turned to be more and more international as per 2014 visitor's records.

**13% EARLY BOOKING
DISCOUNT UNTIL
MARCH 31, 2015.**

**10% EARLY BOOKING
DISCOUNT UNTIL
MAY 31, 2015.**

WOP DUBAI B2B BUYERS PROGRAMME

WOP DUBAI BUYERS PROGRAMME will be qualifying final decision makers to attend the platform from Purchasing & procurement directors of major fresh produce wholesaler companies in the Middle East, supermarket and hypermarket chains, hotel, restaurant chains, catering companies, juice producers, traders and retailers.

Both exhibitors and corporate buyers will set a wish list of meetings and our team of executives will schedule the business meetings and itinerary to match the maximum of both party needs.

The programme will provide the chance to add more benefits to both exhibitors and corporate buyers throughout pre-scheduled one on one business meetings and maximize the chance to close more deals onsite.

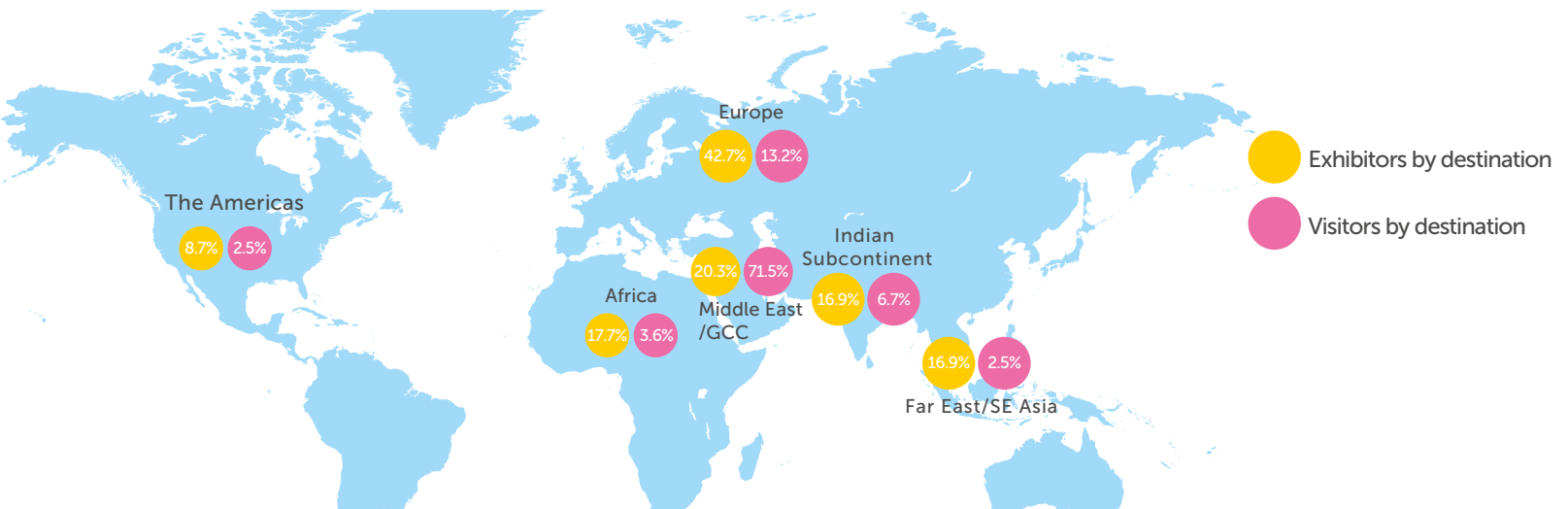
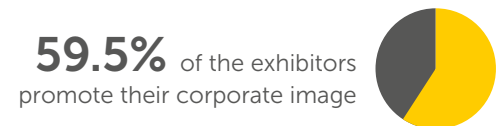
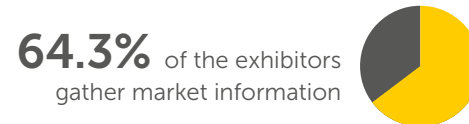
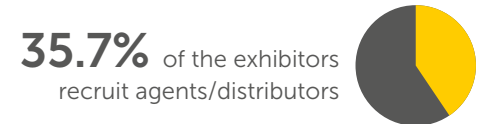
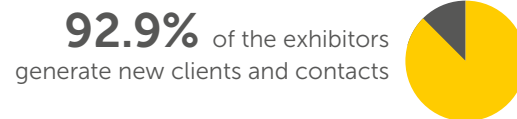
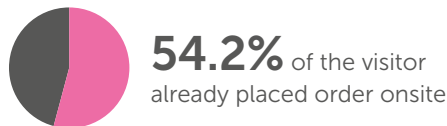
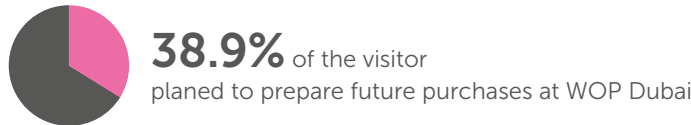
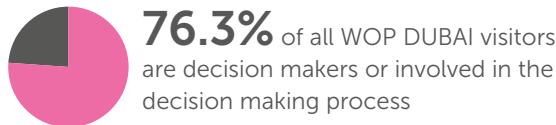
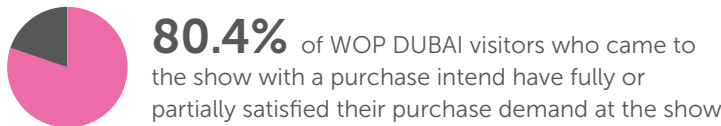




26 % visitor's increase from the last year
31 % growth on the rented space

For the fifth time, the high quality of international trade visitors has ensured that the exhibitors were highly pleased with the contacts that they have made.

Overall, **170** Participating companies from **24** nations was at WOP DUBAI 2014 with a **growth of 24%** from 2013 edition. The exhibitors presented a wide range of products and services.



WOP DUBAI 2014 SHOW REVIEW



WOP DUBAI 2014 was a tremendous success and proved to be the only Middle East dedicated show specialized in fresh fruits and vegetables.

For the sixth consecutive year the show WOP DUBAI was organized under the patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and Chairman of Dubai Municipality.

The exhibition took place November 09th – 11th, 2014 at The Dubai World Trade Centre and inaugurated by H.E. Hussain Nasser Lootah, Director- General of the Dubai Municipality in cooperation with the Dubai Municipality and Dubai Central Fruit and Vegetable Market, the Middle East's biggest market for import and export.

Overall, 170 Participating companies from 24 exhibited at WOP DUBAI 2014 and presented a wide range of products and services. They came from Australia, Belgium, China, Cyprus, Egypt, France, Germany, Greece, Italy, Kenya, Macedonia, Malaysia, Moldova, Morocco, Netherlands, Pakistan, Poland, Portugal, South Africa, Spain, Turkey, United Arab Emirates, United Kingdom, and United States.

4436 traders and industry professionals from 80 different countries visited the exhibition with a growth of 25.98 % from the last year for WOP attendance figures. 7743 visitors attended both shows with the general total growth of 26 % from WOP 2013 figures.

Your ideal platform to introduce
your fresh products & services



DUBAI MUNICIPALITY - STRONG PARTNERSHIP

For six consecutive years, the co-operation with Dubai Municipality Central Fruit & Vegetable Department was the success pillar of WOP DUBAI. WOP DUBAI 2014 was organized under the patronage of Dubai Municipality. Both Dubai Municipality & WOP follow the same goal to turn the Emirate into a worldwide trading center for fruits & vegetables.

The show was also honored to welcome H.E. Sheikha Lubna bint Khalid bin Sultan Al Qasimi is the Minister for Foreign Trade for the first time.



The partnership – with the largest center for trade and distribution of fresh produce in the Middle East – will ensure that WOP continues to be the most important meeting point of the industry in the Middle East. WOP exhibitors will be able to take full advantage of the huge purchasing potential of wholesalers and retailers from the entire Middle East.

RE-FRESH
YOUR CONTACTS

OPEN
NEW MARKETS

GROW
YOUR BUSINESS



EUROFRUIT BUSINESS FORUM

After the successful partnership in the last years, Eurofruit Congress Middle East, the fresh produce industry's leading conference for the Gulf region, is once again being organised in co-operation with WOP DUBAI.

Together with Eurofruit Business forum WOP DUBAI brought you an unparalleled exhibition and conference experience for the Middle East fresh fruit and vegetable business."

WHAT EXHIBITORS SAY ABOUT US?



It was an excellent organizing and environment. Last minutes requests were well attended and responded. Visitors wise the show was well attended and we had various kinds of interests from different clients.

Ammar Bakri
Managing Director
Al Bakrawe General Trading LLC



We are quite certain that WOP DUBAI is an excellent place to make good business contacts followed by appropriate agreements. As we can see positive perspectives of cooperation with the companies in the Middle East and the gulf region we choose an option to take part in the forthcoming edition of WOP DUBAI 2015 to reach more exposure.

Gladess Mattar
Business Development Director
Khalid Ahmad Foudeh (kaf) Group



As a Dubai based company we consider attending WOP DUBAI every year as the only platform that represents fresh produce in the Middle East region. It is a great opportunity for us to show our products, meet potential customers and open new markets

Issa Najib Khoory
Managing Director
Mirak Group of Companies



WOP DUBAI is a very promising and the best fresh produce exhibition amongst all related exhibitions in GCC/ Middle East. WOP DUBAI was able to maintain its standards, quality and dignity which are the principal keys for success especially in the field of business. We will definitely participate for the upcoming WOP DUBAI 2015.

Ali Reza Arjomandi
Director
Pan Fresh



In general we can say that WOP DUBAI was a very good event. We met many visitors from different destinations and different industries from Hotels to Hypermarkets and supermarkets as well as fresh produce retailer. We will definitely consider attending WOP DUBAI 2015 and wish you all the success.

Mennatulah Mohamed
Export Section Head.
EVAGRO for Desert Reclamation & Animal Wealth



WOP DUBAI is a platform for us to promote our company to different countries in the GCC as well as other clients worldwide. It's been a good opportunity to showcase our brand and product. I was very impressed with organization and amount of people attended as well as the quality of the trade visitors.

Ali Arjomandi
Purchasing Manager
Marhaba MTA General Trading LLC

OUR PROJECT MANAGERS AT YOUR SERVICE !



MIDDLE EAST, AFRICA &
INDIAN SUBCONTINENT

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For information about the sister event
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