



WOP Dubai: 213 exhibitors take part in plants, perishables expo

A total of 213 local, regional and international exhibitors from 40 countries are participating in the ongoing International Plants Expo Middle East (IPM Dubai) 2018 and the International Perishables Expo Middle East (WOP Dubai) 2018, being held in Dubai, UAE.

Under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, president of Dubai Civil Aviation Authority and chairman of Dubai Airports; Dawood Abdul Rahman Abdullah Al Hajiri, director general, Dubai Municipality; and Thomas Kufen, the Lord Mayor of the city of Essen, led yesterday's (October 1) inauguration of the 13th Edition of IPM Dubai, a leading horticultural fair in the Middle East, and WOP Dubai, a leading platform for fresh produce in the Middle East, which will conclude on 3rd October is being held at the Dubai World Trade Centre.



Tarek Sibai, show director, planetfair, said: "The floriculture and horticulture development in the Middle East continues to attract the global industry and IPM Dubai draws once again the participation of leading providers in the industry looking to capitalize on the opportunities especially in markets that increasingly focus on greening more spaces."

"Dubai's hosting of the Expo 2020 where building of a more sustainable and healthier environment has become on top of the agenda for many community developers and organizations. The demand for horticultural products and technologies remain high in the region and we are confident that event will set new business records," he added.

The event is also addressing the steady rise in interest within the Middle East's built environment sector to create sustainable and healthy urban communities, which has led to the increase in demand for horticulture products and green house technologies. In addition, Dubai's advanced transport and logistics infrastructure has paved for the emirate's

phenomenal trade growth and continues to provide export and import opportunities for the sector.

IPM Dubai is hosting seminars and workshops on leading trends and practices in horticulture as well as tours to key production and distribution facilities in the UAE.

The event is also showcasing a range of highly efficient and low-cost greenhouse technologies which make it feasible for enthusiasts in the region to set up their own propagation and make a profitable business.

The growing interest in farming in the UAE, with more than 35,000 farms and continuously increasing interest in organic agriculture supported by innovations in water technologies, also provides for new areas of growth in the sector.

Visitors can also expect a one of a kind floral presentation by the German Florists Association (FDF) and Floranow through two days of free to attend workshops. German floral designers are showcasing luxury floral wedding designs that

would make any wedding celebration a truly memorable one.

As in the past, IPM Dubai is being held simultaneously with WOP Dubai. Visitors of the latter can expect to witness innovative offerings that cater to the fruit and vegetable sectors from over 80 countries seeking to serve the region's fresh food sector.

Malaysia is participating at WOP Dubai for the first time and is hosting a Country Pavilion led by the Ministry of Agriculture and agro-based Industry Malaysia.

The Malaysia Pavilion is showcasing the country's wide range of agricultural goods and services, in line with its efforts to promote its agricultural transformation and expansive network on agro-based processing and marketing.

The event fittingly addresses the sector's demand for storage and logistics for these perishable goods and is introducing a new segment in this edition focused on logistics and cold chain business in the Arab Gulf region, opening new growth opportunities for the sector. ♦

