

WOP Middle East & IPM Middle East 2014 to focus on region's robust trade in fruits, vegetables, plants and flowers



To throw the spotlight on the region's burgeoning trade in fruits and vegetables, the International Perishables Expo Middle East (WOP 2014) will take place from November 9 to 11, 2014 at the Dubai World Trade Center. Under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and Chairman of Dubai Municipality, the sixth edition of WOP 2014 will explore upcoming opportunities and latest market trends in the region's food trade. Organized by planet-fair LLC, WOP Dubai is the GCC's only dedicated exhibition for fresh edible food.

As UAE has emerged as a leading hub for trade of fresh fruits and vegetables along with flowers and plants. According to the 2014 UN Comtrade Report, UAE imported AED 3 billion worth of fruits and vegetables during the first half of 2014. The same source has also reported that AED 60 million worth plants were imported by the UAE during the same period. The robust activities in the real estate and tourism sectors along with growth in population have fueled the

demand for fresh food products and plants.

WOP Middle East 2014 will be held concurrently with the 9th IPM Middle East: International Plants Expo Middle East, the region's only dedicated horticultural exhibition. Co-organized by planet-fair and Messe Essen, IPM Middle East 2014 will be held under the patronage of H.H. Sheikh Ahmed Bin Saeed Al Maktoum - President of Dubai Civil Aviation Authority, and Chairman of Dubai Airports. Based on the themes of Plants and Flower, the event will discuss numerous local and regional opportunities offered by the horticultural trade. Participants will have access to a host of plants, trees, palms, landscape equipment, hardscape products, irrigation and production equipment, business services and garden center supplies.

Tarek Saibai, Project Manager, planet-fair, said: "Due to the rapid population growth in the GCC's population, the region has registered an increase in demand for fresh fruits and vegetables. The WOP Middle East 2014 will be a perfect platform for exhibitors to network with regional stakeholders and business leaders to further boost the trade in food products. With the new found economic vigor in the GCC, the demand for fresh flowers and



plants has increased tremendously in the region. Dubai's leading position as the regional hub for trade in flowers and plants makes it an ideal venue for the IPM Middle East to develop strategies and industry best practices for further growth. Both events promise to be bigger and better than previous editions and we are confident that it will conclude with the signing of several important deals, benefiting both traders and exhibitors."

WOP Middle East 2014 will take place in cooperation with the Dubai Municipality and Dubai Central Fruit & Vegetable Market, the region's largest market for fruits and vegetables. In addition, Eurofruit Business Forum, a series of 60-minute sessions on key themes in fresh produce business in the Middle East, will also take place during the event. The forum will discuss carefully chosen topics to help participants who are looking to expand their businesses in the region. IPM Middle East will host several events, including seminars and The Wedding Floral Design Competition Dubai 2014. ♦

