



Middle East's increasing demand for fresh produce

WOP DUBAI 2017 - The only exhibition that brings together professional businessmen to set one goal in one place and it is the only exhibition dedicated to fresh produce industry in the Middle East will take place from 5 to 7 December 2017. With its rapid growth and recognized in fresh produce industry as the key international trade event for business leaders, International Perishables Expo Middle East - Dubai's most international and celebrated event of its kind and an excellent platform that fruit & vegetable sectors around the world to showcase innovative and fresh unique business concepts.

The growing populations of Bahrain, Kuwait, Oman, Saudi Arabia and the UAE, also called a Gulf Cooperation Council (GCC), point to increased dependence on imported food staples. Food imports are projected to grow to US\$53.1 billion by 2020. Major factors



driving the GCC market include growing domestic and expat population, rising health consciousness among the population, changing tastes and preferences, and growing disposal income leading to higher consumption of nutritional foods as part of stable diet. The United Nations[™] figures reveal the population of GCC countries jumped by 18.9 percent in the last five years. In countries like Saudi Arabia the birth rate has topped 20 percent consistently in recent years. According to a report published by the Economist Intelligence Unit, by 2020 the GCC population is forecast to reach 53.5m, a 30 percent increase over the level in 2000.

Opportunities at WOP DUBAI 2017 - your link to success!

WOP DUBAI 2017 is the only event and the perfect business platform for fresh produce industry in the Middle East. It is professionally operated and organized by Planetfair Dubai LLC and Messe Essen, which offers exhibitors an opportunity to present their business in several

trade sectors at different locations. Planetfair Dubai LLC and Messe Essen has gained credibility on its service quality and performance during WOP DUBAI in the last few years.

What makes UAE as an important gateway to the Middle East?

Over the years, the UAE has emerged as a kingpin of the region, and today is a vital link in developing the region's economy. UAE comprises seven emirates and has thriving economy - one of the highest in the world. UAE fresh produce imports and figures reflect the rapid growth of the country where it ranks No. 1 importer in the Middle East.

Market overview logistics & cold chain

Gulf States import an estimated 5 million tons of fresh fruit and vegetables annually, with a value of over 3 billion dollars. Among the Gulf States, the most important market is the United Arab Emirates, with a share of more than 40%, followed by Saudi Arabia with more than

30%, Qatar and Kuwait, both with just under 10%, and Oman and Bahrain.

(Fruits and Vegetables report 2015 - ITC INTERNATIONAL TRADE CENTRE)

According to UN Comtrade, a repository of social trade statistics and relevant analytical tables, showing that the United Arab Emirates is ranked Number 1 in the importation of fruits and vegetables among Arab and GCC countries and ranked 16th internationally.

The repository, which contains both annual and monthly trade statistics, showed that the country has imported over Dh12.6 billion (US\$ 3.4 billion) worth of fruits and vegetables in 2015 - US\$ 8.1 billion worth of fruits and US\$ 4.5 billion worth of vegetables.

According to UN Comtrade TRADE MAP the top exporters of fresh fruits and vegetables to the UAE are the United States that comes first then India, South Africa, Philippines, Australia, Egypt, Spain, France, Italy and Chile. ♦

