

WOP DUBAI 2013

International perishables Expo Middle East

WOP DUBAI provides a unique business-driven and practical environment by having a much focused industry profile related only to fresh produce.

Meet new potentials and find new markets. Strengthen the relationship with existing customers. Evaluate your completion in the market. Get updated with innovations and market trends.

International perishables expo middle east - Dubai 2013

WOP DUBAI 2013 is the only dedicated exhibition for fresh fruits and vegetables. Middle East turned to be region's annual platform for fresh industry members to meet and make business.

Middle east market overview

Dubai is linking one of the fastest growing consumer markets, the Arabian Gulf, with producer markets in the region.

The role of Dubai as a hub for further re-export to other GCC countries should not over or underestimated.

As per the statistics of 2010, 2011 and 2012, the high figures of re-export prove the usual title of Dubai to be a re-export center in the region.

WOP DUBAI 2012 was a great success and proved to be the only Middle



East dedicated shows specialized in fresh fruits and vegetables as well as flowers and plants. For the fourth consecutive year, 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.

Dubai Municipality - strong partnership

For four consecutive years, the cooperation with Dubai Municipality Central Fruit & Vegetable Department was the success pillar of WOP DUBAI. WOP DUBAI 2012 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 inaugurated by H.E. Hussain Nasser Lootah,



Director General of the Dubai Municipality.

Dubai Central Fruit & Vegetable Market, the region's largest market for fruits and vegetables developed a partnership with WOP DUBAI.

WOP exhibitors will be able to take full advantage of the huge purchasing potential of wholesalers and retailers from the entire Middle East.

WOP DUBAI is a platform for exhibitors to promote their company to different countries in the GCC as well as other clients worldwide. WOP DUBAI is the right place to present and launch in the market new trends concerning the fresh fruit and vegetables in the region. ◆

