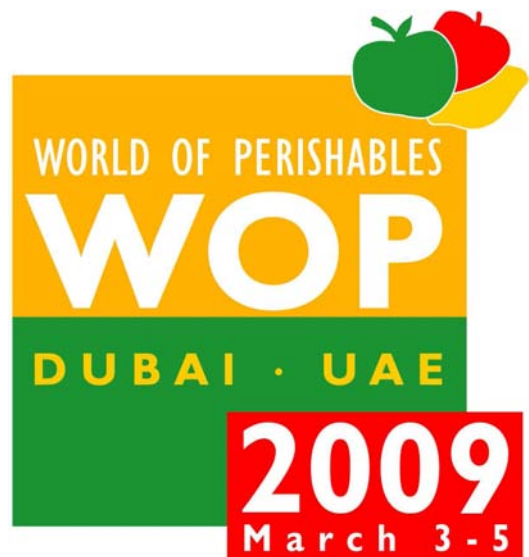


After Show Report **WOP DUBAI 09**



World of Perishables

The first specialized trade show for fresh produce in the Middle East Airport Expo Dubai, 3 – 5 March 2009

1 Executive Summary

The premiere of World of Perishables -WOP DUBAI was held under the patronage of Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance for UAE, & Chairman of Dubai Municipality turned out to be even more positive than the expectations.

Even under the circumstances of a deep global recession a new trade exhibition for fresh fruit and vegetables could be successfully launched which proves the strong fundamentals of the fresh produce market in the region.

80 exhibitors from 18 countries participated in the new fair and presented to the 1,686 visitors their products and services from the fields of fresh goods, goods security, technical equipment, transport, trading and services. And there was a good response amongst the experts too. The WOP Conference which was organized together with the Eurofresh publishing house and dealt with subjects such as market opportunities or logistics and food safety too was also very well-visited.

In the next few years strong growth can be expected.

The following report gives comprehensive information on the concept, research, the preparation, marketing, organization as well as exhibitors, visitors, conference and the feedback of the participants.

2 Research and Concept

2.1 Idea

Based on the tremendous growth and success of IPM DUBAI (300% growth within 4 years from 90 to 240 exhibitors) Planetfair got increasingly in contact with retailers and wholesalers dealing in flowers/plants and fruit/vegetables. The Dubai Flower Centre, strategic partner of IPM since its inception with a growing cargo load of f/v also confirmed the need of an exclusive trade show for the fresh produce industry.

From these contacts there were more and more indicators, that fresh fruit and vegetables is a fast growing multibillion Dhs. Market.

As for many sectors Dubai is the regional hub for the fresh produce trade but has been lacking an adequate forum and meeting point. Before WOP there was no specialized trade fair, nor in the UAE, nor in the Gulf, nor in the entire Middle East.

2.2 Market Research

Before taking the decision on organizing WOP the organizers conducted an extensive research on the strength and outlook of the f/v market to justify a new trade show.

Demand, Buyers, Visitors

Between March and May 2008 planetfair visited leading importers/re-exporters, wholesalers, retailers, hypermarkets/supermarkets, hotels and caterers, packaging and transport/logistic companies. The research was not limited to Dubai and the UAE but included meetings in Qatar, Oman, Kuwait and Saudi Arabia. **Market participants widely welcomed the idea to conduct a specialized trade show.**

Based on the statistics of the Dubai and UAE customs the data of import and re-export and its development re-confirmed the high potential and challenges of the fresh produce sector.

A copy of the market report, which will be updated by May 2009, is attached.

Exhibitor Interest

The research for the interest of growers and exporters world wide to tap the lucrative Gulf markets was concentrated on *Fruit Logistica Berlin 2008* and *Gulfood Dubai 2008*.

A team of 9 people from Messe Essen and Planetfair contacted 350 exhibitors of *Fruit Logistica*, the world's leading exhibition.

Many leading companies had heard about the rapid development of the Gulf region but had been concentrating on the export markets in Europe and the US.

With more volatile world food markets, the Middle East is becoming an attractive alternative target.

At *Gulfood* only 0,4 % of the exhibitors exclusively offered fresh fruit and vegetables and another 0,8% in combination with processed food. (20 / 24 out

of 2965 total exhibitors. Moreover these were scattered across all halls. Almost all responsible marketing and export managers visited at Gulfood welcomed the idea of WOP.

2.3 Concept

The concept of WOP is to create a marketplace for the increasing trade and demand of produce, technology, packing and logistics to handle perishables. Traders face increasing competition supplying fresh fruit and vegetables on a year-round basis.

WOP invites exhibitors to offer solutions to exporters, importers, wholesalers and retailers to:

- Source fresh products
- Reduce post production, post harvest losses
- Keep the quality by appropriate packing
- Keep delivery times short, organize transport and transshipment
- Apply cool chain to retain freshness.

WOP focuses on trade visitors from the Arabian Gulf, the Middle East, Iran, India and Pakistan but attracts professionals from Asia and Europe as well. Being a pure business to business event WOP is accompanied by a conference to exchange know how and the latest trends.

3 Patronage and Strategic Partnership with the Dubai Municipality

3.1 Agreement

During the market research process it became soon clear, that managed and developed by the Dubai Municipality the Al Aweer Central Fruit and Vegetable Market is the heart of the regions fresh produce trade.

The Dubai Municipality had identified the same trends and the need for a specialized trade fair to serve the fresh fruit and vegetable industry. On August 21, 2008 a Memorandum of Understanding and an Action plan was signed between the DM and Planetfair to prepare WOP 2009.

3.2 Patronage

WOP was granted the patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Chairman of Dubai Municipality. This was a clear sign of the importance of WOP for the Dubai government. For the organizers the patronage helped to launch a new event with no record.

3.3 Cooperation

The cooperation with DM was one of the anchors for the success of the 1st edition of WOP. Selected joint actions:

- Joint Presentation to 25 tenants in September 2008
- Joint Press Conference on February 17th.
- Invitation letters and follow up to tenants
- Outdoor advertising at the wholesale market

3.4 DM stand at WOP

The organizers provided to DM the space and an individually designed stand. It was located at the entrance of the exhibition hall. International visitors from all over the world could get first hand information from an independent organization about market conditions, food safety and how to conduct fruit and vegetable business in the UAE (pictures see Fotoreport).

4 Supporters

4.1 Dubai Flower Centre

As the DFC is developing to be the regional air freight transshipment centre for fresh fruit and vegetable it supported WOP from the very start. Being a strategic partner for IPM in particular the joint presentations in East Africa contributed to participations from Ethiopia, Kenya and Tanzania.

5 Media Partners – Trade Magazines

5.1 Eurofresh

Eurofresh is a leading specialized publication published in Spain. With 10.000 copies circulation it is distributed in Europe (focus on Mediterranean and Russia) and Latin America. Eurofresh successfully supported the marketing particularly in Spain and co-organized the conference. 4 full page colour ads and a wide editorial contributed to the attendance of visitors from more than 60 countries. Eurofresh also widely covered WOP in the March issue.

5.2 Middle East Food

We agreed with the leading food magazine in the Middle East to cover WOP. In exchange "Middle East Food" was represented with a stand at WOP.

5.3 Hotelier / Caterer / Retail Middle East

The cooperation with the ITP publishing house covered some of the few established trade magazines and covered the hotel, catering and retail industry in the Middle East. Full page advertisements in the January and February issues of Hotelier ME, Caterer ME and Retail ME as well as banner advertisement in 3 e-newsletter and an additional banner in the web-portal was an important element to attract visitors from the hospitality industry.

5.4 Food Business Gulf and Gulf Agriculture

Both magazines covered in particular the professionals of the UAE and the Gulf region. The cooperation was not limited to advertisements but included email newsletters sent to the 10.000 database of Al Saad publishing.

5.5 Fructidor

Fructidor.com is the International Sourcing Guide. With an ad in the Africa & Middle East Section WOP was exposed to major suppliers and buyers of the region.

5.6 Fruittimes

The cooperation with the only bi-lingual magazine in China (English and Chinese) with a database of 70.000 companies extended the promotion to China, Hong Kong and Taiwan. Fruittimes published the WOP press releases and full page advertisements. They attended the exhibition with a stand and will cover the exhibition in their April issue.

5.7 ORTOFRUTTA ITALIANA

The cooperation with the bi-lingual trade fruit magazine in ITALY (English and Italian) with an average circulation of 7.500 companies extended the promotion to Italy & Europe (extra circulation in the most important trade exhibitions like 4,000 extra copies in FRUIT LOGISTICA – Berlin and MACFRUT – Cesena (Italy). Ortofrutta Italiana published the WOP press releases and full page advertisement. They will cover the exhibition & Middle East market (Esp. Dubai)in their March 09 issue.

6 Organizers

WOP is a joint venture of Messe Essen GmbH Germany and planetfair Dubai LLC. Messe Essen is Germany's 8th largest exhibition company and organizing 50 trade and consumer shows in Germany and 5 countries. Planetfair is based in Hamburg Germany and organizes 25 events in 12 countries.

Its daughter company in Planetfair Dubai LLC is responsible for all activities in the Middle East.

Since 2006 Messe Essen and planetfair have successfully developed IPM DUBAI. The leading horticultural trade show has tripled in size within 3 years. WOP is the continuation of this fruitful cooperation.

7 Exhibitor Marketing and Sales, Promotion and Advertising

7.1 Attendance of International Exhibitions/Congresses

Planetfair and Messe Essen visited

- Fruit Logistica 2008 and 2009
- SIAL Paris
- World of Food Moscow
- Gulfood 2008
- Hortec Nairobi 2008
- Eurofruit Middle East Congress 2008

The direct contact to associations and hundreds of exhibitors has been an investment not only for WOP 2009 but also for the following years.

7.2 Direct Marketing

Based on many international directories and trade fair catalogues the organizers developed a database which was penetrated by:

- Mailings of the 1st and 2nd edition of the exhibition brochure
- 2 Fax shots in the Middle East

- Targeted email shots in particular before large exhibitions with the offer of personal meetings.
- Telemarketing to app. 1500 companies

7.3 Advertising

The organizers advertised in specialized magazines for Fruit and Vegetables in Europe, Asia and the Americas.

7.4 Presentations to Associations

Planetfair presented WOP to:

- 15 members of JEPA (Growers Association) in April 2008 in Amman, Jordan
- 10 members of Proexport, Murcia/Spain in September 2008 in Moscow and February 2009 in Berlin
- 25 members of the Kenyan Horticultural Association in October 2008 in Nairobi, Kenya
- 18 members of the Ethiopian Horticultural Association in December 2008 in Addis Ababa, Ethiopia



Presentation of WOP and IPM in Nairobi in November 2008 with 25 attending growers and exporters

7.5 Sales Meetings

In the UAE the sales team used any chance to meet interested companies face to face. Even if many companies did not decide to participate in the first event, many of them due to the global economic downturn the build up of personal contacts will pay off for future editions of WOP.

7.6 Al Aweer market

With the help of the Dubai Municipality Planetfair met all major importers and wholesalers of the Al Aweer wholesale market.

8 Visitor Promotion

8.1 Database Development

Over a period of 12 months Planetfair has developed an online based database. The resources were concentrated on the GCC countries. Sourcing from directories, associations and personal contacts, 1900 records all with names and positions have been added with the main target groups:

- Grower/Producer
- Importer/Exporter
- Wholesaler
- Hypermarket/Supermarket
- Packing/Distribution
- Transport/Handling
- Hospitality
- Association

The organizers have developed and invested in a tailor made online based system, which allows the multi usage of different agents with a control hierarchy and dedicated rights. The system is designed to respond to the rapid growth of the database in the coming years.

In addition Planetfair generated app. 6000 additional data related to WOP.

8.2 Webpage

Planetfair developed an internet platform which was updated with all necessary information:

- Concept
- Market information
- Dates&Facts
- How to book a stand /Agents
- Import regulations
- Visitor information / Travel Service
- Exhibitor list
- Press releases and News
- Conference and Matchmakings
- Registration

The precise updated information contributed to the high quality of visitors. By giving transparent information visitors new before attending the exhibitors of their interest. Registrations for both exhibition and the conference were directly connected to the database.

8.3 Pre-registration

The database is directly connected to the pre-registration system of the WOP internet platform. 530 professionals pre-registered for WOP 2009 and benefited from the advantages of fast access.

8.4 Direct Marketing

The Planetfair database with identified contacts was penetrated with various email announcements and two fax shots and a mailing of the brochure. All decision makers received their invitation with a personal letter.

In addition to our own database Planetfair generated a database of more than 8000 records without identified decision makers from various sources, which were mailed an invitation ticket as well as faxed and emailed.

The organizers distributed 35.000 invitation tickets by direct mailings and insertions in specialized magazines.

8.5 Classic Advertisement

As the offer of specialized magazines in the Middle East does not reach all professionals of the F/V industry, the organizers decided on a broad and expensive media campaign in the business pages of the leading daily newspapers in the UAE and in the Gulf countries.

Insertions:

Title	No. of Ads	Feb - March
Gulf News		
10X8 COLOUR,G4 Business Section - Any Inside page: SNP	3	24 Feb - 1 Mar - & 3 Mar
Khaleej Times		
BUSINESS SECTION*10X6,SNP Full Colour 61-100 cc	2	25 Feb & 4 Mar
Al Khaleej		
BUSINESS SECTION *10X8,INSIDE PG Color	3	24 Feb,1 Mar & 3 Mar
Al Bayan		
BUSINESS SECTION*20X4,INSIDE PG COL. FULL:COLOUR	2	1 Mar & 25 Feb
Al Sharq Al Awsat [KSA]		
INSIDE PAGES B/W*20X4,ALL EDITIONS	2	22 Feb & 25 Feb
Arab News [KSA]		
INSIDE PAGES*20X4, B/W	1	22 Feb
Al Rai [Kuwait]		
INSIDE PAGE*10X8,BW	2	22 Feb & 25 Feb
Al Watan - Arabic [Kuwait]		
INSIDE PAGE*10X8,BW	2	22 Feb & 25 Feb
AL AYAM (Bahrain)		
INSIDE PAGES*10X8,BW	2	22 Feb & 25 Feb
Akhbar Al Khaleej (Bahrain)		
INSIDE PAGES*10X8,BW	2	22 Feb & 25 Feb
Al Sharq Daily (Qatar)		
B/W*10X8,INSIDE PAGES	2	22 Feb & 25 Feb
Arrayah (Qatar)		
B/W*10X8,INSIDE PAGES	2	22 Feb & 25 Feb
Al Watan [Oman]		
MAIN SECTION B/W *10X8,INSIDE	2	22 Feb & 25 Feb
Times of Oman		
MAIN SECTION B/W *10X8,INSIDE	2	22 Feb & 25 Feb

Examples of Advertising Arabic and English:

الإحصاء الإحصائي عددا عن المرید من التفاصيل بشأن أداء الاقتصاد في الربع الأخير من العام الماضي. واتهم الخبير الاقتصادي فالتر بعض الشركات والسياسيين في ألمانيا بتجميل الوضع الاقتصادي في بلاده وطالب باعتماد برنامج عالمي لإنعاش الاقتصاد تحت إشراف الرئيس الأمريكي الجديد باراك أوباما. (د.ب.ا)

نسبة تقلص الاقتصاد عن 7.5%، ورغم أن خبراء اقتصاد آخرين يخشون تعرض الاقتصاد الألماني لأخطر ركود في تاريخه الحديث منذ الحرب العالمية الثانية، إلا أن فالتر يراهم أقل تشاؤما منه. وتتراوح التنبؤات الحالية للتقلص المتوقع في الاقتصاد الألماني بين 2 إلى 3%. ولكن فالتر توقع في ديسمبر/ كانون الأول الماضي بأن يتقلص إجمالي الناتج

واتهم شتييج من سماهم «خبراء خارجيين» من أمثال كبير اقتصاديي مصرف «دويتشه بنك» الألماني بشكل غير مباشر بإعطاء تكهنات بشكل أسبوعي ثم تصحيح بياناتهم في كل مرة مضيفا: «غير أننا نراهن على نوع من الثبات والاستمرارية وليس على التكيف مع أي تنبؤات لذا فنحن نريد انتظار بيانات معقولة، بيانات يمكن الاعتماد عليها من الربع السنوي الأول».

تحت رعاية سمو الشيخ حمدان بن راشد آل مكتوم
نائب حاكم دبي وزير الداخلية ورئيس بلدية دبي



WORLD OF PERSONNEL
WOP
DUBAI UAE
2009

المعرض الدولي التجاري للخضار والفواكه في الشرق الأوسط

٥ مارس،
٢٠٠٩
١ صباحاً - ٦ مساءً
إكسبو مطار دبي

معرض WOP هو أول معرض تجاري متخصص يركز على الفواكه والخضار الطازجة في الشرق الأوسط.

- المنتجات الطازجة
- سلامة البضائع
- المعدات التقنية
- خدمات النقل
- التجارة
- محاضرات في ٤ مارس

الموظمون





بلدية دبي
DUBAI MUNICIPALITY



www.wop-dubai.com • wop@planetfair.com

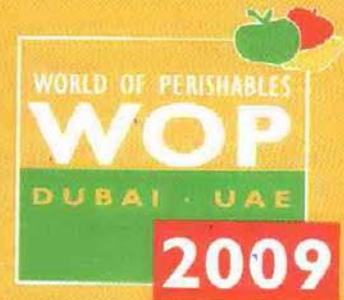
ل على: +٩٧١ ٤ ٣٣١٤٥٧٠

Under the Patronage of His Highness Sheikh Hamdan Bin Rashid Al Maktoum - Deputy Ruler of Dubai, Minister of Finance, and Chairman of Dubai Municipality

WOP DUBAI INTERNATIONAL PERISHABLES EXPO MIDDLE EAST

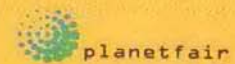
March 3-5, 2009
AIRPORT EXPO DUBAI

Fresh Products | Goods Safety | Technical Equipment
Transport Services | Trade



www.wop-dubai.com

Organisers

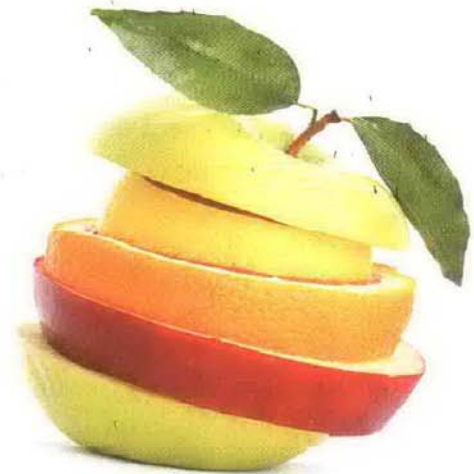


WOP - The International Trade Fair for Fruit and Vegetable in the Middle East.

The booming Arabian Gulf economies annually import fresh fruits and vegetables worth more than 3 bn US\$ with double digit growth rates.

WOP – World Of Perishables Middle East is the first dedicated marketing and communication platform for fresh produce in the global trade, re-export and logistic hub of the future – Dubai.

A pure business to business event, attracting exhibitors from 5 continents and visitors from the Middle East and the Sub Continent – **WOP** is a business opportunity you can't afford not to have a taste of!



More information: www.wop-dubai.com
 Fax +971 43311570
wop@planetfair.com

In cooperation with



supported by



Media Partner

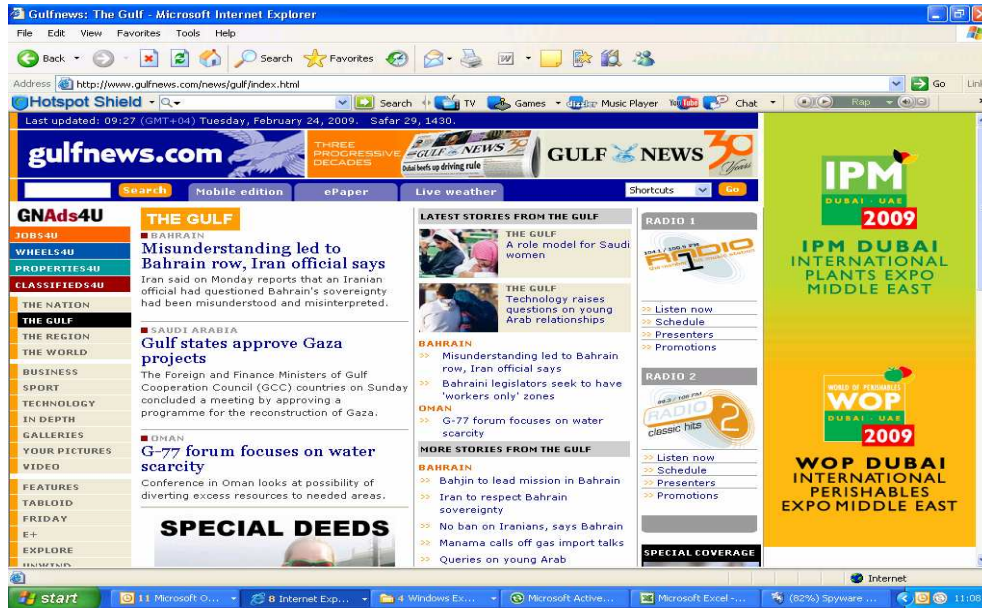


8.6 *Electronic Advertisement*

Internet usage is permanently increasing in the Middle East. The advertising agency PRISM was requested to research on the most efficient electronic media. Gulf News, Arabian Business and Ameinfo were chosen.

Arabian Business	Mailbox	Mailer (640 px width)	Targeting people from Agriculture, Horticulture Traders,	10,000
Ameinfo	Run of site	Leader board 728x 90	GCC impressions	100,000
Gulf news	Nation Page, Home page, Business Page. ROS	Space banner 220 x 550	GCC impressions	100,000
Hotelier Middle East		Marquee banner		

Advertising in Gulf News Online



8.7 Outdoor Advertisement in the Central Dubai Fruit and Vegetable Market

As a part of the Marketing plan the Dubai Municipality granted the rights to advertise at the Al Aweer market. From January to March at 4 prominent roundabouts and the 2 unloading areas WOP was announced to the visitors of the market, which amounts up to 10000 daily.



3x4 m outdoor advertising at a prominent round about at the Central Dubai Fruit and Vegetable Market

8.8 Personal Distribution in the UAE

A team of 3 people was distributing invitations to WOP personally. We concentrated on:

- Wholesalers on the Al Aweer market in Dubai
- Wholesalers at the F/V markets in Sharjah, Abu Dhabi and Al Aim
- Section Managers and Buyers in all UAE Hypermarkets

8.9 Visitor Marketing in the GCC

Although visitors from 44 countries attended WOP, the marketing focus was the GCC countries.

Beside the Gulf-wide campaign in the leading daily newspapers direct marketing activities and personal distributions effectively attracted key buyers and decision makers. The face to face contacts contributed to the exact identification of decision makers and submission of personal invitations.

- Specialized mailing in KSA by the German-Arab Chamber of Commerce, with follow up faxes and emails
- 2x visit of the Al Mawallah Central Market in Muscat/Oman with distribution of brochures and .invitations
- Visit of the Central Market located on Salwa road in Doha/Qatar – information of 25 to 30 companies
- Visit of the Central Market in the Shuwaikh district of Kuwait. As not all players are located at the market, other leading companies like Suma fruit were interviewed and invited to the exhibition.

99 professionals from the GCC (except UAE) have visited WOP and around 35% were personally contacted by the organizers.

9 Press and Public Relations

9.1 Press Conferences

WOP was first announced to the UAE media to feature the signing ceremony of the agreement between the Dubai Municipality and Planetfair on August 24, 2008. (See coverage of "Al Khaleej" in the attached report.

9.2 Media attendance during WOP

During the inauguration and all three days of the exhibition WOP was well covered by national and international media. The media sponsor "Eurofresh" broadly covered the exhibition and interviewed many exhibitors with an emphasis on the leading UAE importers. Also "Eurofruit" the other leading magazine was present at the exhibition and the conference.

All leading daily newspapers and 4 TV stations attended WOP.

9.3 Press coverage

The following list reflects only the coverage which was identified by the PR agency POLARIS and Planetfair. There might be more coverage not clipped. Secondly we expect more after show reports in the weeks to come.

A full report of all articles is also attached. The media campaign was designed for both WOP and IPM together. One of the positive synergies of holding the two events simultaneously is that both sister event could attract together more media awareness than being a stand alone exhibition.

Summary of media coverage

Publication	Date	Size (col.cm)	Circulation
Dubai Municipality Signing Ceremony			
Al Khaleej (Business)	22. Aug	33	150.000
Twin Horticultural Exhibitions IPM and WOP DUBAI 2009 Today			
Al Ittihad (Supplement)	07. Mrz	240	94.275
Al Khaleej (Business)	04. Mrz	63	150.000
Al Ittihad (Supplement)	04. Mrz	112	94.275
Al Bayan (Business)	04. Mrz	120	94.550
Akhbar Al Arab	04. Mrz	48	59.300
Khaleej Times	04. Mrz	106	86.400
Gulf News (Business)	04. Mrz	8	116.590
Kul Al Usra	18. Mrz	1 page	104.250
Gulf Marketing Review	March	18	14.730
Ameinfo.com (English)	03. Mrz	n/a	n/a
Tradearabia.com	03. Mrz	n/a	n/a
IPM DUBAI triples in size in three years			
Al Bayan (Business)	02. Mrz	25	94.550
Al Khaleej (Business)	02. Mrz	33	150.000
Akhbar Al Arab	02. Mrz	24	59.300
Khaleej Times (Business)	01. Mrz	51	86.400
Akhbar Al Arab	27. Feb	70	59.300
Dubai's Greenification Projects and Strategic Location boost perishables industry			
Gulf Today	18. Feb	78	43.500
Al Bayan (Business)	18. Feb	200	94.550
Al Khaleej (Business)	18. Feb	81	150.000
Al Sada	22. Feb	43	93.600
Ameinfo.com (English)	18. Feb	n/a	n/a
World of perishables makes its debut in DUBAI			
Gulf News (Business)	18. Feb	6	116.590
Gulf Today (Business)	14. Feb	78	43.500
The National (Business)	11. Feb	8	90.000
Akhbar Al Arab	11. Feb	75	59.300
Al Khaleej (Supplement)	11. Feb	28	150.000
Al Fajr	11. Feb	60	25.000
LOG Middle East	February	108	15.000
Ameinfo.com (English)	10. Feb	n/a	n/a
Zawya.com	10. Feb	n/a	n/a
Ameinfo.com (Arabic)	10. Feb	n/a	n/a
TV coverage - IPM and WOP DUBAI 2009			
Dubai TV	05. Mrz		n/a
City 7 TV	05. Mrz		n/a
ZEE TV	06. Mrz		n/a
Decision Makers TV	05. Mrz		n/a
Trade Magazines			
Cargo Village	October 2008	1	n/a
Middle-East Magazine	December 2008	1	71.170
Fruittimes	December 2008	1	13.000
Eurofresh	December 2008-March 2009	13	11.700
Gulf Agriculture	Januar-February, 2009	2	13.450
Food Business Gulf & Me	Januar-March, 2009	3	10.150
LOG Middle-East	February 2009	3	15.000
Landscape	March 2009	3	5.552
Gardens Magazine	17-19 May (fourth Issue), 2009	1	12.500

10 Official Inauguration

His Excellency Khalid Ahmed Bin Sulayem, Director General of Department of Tourism and Commercial Marketing (DTCM) inaugurated the two sister shows. He emphasized the importance of quality fruit and vegetable for the hospitality industry.



He was joined by Dr. Salah Amiri, Assistant Director General of the Dubai Municipality General Support Services Sector, Mr. Khalifa Abdullah Hareb, Director of the Properties Department, Dubai Municipality and Mr. Ali Al Jalaff, Vice President Cargo of Dubai Airports. From international side His Excellencies Mr. Tengku Sri Panglima Ibni Al Marhum Sultan Mahmudm, Chairman of Regency Advisory Council Terengganu Malaysia and Minister Jorge Rueda Sousa, Ministry of Agriculture of Mexico most prominently joined the opening ceremony. Both Malaysia and Mexico are planning to organize an official participation at WOP 2010.

His Excellency Khalid Ahmed Bin Sulayem toured IPM and WOP more than 45 min and personally greeted various exhibitors. After the tour he took the time to discuss in the Majlis-VIP lounge with the organizers how the DTCM and the organizers can jointly promote to attract the hotels.

11 Exhibitors at WOP

11.1 General remarks - Market Circumstances

WOP was the first specialized exhibition for fresh fruit and vegetables. As many specialized debut shows, its size was rather small. Many companies come and have a look in the first year before taking the risk to invest in a new market. WOP had 80 exhibitors from 18 countries, 53 had booked their own stands, and 27 were represented by other companies or National Horticultural Associations (for example Kenya, Ethiopia). Because of the dramatic developments starting from October 2008, the main sales period fell in a time of free economic fall. To cut cost in these steep recession times one of the first measurements of companies is to axe marketing expenses. Trade fairs are the most expensive marketing tool.

We would estimate that under economic prosperity WOP DUBAI 2009 would have been by 60% to 80% larger.

At the other hand it is evidence of the market fundamentals for fresh F/V and the concept of WOP that the organizers could enroll a new trade show in this difficult environment.

WOP was small in size, but had a very clear and focused offer of products and services concentrated on F/V never seen before in the region.

11.2 Country pavilions and group participations

WOP and the potential of the Gulf region for fresh F/V were intensively marketed to international associations (see also 6.3.), trade promotion agencies and ministries. For many countries this investment will pay off in the medium term. However the premiere of WOP 2009 enjoyed the participation of:

- Egyptian official participation organized by the Egyptian Exporters Association Expolink
- Jordanian Exporters&Producers Association for Fruit&Vegetables (JEPA)
- Association of Growers-Exporters of Fruit&Vegetables in the region of Murcia / Spain- Proexport
- Ethiopian Horticulture Producer Exporters Association (EHPAE)
- Horticultural Crops Development Authority

(See Photo Report)

11.3 UAE participants

The concept of WOP was welcomed by leading UAE companies from the start. The fact that

- Fresh Fruits Company
- Unifrutti Asia
- Barakat
- Shokri Hassan
- Farzana
- Jaleel Traders
- Mehtab
- Rui Feng
- Green Belt Trading

joined WOP 2009 reflects the need of the industry for a specialized meeting, information and trade platform. None of these companies attended any other trade show in 2008 and 2009.

The success to attract the local market leader would not been possible without the strong backing and support of the Dubai Municipality (see 3.) which was also presented at WOP with a large presentation full of useful information for the visitors.

11.4 Exhibitor Survey

All exhibitors were requested to fill in a questionnaire on their feedback and success of their participation, which were returned by 75%.

- 75.3% attested a good and sufficient advertising and promotion of WOP to the organizers
- 91,4% of the exhibitors evaluated the services and organization provided by Planetfair/Messe Essen as good or very good
- 68,6% had reached their visitor target groups
- For 72% the expectations of the participation were fulfilled
- 68,8% have negotiated orders during WOP and expect a positive after-show-business
- 45,5% found the quantity of visitors as good and 33% fair
- 64% evaluated the quality of visitors good and very good.
- 54,2% of the exhibitors will definitely take part in WOP 2010. 42,9% will decide later depending on the business generated and the general economic situation. Only 3% stated not to repeat their participation.

11.5 Exhibitor Statements

The positive result of the exhibitor survey is also backed by phone calls, letters and email from various exhibitors, in which they thanked the organizers for launching WOP. Here is a selection.

"From our perspective, participating in WOP DUBAI representing the Spanish growers of fruits and vegetables has been a complete success. Our participant companies had the chance to meet with key importers, wholesalers and supermarkets in the Gulf region. We will definitively participate in WOP 2010."
Fernando P. Gómez Molina Director General PROEXPORT, Murcia/Spain

"World of Perishables has given the region a new chance for the fresh produce industry to meet. UNIFRUTTI, decided to support such initiative as we are certain of the immense potential this event may have in the future."
Mariana Albornoz De Nadai, CEO, UNIFRUTTI ASIA, Dubai/U.A.E.

"The show was a total new experience for us. As our first step in the Middle East we are more than satisfied with the the exploration objectives"
Sergio Torres (Fresh Produce Sales), Camposol S.A. , Lima/Peru

"The two Kenyan stands in both IPM & WOP DUBAI 09 attracted huge interests from various countries and on various products and the participating exporters had overwhelming enquiries from serious buyers of flowers, fruits and vegetables especially from Middle-East region which is increasingly becoming an important market for Kenya's horticultural products. IPM & WOP were a big success for our country and particularly for the growth and diversification of our horticultural export markets and recommend the continued participation of Kenya in the subsequent years"
Edward Maina, Marketing Manager, HORTICULTURAL CROPS DEVELOPMENT AUTHORITY (HCDA), Nairobi/Kenya

"The feedback was very good, most of the WOP exhibitors showed their interest to exhibit in the show next year. We thank you very much for your cooperation and excellent service and we are looking forward to participate in the show next year."
Mostafa Sabry
EGYPTIAN EXPORTERS ASSOCIATION - EXPOLINK
Cairo/Egypt

"WOP 09 was a very good experience for our company. The participating exhibitors represented a very good mix of the industry. Keeping in view the first of is kind, all the arrangements & facilities were superb. Well, there is always a room for improvement, which I am sure we will see during the next WOP 2010."
Shahid Hamid, Jaleel Traders LLC, Dubai/UAE

12 Visitors

On the three days WOP was attended by 1686 visitors from 44 countries. The paragraphs give an analysis of their origin, profession and products interest and their opinion about the show.

12.1 Regional Structure

With 31% of the visitors from outside of the UAE WOP attracted an above average rate of visitors among trade exhibitions in the region. As the major share of them traditionally comes from the Gulf region, 12% of the foreign visitors from the sub-continent indicate the role of Dubai for this huge market. The considerable number of attendees from outside the Middle East shows that WOP has on the spot raised the interest of the international fresh produce industry by both suppliers, which consider participation in 2010 and buyers.

Visitors By Region			
		% of foreign visitors	% of total visitors
UAE	1157		69%
Foreign	529		31%
<i>Region</i>			
GCC, Middle East, Iran	224	42%	13%
India Subcontinent	66	12%	4%
Europe	120	23%	7%
South East Asia and Far East	32	6%	2%
Africa	56	11%	3%
Rest of the world	31	6%	2%
Total	1686		

Visitors by countries	
Country	
Argentina	4
Australia	8
Azerbaijan	3
Bahrain	8
Brazil	3
Burundi	2
China	10
Colombia	3
Cyprus	4
Egypt	35
Ethiopia	5
France	5
Germany	10
Holland/Netherland	12
India	46
IRAN	10
Italy	20
JORDAN	15
Kazakhstan	3
Kenya	12
Kuwait	31
Lebanon	20
Malaysia	6
Mali	6
Marocco	8
Mexico	4
NIGERIA	5
Oman	32
Pakistan	15
Philippines	6
QATAR	25
RUSSIA	25
Saudi Arabia	37
South Africa	20
Spain	21
Sri Lanka	5
Syria	6
THAILAND	5
Tunisia	3
Turkey	15
United Arab Emirates	1157
United Kingdom	8
USA	3
Yemen	5
44 countries	1686

12.2 Professional Profile

Due to the targeted and transparent marketing campaign WOP was attended by 99% professionals with concrete interest in the products and services offered. The structure of the visitors represents almost exactly the trade chain identified during the market research.

Visitors Business	
Grower / Producer	21%
Importer / Exporter	22%
Wholesaler	13%
Retailer (Hypermarket, Supermarket, Grocer)	11%
Packing / Distribution	9%
Hospitality (Hotels, Catering, Restaurant)	7%
Handling / Transportation	5%
Trade Handling	5%
Transport	3%
Association / Institution	3%
Cooling Systems	1%

12.3 Product Interest

As expected the majority of the visitors were interested in new or alternative sources for fresh produce. However the interest for related fields like trade, packaging, goods safety and transport confirms that WOP has the potential to cover the entire chain of perishables from the grower to the consumer.

Visitors Interest	
Fresh Products (Fruits and Vegetables)	46%
Frozen Products, Juices	13%
Convenience Food	6%
Bio Products (Organics)	2%
Technical Equipments (Packaging, Storage, Freshness)	7%
Goods Safety (Quality, Hygiene, Freshness)	6%
Trade (Wholesale, Markets, Auctions)	10%
Transport (Air, Sea, Land, Transshipment)	6%
Services (Shop Fitting, Insurance, Associations)	4%
Others	1%

12.4 Visitor Survey

The survey bases on visitors randomly participating in the interviews.

Why did visitors attend WOP?

- To obtain new information, to see new produce & market trends (87,9%)
- To find new suppliers (78,8%)
- To meet existing suppliers (75,8%)
- **To prepare buying and investment decisions (70%)**
- **To conclude deals and contracts (63,6%)**

The majority of the visitors came to generate business with the exhibitors.

Did WOP meet your expectations?

- . On a scale reaching from 1 (excellent) to 4 (poor) the product offers at WOP were rated at the average of 1,7
- 91,7% said that WOP had met their expectations
- 60,6% will definitely finalize buying contracts after the exhibition and 21% consider further orders.

Will you visit WOP 2010?

- 79,3% will definitely come again to the next show
- 13,8% will decide later
- 6.9% will not attend again

Do you attend competing exhibitions in the Middle East?

Only 15% of the visitors responded to this question and mentioned Gulfood, B2C food festivals or IPM DUBAI. **The fact that the majority of the visitors did not attend other exhibitions is proof that WOP is closing a gap in the Middle East trade show landscape.**

12.5 Visitor Statements

“WOP was a great experience. If post fair transactions will be good ,we will definitely attend in WOP 2010.”

Francisco José Rotella, Commercial Manager, Citrusvil S.A., Cevil Pozo, Argentina

“WOP has promising development possibilities. The Show reminded me of the beginnings of Fruitlogistica in Berlin.

Frank Döscher, Managing Director, Elbe-Obst Vertriebsgesellschaft mbH, Guderhandviertel, Germany

“I see very much potential in WOP – World of Perishables. It gives foreign companies a good chance to make business at the UAE Market which is difficult to acces.”

Mauro Zanchetta, Sales Manager, DUE ERRE IMPORT EXPORT, Padova, Italy

“My first impression of WOP 2009 has been very positive. We are interested in joining the Kenyan stand in 2010.”

Hezron Omwoyo Samba, Managing Director, Sunny Fields Kenya Ltd., Nairobi, Kenya

13 Venue, General appearance, design, services

13.1 Venue

The organizers had chosen Airport-Expo for various reasons

- Close to Dubai International Airport & the Dubai Flower Centre, thus allowing a smooth import & handling of the exhibits which are mainly perishables
- With 31% of the visitors coming outside of the UAE and many of them for just one day the proximity of the Airport and the free shuttle bus to Terminal 1 and 3 provided smooth conditions for visiting WOP
- Airport Expo provides free ample parking
- WOP could be held parallel to IPM, which created positive synergies (see 24)

13.2 General appearance

Both visitors and exhibitors positively evaluated the appearance of WOP. Being aware that it was the first exhibition they praised the clear and focused structure and concept and are convinced of a rapid growth in the future. However WOP 2010 should have a better signage and a separate entrance so that visitors can directly access WOP without passing IPM.

13.3 Services

The organizers were attested a professional organization and good to excellent services. The whole team of Messe Essen and Planetfair was lauded for responding to all questions within short time and rapidly solving problems. In particular mentioned were:

- Good quality of stand construction
- Smooth transport of exhibits
- Free bus shuttles from the exhibition site during build up & the exhibition
- Efficient assistance to find accommodation with excellent prices below market

14 Special Events

14.1 Conference

The conference was a part of the WOP concept to develop a platform not only for trade but also for know how transfer. It was also part of the cooperation agreement with the Dubai Municipality. The conference was co-organized by media partner Eurofresh.

Marketing

The conference was integrated in the entire WOP marketing campaign and connected to the electronic pre-registration system. All pre-registered were called and reminded two days ahead of WOP.

Topics and Speakers

The organizers concentrated on two topics, "Market Opportunities" and "Logistics/Food Safety".

Highlights were the presentations of Mr. Jeyaram J.R. CEO of the Barakat Group of companies, Mr. Alain Blasco, President of the Blasco Group France and Augustine Chalissery, Business Development Manager of AGL Logistics.

Lecture of Dubai Municipality

Among the lectures with the highest interest was the speech of Mr. Aref Mohamed Tayeb with the help of Mr. Abed Aziz Bashir Al Sheikh from the food control department of Dubai Municipality. The audience carefully followed the information given on the food safety principles and system of the Emirate.



Attendance

52 professionals from 14 countries attended the WOP conference. Many of them participated in both sessions.

14.2 Matchmaking Spain

The Spanish region of Murcia belongs to the world's leading regions producing fresh fruit and vegetable. As all exhibitors were completely new to the Middle East, the organizers offered a package of participation in WOP and a business trade mission.

- Visit of the Dubai Fruit and Vegetable Market
- Visit of the Dubai Flower Centre
- Interview with leading Retail chains Carrefour and Al Maya
- Organization of 20 prearranged meetings during the exhibition.

The response of Proexport and the Spanish exhibitor was excellent. Export promotion organization from various countries have already required for a similar pattern to take part in WOP 2010

15 Synergies with IPM DUBAI

The idea to organize WOP together with IPM was to the benefit of both exhibitions:

- Important visitor target groups like Hotels and Hypermarkets have interest in both Fresh Fruit and Vegetables as well as flowers and plants
- Only by presenting a larger offer of two interrelated exhibitions WOP could attract 31% of the visitors from outside the UAE.
- Many growing countries unite F/V and Horticulture/Flowers in their associations and export promotion authorities. Having IPM and WOP at the same time and venue, Egypt, Jordan, Kenya and Ethiopia organized their stands at both exhibitions.
- With 240 exhibitors from 25 countries IPM Dubai is already established. 15% of the IPM visitors attended WOP with a clear business interest. Many of them came from outside the UAE and contributed to the exhibitor satisfaction achieved.
- With the Dubai Municipality and the Dubai Airports there are two important UAE organizations, which supported both WOP and IPM.
- By having two attractive shows at the same time, the media coverage clearly exceeds the opportunities of WOP being a stand alone shows
- As mentioned trade shows in the Middle East require advertising in the business pages of the leading daily newspapers. The double ads of the two sister shows allowed larger formats, higher frequency and thus more awareness than advertising for WOP only.

17. Photo Report **Official Inauguration of WOP DUBAI – World of Perishables**



HE Khalid Ahmed Bin Sulayem, Director General of Department of Tourism and Commercial Marketing (DTCM) 09, Dr. Salah Amiri Assistant Director General for the General Support Sector at Dubai Municipality , Mr. Khalifa Abdullah Hareb Director of Properties Department at Dubai Municipality , Mr. Ali Jallaf Vice President Cargo Unit Dubai Airports Company , Eng Ali Abdullah Director of Plant Quarantine Department at Ministry of Environment & Water , Mr. Michael Mueller Managing Director Planetfair LLC , & Mr. Egon Gallinis Managing Director Messe Essen GmbH



Mr. Khalifa Abdullah Hareb Director of Properties Department at Dubai Municipality - WOP strategic partner introducing WOP to HE



Mr. Mansouri from FFC introducing the company & their vision to HE on FFC to HE



Inauguration tour at Kenya stand

General Impressions



Busy Registration in the premiere of WOP



FFC ISO Ceremony & Celebration during WOP



Hallways at WOP



Dubai Municipality strategic partner with a Stylish Information Stand at WOP



Market Leaders Companies of the Dubai Central Vegetable & Fruit Market at WOP



Distinctive Green Stand from FFC that no one could miss at WOP



Unifrutti's impressive participation at WOP with a distinguish stand that had lots of attraction through all days



Barakat & Barakat Quality Plus with an attractive colorful fresh presentation which got immense attraction through visitors



Shokri Hassan Trading with exotic products generated big attention from the traders

Market Leaders Companies of Dubai Central Vegetable & Fruit Market at WOP



Also leading importers Farzana Trading & Jaleel Traders LLC were also present with their own exotic identities



Green Belt Foodstuff LLC Fruity arrangement



Importments from Mehtab Vegetables

& Fruit LLC at WOP

Egyptian Pavilion at WOP



Egyptian pavilion with 7 most important companies, the most elegant pavilion at WOP



High quality Egyptian products showing at WOP



Arts and Beauty of fresh produce

Jordanian Pavilion at WOP



Jordan Pavilion Organized by JEP A Association with 6 companies from Jordan with high quality fresh produce



**HE and Mr. Khalifa Hareb
Were amazed by the Jordanian Strawberry**

WOP Impressions
Exhibitors from around the globe



Spain – Proexport the association of Growers & Exporters of Fruit & Vegetables in the Region of Murcia – participated with 9 of their members



Kenyan Association HCDA representing growers from **Kenya**



Le Jardin De Rabelais From **France**



Alion from **Cyprus**



Creed Agro Products from **India**

The WOP Conference



Mr. Aref Mohamed Tayeb Speaker at WOP conference with the help of Mr Abed Aziz Bashir Al Sheikh from the food control department of Dubai Municipality



Attendees at WOP Conference



Organizers hosted 300 exhibitors & Conference attendees at the Dinner Dow Cruise - Dubai Creek