

Under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum President of Dubai Civil Aviation Authority and Chairman of Dubai Airports



IPM DUBAI

International Plants Expo Middle East

09-11 | 2014
NOVEMBER
DUBAI WORLD TRADE CENTRE

WWW.IPM-DUBAI.COM

An event organized by:



Supported by:

الشحن واللوجستية Cargo & Logistics



Middle East's biggest green industry business networking happening in 2014

INTERNATIONAL PLANTS EXPO MIDDLE EAST IPM DUBAI 2014

planetfair and Messe Essen are proud to announce the 9th International Plants Expo Middle East taking place from 9th - 11th of November 2014 at the Dubai World Trade Centre, giving the flowers and plants industry traders and professionals the chance to create new business opportunities within the Middle East region.

IPM DUBAI 2014 is the only dedicated exhibition for flowers and plants in the Middle East and turned to be the region's most important annual platform for green industry members to meet and make business.

DUBAI - NEW HUB OF GROWTH FOR THE FLORICULTURE INDUSTRY IN THE 21ST CENTURY

Due to its strategic location Dubai is developing into a new hub of growth for the floriculture industry in the 21st century. Dubai is an important trade centre between the producing countries of Africa, Asia, South America and the consumer markets of UAE and Europe. With the explosive growth in global trade of flowers and perishables, there is an increasing demand for innovative logistics and commercial solutions that enable the industry to reduce transit time, improve quality and grow profits. With the Dubai Airports and the Dubai Flower Centre the country is able to meet the needs of the international horticultural industry.

JOIN US NOW TO THE WINNING CITY OF WORLD EXPO 2020

Welcome to the Middle East's top trading economy. The UAE is a dynamic hub for global commerce, with unmatched infrastructure that provides seamless connectivity for businesses worldwide.

Dubai has a long history of facilitating connections and pioneering new ideas. Dubai Expo 2020 will be no different, with a predicted 70 percent of the expected 25 million visitors originating from outside the host nation, making it the most international event in the history of the World Expo.

UNLIMITED GREEN BUSINESS OPPORTUNITIES

- » Unlike other trade shows and expos, IPM DUBAI provides a unique business-driven and practical environment by having a very focused industry profile related only to green industry.
- » Get access to one of the world's fastest growing economies: the Gulf Cooperation Council.
- » 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.

Over **10** Billion USD government spending & private investment on green projects in **2014**.

Dubai carbon reduction initiatives create new green investment opportunities in **2014**.

Over **50** million seeds planted in Dubai in **2013**.



EXPO 2020 إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

IPM DUBAI - Your ideal platform to introduce your green business

IPM DUBAI 2014 SHOW PROFILE

WHO SHOULD ATTEND?

IPM DUBAI 2014 will be targeting the major categories of the horticultural industry. A clearly structured exhibition profile covers the entire chain on promotion, maintenance and trade of flowers and plants as well as floristry and landscaping business.



PLANTS & FLOWERS

- Cut flowers
- Flowering pot plants
- Hydroponics
- Tree-nursery plants

- Green & Vegetables plants
- Perennials & Palms
- Bonsai & Seeds
- Flower-bulbs



TECHNOLOGY

- Green-house construction
- Measuring & regulation equipment
- Heating systems
- Pots

- Irrigation & dehydration plants
- Transportation & lifting equipment
- Commercial vehicles
- Special equipment for Tree-Nursery & landscaping



PLANTS MAINTENANCE

- Plant protection
- Tools and equipment
- Fertilizer
- Earths, peats and substrates



FLORISTRY

- Florists requisites
- Arts & crafts
- Decoration
- Congratulation cards
- Candles

- Gifts
- Dried flowers/silk flower
- Wickerwork
- Plant pots
- Hand-made ceramic pottery



PLANTS LOGISTICS

- Airlines
- Cooling systems
- Lifting equipment
- Vehicles
- Storage

- Freight Forwarders
- Packing systems & packaging materials
- Cold storages & warehouse facilities



PROMOTIONS SHOP DESIGN & SERVICES

- Sales promoting products
- Others/ Services

- Shop design & interior equipment



Register for IPM DUBAI today & help your green business grow in the Middle East!

EXHIBITOR ZONE



WHO IS VISITING?

- » Plant producers
- » Horticultural enterprises
- » Florists
- » Flower wholesalers and retailers
- » Engineering
- » Landscape gardening and architects
- » Wholesalers and seed traders
- » Authorities and municipalities,
- » Garden centers, hotels, property developers
- » Plants logistics,
- » Supermarkets and department stores,
- » Embassies, consulates and trade commission
- » Importers / exporters / re-exporters
- » Medium size large scale retail distribution
- » Trading groups
- » Promotional organizations
- » Media



WHY EXHIBIT?

It's time to grow your business at the annual Middle East horticultural trade show. IPM DUBAI is a terrific place to keep up with latest innovations and best practices, to discover new products and technologies and to build your professional network in the region.

This is your chance to stay on top of industry trends and solutions while networking with peers, suppliers, clients - even competitors. Our aim in 2014 is to welcome over 3,000 visitors and industry professionals from all over the world. The show target is to cover the entire chain for the horticultural industry from greenhouse and nursery growers, garden centers, green industry suppliers, landscape designers, architects and contractors.

IPM DUBAI 2014 offers a comprehensive cast of plants, trees, palms, landscape equipment, hardscape products, irrigation, production equipment, business services and garden center supplies. Find superstar products you already love and discover the new looks, talents and ideas the industry has to offer.

In its 9th year IPM DUBAI is recognized as the premier plants, nursery and landscape trade show in the GCC and MENA region. It benefits the conjunction of WOP (World of Perishables), which again will be held parallel to IPM DUBAI. The event in Dubai is a spin-off of the world's leading plant industry trade show IPM ESSEN in Germany, which has a long history of bringing thousands of members of plants, technology, floristry and nursery industry together. IPM DUBAI 2014 features industry vendors and educational programme, industry CEO's, peer-to-peer exchange, the IPM Award winners and lots more. IPM DUBAI also offers wholesale buyers the widest array of resources for foliage and tropical plants in the country. Connect with vendors in person to touch and feel their plants and products.

IPM DUBAI 2013 SHOW REVIEW

IPM DUBAI 2013 was a tremendous success and proved to be the Middle East's only dedicated show specialized in flowers and plants. For the eighth consecutive year, IPM DUBAI was organized under the patronage of His Highness Sheikh Ahmad Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority & Chairman of Dubai Airports. The show was inaugurated by H.E. Hussain Nasser Lootah, Director-General of the Dubai Municipality.

The show was organized side by side with WOP DUBAI the fresh produce platform in the Middle East. A total of 5,338 trade visitors from 77 nations came into the Dubai World Trade Centre. That corresponded to a growth rate of over ten percent in the numbers of visitors. The mutual venue at the heart of Dubai created ideal outline conditions for exhibitors and trade.

WEDDING TABLE DISPLAY AWARD 2013

Last year this competition clearly showed the spectrum of floristry in the field of table decorations in the Middle East and will be one of the exhibition's major highlights again this year in 2014. The assessment will be conducted based on defined criteria by a professional jury, but also by the visitors' opinion who will be asked to choose their favorite table. More information can be found at: www.ipm-dubai.net



80 exhibitors from 17 countries

5,338 trade visitors from 77 nations

13.7% visitors increase from 2012

7.1% growth on the rented space

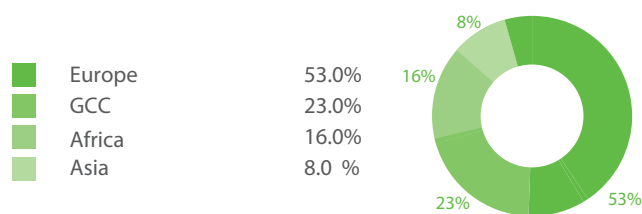


IPM DUBAI 2014 team is pleased to announce
**THE WEDDING FLORAL
DESIGN COMPETITION DUBAI 2014**
REGISTRATION IS OPEN NOW - BE PART OF IT

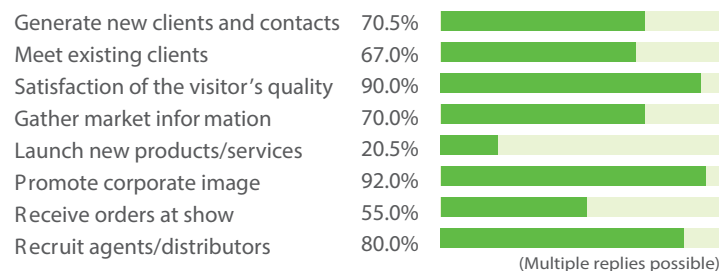
For more information send an email to:
(Nadeen.mazloum@planetfair.com)

IPM DUBAI 2013 FIGURES & STATISTICS

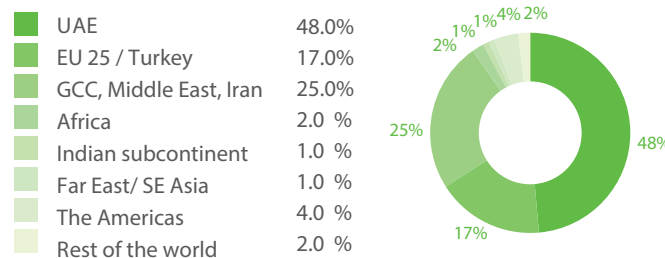
Exhibitors by destination



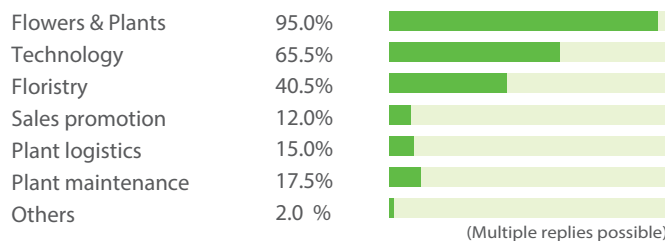
Exhibitors objectives reached



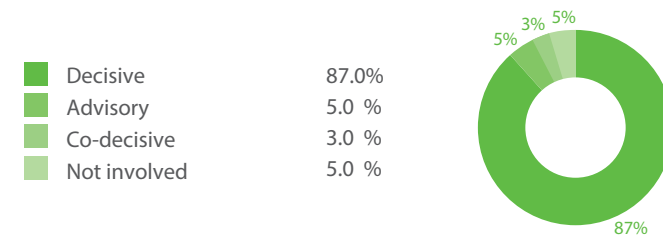
Visitors by region



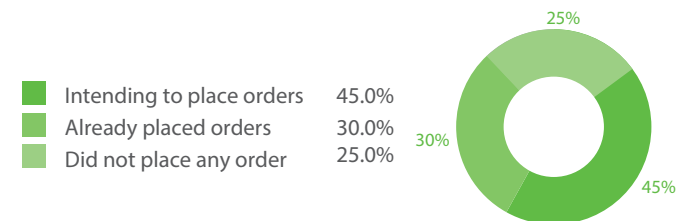
Visitors by interests



Visitors structure by purchasing decisions



Placing orders by visitors



WHAT EXHIBITORS SAYS ABOUT:

"We are a smart pot manufacturer from Turkey and exhibiting at IPM exhibitions every year. This was our first participation to IPM Dubai. We made fruitful contacts from Dubai and neighbour countries. We are very much satisfied with the organization and the contacts that we have made."

Gozde Tolonguc,
Marketing & Sales Manager
ASFA PLASTIC-VASSO SMART POT SYSTEMS ADANA/TURKEY

"Bord na Móna is the largest producer of Irish peat moss and a leading supplier of excellent peat moss and finished substrates. While we export from Ireland to over 30 countries worldwide, our aim is to expand our reach and range of Bord na Móna growing media to the Gulf region. IPM DUBAI is a strategic partner in this regard and attending IPM DUBAI in 2013 has been a very successful way of meeting the horticultural, flower and plant industries from across the Middle East. We look forward to the 2014 exhibition!"

Laura Enache
Business Development Executive
Bord na Móna / IRELAND

Exhibitor Space Booking

SET YOUR AGENDA FOR THE SHOW

DATE : 9th – 11th November, 2014 (Sun - Tue)
VENUE : Dubai World Trade Centre
TIMING : Daily 10:00 am – 06:00 pm

STAND OPTIONS

1. SPACE ONLY:

Exhibitors with the option of space only will be responsible to arrange their own flooring/carpeting on the stand. Also electricity and power supply should be ordered separately as it will not be included within this package. Details, rules and regulation will be mentioned within the exhibitors manual that will be sent to all exhibitors prior to the show.

2. TURNKEY STAND PACKAGE:

Exhibitors with turnkey package will be provided an inclusive standard shell scheme stand includes:

- » Carpet, loop pile
- » Walling and ceiling support as required
- » Pylons, paint finished with the show name
- » Free standing lockable counter – 1 no
- » Round table – 1 no
- » Chairs, leather – 4 nos
- » Waste basket
- » Spotlight, 3 nos with track base
- » Power point (socket) – 1 no
- » Fascia exhibitor name
- » Podiums or shelves- 4 nos
- » Electricity is included

EXHIBITION FEES

Space rental (min. 9 sqm) : 260 €/sqm
Registration fee : 350 € per company
Turnkey stand package : 89 €/sqm
Co-exhibitor charge : 350 € per co-exhibitor



For information about the sister event
WOP DUBAI - International Plants Expo Middle East
Please visit www.wop-dubai.com

FAX REPLY Middle East & Africa: +971 4 331 4580 Europe & Americas: +49 201 7244 513

INTERESTED IN IPM DUBAI 2014 EXHIBITOR VISITOR

Company Name Position

Address Post Code/City Country

Phone Fax Email

OUR PROJECT MANAGERS AT YOUR SERVICE !

MIDDLE EAST AFRICA & INDIAN SUBCONTINENT



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