



## **EVENT REPORT – 9<sup>th</sup> MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2011**

**December 5<sup>th</sup>-7<sup>th</sup> 2011, DWTC, Dubai, UAE**

### **OVERVIEW**

The annual Middle East Natural & Organic Product Expo had its ninth edition from December 5<sup>th</sup> to 7<sup>th</sup> 2011 at the Dubai International Convention & Exhibition & Centre. The event organized with the support of Dubai Municipality, was endorsed by the International Federation of Organic Agriculture Movements (IFOAM), Korea Health Supplement Association (KHSA), Department of Agriculture Philippines, Ministry of Agriculture Lebanon, Agrar Marketing Austria, Ministry of Trade & Commerce Romania, Agri Bio Taiwan, National Chamber of Sri Lanka etc.

The participation of International organizations along with their member exporting companies again emphasizes the potential of the growing organic food market in the region.

Interactions with all exhibitors and sections of the visitors, a detailed & analyzed feedback gathered throughout the event, revealed that the 2011 edition had grown and offered greater value in terms of reach to market and trade deals. The positive response endorses the fact that MENOPE is an international expo which has made an indelible mark in the regional natural products and organics food market and it is a one-of-its-kind platform on par with similar shows in the sector internationally.

### **KEY FACTS**

- The ninth edition of the Natural & Organic Product Expo, which attained a substantial growth from seventh edition, was held from December 5-7 2011.
- Regional & international companies from over 25 countries participated in the three day event.
- A two-day MEVEG Congress and one-day TCAM conference were also simultaneously organized during the exhibition.
- Exhibitors & Visitors were delighted with the opportunity and performance of the show as most of them had successful deals closed during the three- day show.
- The Show displayed specialized exhibits ranging from Herbs & Spices, Natural Cosmetics, Cereal Products, Supplements, Food & Beverages, Fine Foods, Health Care Products, Nutraceutical products, Natural Living, Healing Products, Natural Remedies, Traditional Remedies, Fabrics, Relaxation Facilities, Spas etc...
- Regional and International companies signed sizeable contracts over the course of the show.

## ORGANIZING TEAM

Global Links Dubai L.L.C. is now a prominent name in the business of organizing exhibitions and we mean business. The organizing team is a workforce of dedicated, experienced and knowledge specific individuals who understand the dynamics of exhibition organizing and sector market potential and requirements.

## VISITORS INTERESTS

The event was attended by 3800 visitors who were knowledgeable, professionals and serious business buyers. The show also attracted visitor delegations from Azerbaijan, Saudi Arabia and Egypt. Trade visitors were from Bahrain, India, Turkey, Syria, Germany, African countries, Egypt, UAE, Japan, UK, Italy, USA, Switzerland Spain, etc...

The visitors' profile were as follows:

- Hotels, resorts, canteens
- Government & Private pharmacies/pharmacists
- Health Institutions, Clubs, Leisure Centres
- Food & Beverage outlets
- Hypermarkets, Supermarkets
- Distributors & Dealers of organic and Natural products
- Pharmacies, Hospitals, Health Stores
- Beauty Parlor owners, Spa Managers
- Organic Traders
- Herbs & Spices Dealers
- Import & Export Agencies

## INDUSTRY ASSOCIATIONS

- International Federation of Organic Agriculture Movements (IFOAM), Germany
- Organizația Patronala A Industriei Cosmeticeilor (OPIC)
- National Chamber of Sri Lanka
- Agrar Marketing Austria (AMA)
- Agri Bio Taiwan

## EXHIBITING COUNTRIES

The show saw an international presence from over 25 countries – Italy, France, Australia, New Zealand, Austria, China, Slovakia, Germany, Sudan, Canada, Taiwan, Mexico, UAE, USA, Romania, Austria, Korea, Sri Lanka, India, Philippines etc...

## EXHIBITS AT 9<sup>th</sup> MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2011

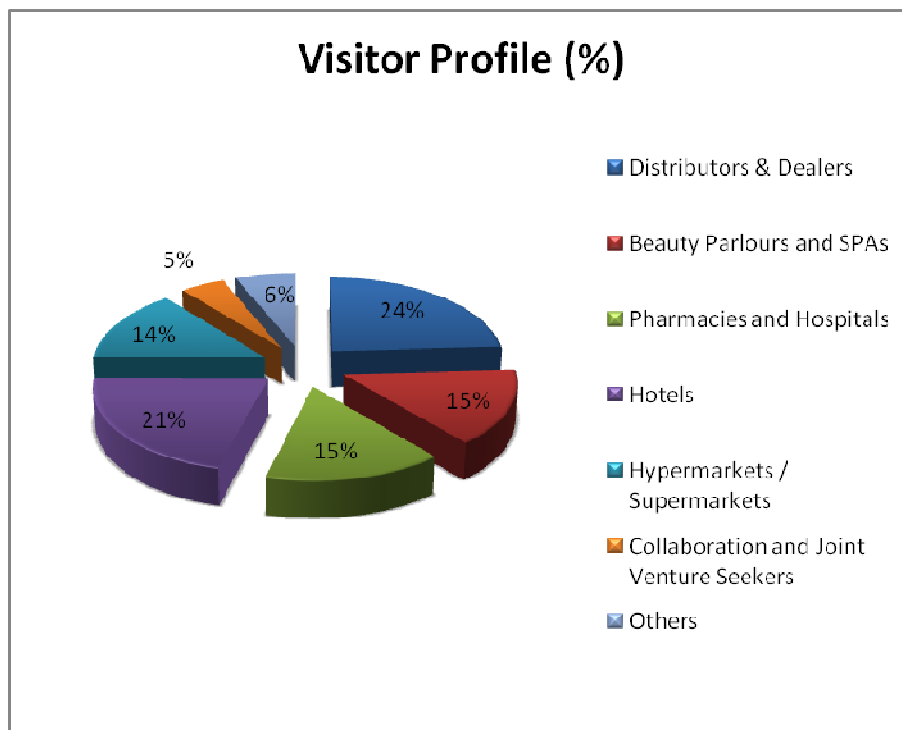
The scope of display included Herbals & Spices, Foods & Beverages, Fruits and Vegetables, Fine organic products, Cereal Products, Supplements, Health Care products, Natural Living, Natural Cosmetics, Healing Products, Natural remedies, Traditional Medicines, Spas, Relaxation facilities, Pet products, Fabrics etc.

### VISITOR – QUALITY & NUMBERS

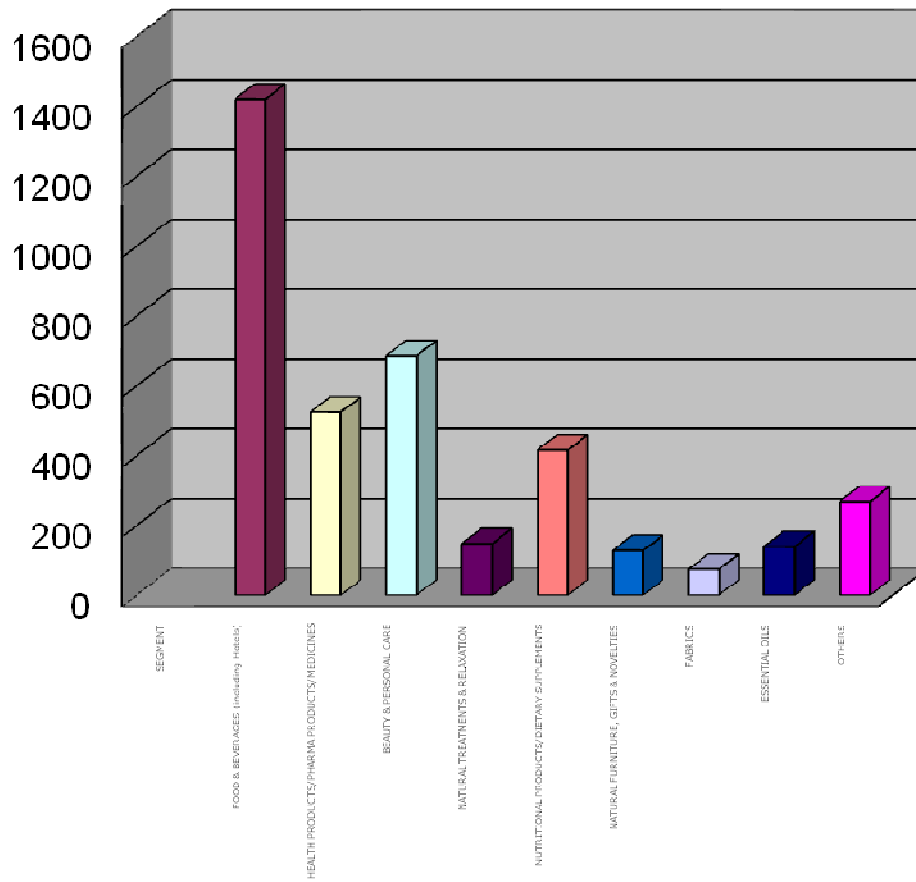
The 2011 edition attracted 3800 trade visitors from across the region and their interest of visit have been statized as follows:

### VISITORS' PROFILE

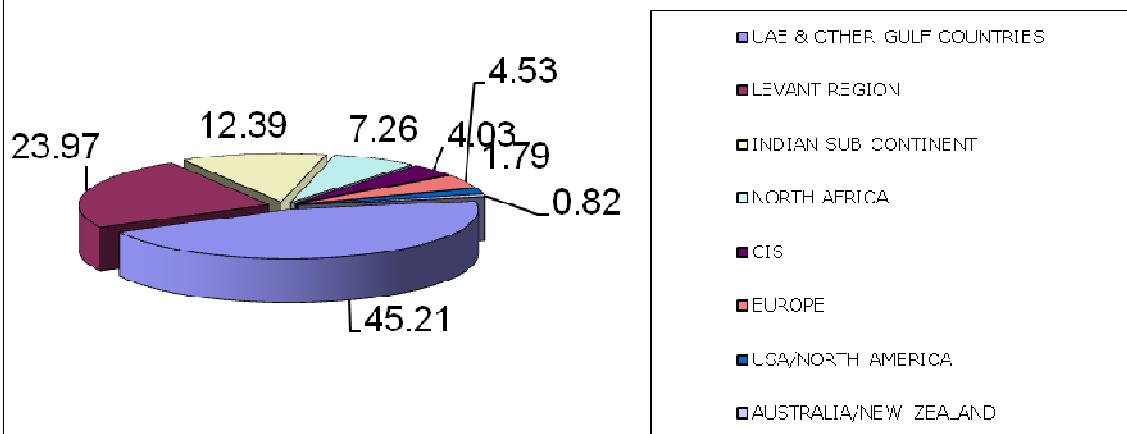
The trade visitors of MENOPE 2011 fall under the following category.



## VISITOR SEGMENTS



## ORIGIN OF VISITORS (%)



## EXHIBITOR INTERACTIONS

### SALES

Did you close deals at the show?

- 89% said yes.
- 8% said negotiations are on
- 3% said evaluating the leads

Did you achieve your sales target?

- 79% said YES
- 21% said they are hopeful about to achieve the target.

### Relationships

Did you make valuable prospects and new business relationships?

- 93% said YES. Most exhibitors were surprised beyond expectations.
- 7% said good, but would like to see more footfalls.

### Corporate Positioning & Business Objectives

Did the show help leverage the market awareness of your product and help build the positioning your brand image?

- 95% said YES.
- 5% said not sure yet.

Were business objectives achieved or advanced?

- 86% said YES, they found new clients in GCC and Middle East countries.
- 14% said YES, the show is a good plat form to meet serious trade people from the region as well as from North Africa and Europe

Were you happy with the quality & quantity of visitors?

- 88% said YES, they were delighted with the quality of the visitors.
- 12% said we could have had more numbers.

### Future Intentions

Would you be exhibiting again in the 2012 edition?

- 78% said YES.
- 22% said that they already entered into contract with distributors in the GCC and Middle East. However we feel that the next edition will attract more visitors and most probably we will be exhibiting again.

Would you like more space for the 2011 show or is the current space sufficient?

- 58% said YES.

- 30% said they would go with same space arrangement.
- 12% said, they will take a decision soon

#### EXHIBITORS' QUOTES

##### **Mr. Fekri Zaimba, Oskri, USA**

*"MENOPE 2011 has been a very good experience to us in terms of quality of visitors as well as business deals we struck during the expo. We have been with MENOPE before and this is our second participation in this exhibition. We are glad this year because we closed many deals during the show. We had serious trade people from Egypt, Poland etc. other than UAE and neighbouring countries in the Gulf. We are certainly keen to be at MENOPE 2012."*

##### **Mr. Mohammed Mirza / Dr Amina Nikhat, Hairal Global Limited, London, UK.**

*"We would like to take this unique opportunity to give our heartfelt thanks to the organizers of MENOPE 2011, an event which provides an amazing platform for upcoming, innovative products and is a thoroughly learning experience. Our product gained much recognition from this grand event and we will be truly indebted to it."*

##### **Eng. Rania Hayek, Ministry of Agriculture, Lebanon**

*"We debuted in MENOPE this year representing the whole ministry and to encourage all organic producers in Lebanon to venture out with their products into the larger Middle East market. Our exhibitors were happy with the business inquiries they received at the exhibition and overall it was good for us."*

##### **Carol Liu, Agricultural Biotechnology Pavilion, Taiwan**

*"MENOPE is a good platform for knowing the organic and natural Market of GCC and Middle East. It was a fruitful experience to participate in MENOPE, Dubai"*

##### **Yasmina Mungroo, Nafha – The French Organic Cosmetics**

*"MENOPE was a very good opportunity for a quality high range brand such as Nafha. We were surprised by the quality of visitors we had in our stand. We definitely are looking to come back again next year. Globally the idea of having a natural and organic expo is brilliant and we are hoping that the "buzz" around it will get bigger and bigger".*

##### **Brett Stephenson, OPES Global Trading**

*"We are very happy with the outcome of the exhibition. We certainly are going to be back at MENOPE 2012 encouraged by the results we received from MENOPE 2011."*

##### **Leva Cheng, Hosanava Homart Taiwan**

*"MENOPE 2011 was indeed very good for us. We received many positive inquiries during the three days of the exhibition and that certainly is a great encouragement and trust in this show to come back again in MENOPE 2012."*

##### **Ma. Rosario Alba, Akita Herbals, Philippines**

*"This is the second time we are participating in MENOPE. We have positive feelings about the show because it was well designed and properly organised."*

##### **Lee Dong Eun, S & J Food Co. Ltd. Korea**

*"MENOPE was a very good platform for us as it allowed us to showcase our products to a regional audience. We did benefit from meeting many potential business partners for distribution of our products during the show."*

## VISITORS' QUOTES

### **R. Mohammed Baiomi, Chef, Armany Hotel**

*"At a time when there is increasing interest in natural and organic products across the Middle East, MENOPE 2011 offered an opportunity for us to meet companies in this realm and see and feel the products. I wish all the best for MENOPE next year as well and hope that the show will continue to bring more global companies to us."*

### **Noufl Rahman, Manager, EMKE Group (Lulu Hypermarket)**

*"A MENOPE 2011 exhibition was a good event. I was amazed with the number of exhibitors this year. Numerous producers are always been beneficial for company like us. I am looking forward for MENOPE exhibition this year."*

### **Dr. Karim Sorour, MD, Sky For Trading & Marketing**

*"I travelled from Egypt to visit MENOPE, because it is an exhibition for organic and natural products. I felt that food and cosmetics products were predominant this year and I do hope there will be more pharma companies next year."*

### **Ayman Tolba, MD, Leena Group**

*"I am very happy that I visited MENOPE 2011. It was certainly worth attending for a distributor for organic food and cosmetics like me as I could meet up with representatives of many global players in this sector."*

### **Mr. Philip Mathew, MD, Royal Mark Group of Companies**

*"This is the first time I visited MENOPE and I was surprised to see an array of global companies displaying organic and natural products right in the heart of Dubai. It was an exhibition which opened my eye to the world of organic and natural products."*

### **Mr. Khorram Shah, Assistant Manager, Business Development, Alokozay**

*"I am happy that I visited MENOPE 2011 since it revealed to me the potential of organic and natural products and the growing business of this category. As a business development person, I am confident that MENOPE offered me a comprehensive platform to study the sector well."*

### **Ms. Shaira Khudoyberdieva, Sales & Marketing, Bread Boutique**

*"MENOPE 2011 provided me an opportunity to interact with organic food companies and it has added value to my understanding of the benefits of consuming organic food as well on the potential of the market. I am sure to come and visit MENOPE 2012 next year as well"*