



EVENT REPORT – 7th MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2009

December 7-9th 2009, DWTC, Dubai, UAE

OVERVIEW

The annual Middle East Natural & Organic Product Expo had its seventh edition from December 7th to 9th 2009 at the Dubai International Exhibition & Convention Centre. The event organized under the patronage of Ministry of Health & Ministry of Environment & Water, United Arab Emirates was endorsed by the International Federation of Organic Agriculture Movements (IFOAM), Korea Health Supplement Association (KHSAs) Chamber of Herbal Industries of the Philippines (CHIPI), International Competence Centre for Organic Agriculture (ICCOA), Malaysian Herbal Association etc...

The 2009 edition also saw the participation of the Soil Association of the UK, a global independent organic food certification body which announced its intention to open a regional body in the Middle East. This 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 2009 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.

KEYFACTS

- The seventh edition of the Natural & Organic Product Expo, which attained a substantial growth from the sixth edition, was held from December 7-9 2009.
- Regional & international companies from over 30 countries participated in the three day event.
- 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, Health Care Products, Natural Living,

- Healing Products, Natural Remedies, Traditional Remedies, Fabrics, Relaxation Facilities, Spa's. etc.
- Regional and International companies signed sizeable contracts over the course of the show amounting to AED 3.2 million in deals closed.

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

We had 3700 visitors who were knowledgeable, professionals and serious business buyers. The show also attracted visitor delegations from Saudi Arabia, and Kuwait. Trade visitors were from Bahrain, India, Turkey, Syria, Germany, African countries, Egypt, UAE, Japan, UK, Italy, USA, Switzerland Spain, etc.

The visitors profile was 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
- Hospitals, Health Stores
- Beauty Parlor owners, Spa Managers
- Organic Traders
- Herbs & Spices Dealers
- Import & Export Agencies

PATRONS

- Ministry of Health, United Arab Emirates
- Ministry of Environment & Water, United Arab Emirates

INDUSTRY ASSOCIATIONS

- International Federation of Organic Agriculture Movements (IFOAM), Germany

- Chamber of Herbal Industries of the Philippines, the Philippines
- International Competence Centre for Organic Agriculture (ICCOA)

EXHIBITING COUNTRIES

The show saw an international presence from over 30 countries – the Italy, Netherlands, France, Greece, Australia, China, Germany, Uganda, Nigeria, Canada, Taiwan, China, Mexico Kuwait, the UAE, the USA, Romania, Saudi Arabia, Korea, the Philippines etc...

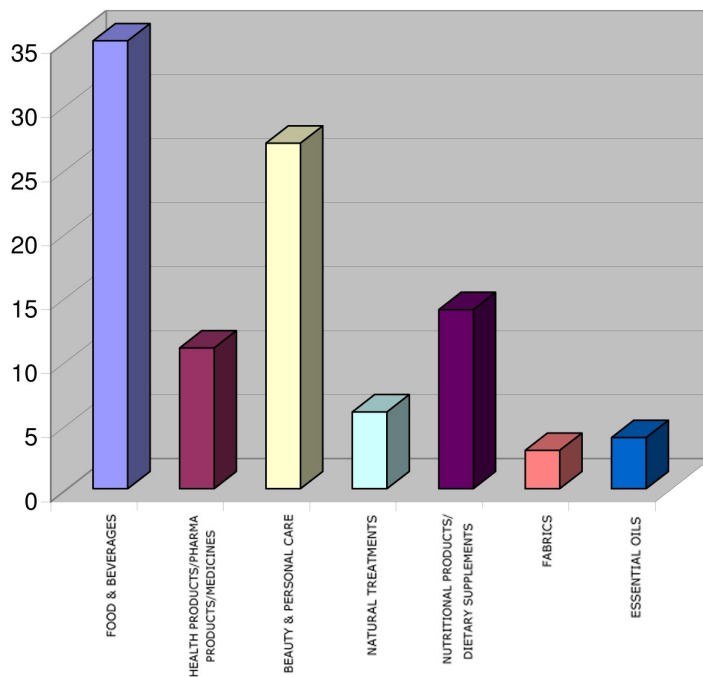
EXHIBITS AT 7th MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2009

The scope of display includes Herbals & Spices, Foods & Beverages, 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 2009 edition attracted 3700 trade visitors from across the region and their interest of visit have been statized as follows:

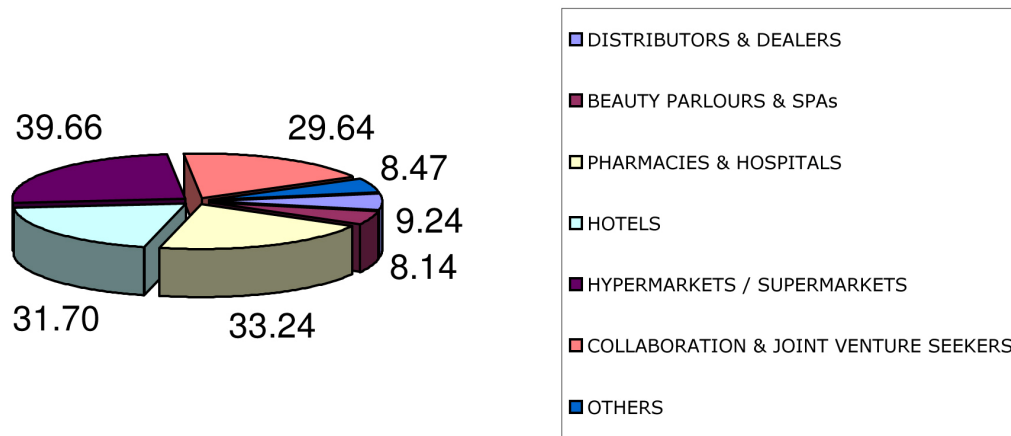
VISITOR SEGMENTS (%)



VISITORS' PROFILE

The trade visitors of MENOPE 2009 fall under the following category.

PROFILE OF VISITORS(%)



EXHIBITOR INTERACTIONS

SALES

Did you close deals at the show?

- 91% said yes.
- 9% said negotiations are on.

Did you achieve your sales target?

- 76% said YES
- 249% said they are hopeful about to achieve the target.

Relationships

Did you make valuable prospects and new business relationships?

- 94% said YES. Most exhibitors were surprised beyond expectations.
- 6% 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?

- 90% said YES.
- 10% said not sure yet.

Were business objectives achieved or advanced?

- 84% said YES, they found new clients in GCC and Middle East countries.
- 16% said YES, the show is a good platform to meet the serious trade people from the region.

Were you happy with the quality & quantity of visitors?

- 83% said YES, they were delighted with the quality of the visitors.
- 17% said we could have had more numbers.

Future Intentions

Would you be exhibiting again in the 2010 edition?

- 64% said YES.
- 36% 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 2009 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. Abbas Nazrallah, BDM, Nutri Plus Commodities FZCO (Chocolate Island), UAE

“Participation in MENOPE 2009 has been a great exposure for Nutriplus in the organic food industry. It has been quiet successful so far and we do intend participating in 2010. People have approached us with a great knowledge of the organic industry. There has been a fabulous response from the distributors and retailers from across the world. This will surely help us develop our business in the organic food industry.”

Mr. Mohammad Aboul Naja, Group Director, Al Yasra Foods, Kuwait & Dubai

“Our participation at MENOPE 2009 has been successful. We have received very good feedback from the industry as well as direct consumers. Also, there has been a great response from the hotel industry on the organic food products. We do intend participating in MENOPE next year as well.”

Dott.ssa Brunella Mercadante, Dirigente Se SIRCA - ITALIAN NATURAL VILLAGE

“Coming to the UAE to participate in MENOPE 2009 has been a good experience. It has been our first year at MENOPE. The response has been medium, we look forward to much more business in the UAE.”

Mr. Hemant C. Girme, CEO - Girmes Wheatgrass, India

We had a fantastic experience participating in MENOPE 2009. We received good number of trade visitors from UAE and GCC countries. Out of these, 5 enquiries have worked out to be our buyers. We have received some repeat orders from UAE and UK buyers.

Jerome Black, Founder, Herbs America, Unites States of America

It was a big step for us to attend an Expo in the Middle East. After months of planning, we finally arrived in Dubai and ran a successful expo! We made valuable business connections and will be very interested in attending in the future!

Ms. Shani Long, CORMAN, Italy Organic Feminine Products

“It’s our first time at MENOPE. It has given us an opportunity to meet different people from all round the GCC region. We have got an excellent response from retailers and as well as direct consumers for our whole range of organic feminine products.”

Mr. Mohamed Al Murtada, Physiotherapist, Hatta Sports Club, UAE

“It is my first time at MENOPE. It is an amazing natural products expo. All the exhibitors have showcased chemical free products. This gives us an opportunity to indulge in organic products which many people are not aware of.”

Ms. Sapna Jaisighani, Business Woman, UAE

“It my first time at an organic food expo, MENOPE has been very informative. It’s been a very good experience. I have loved the Organic Food Stands, Korea Stall. Also, Organic Feminine Products which I have never heard of is quiet innovative I must admit.”

Bolbol Liliana, SC Terasanta Srl, Romania

MENOPE was a good experience for our small company, because of the new market and possibilities to open them for our bussines. Middle East is receptive to these kind of new products: organic with certificate based on European laws and regulations , I hope that we will conceive this market with our organic products. During MENOPE we discussed with a lot of distributors and we understand that your market is open and waiting for new products, specialised and good quality products. People in your country are interested in this new kind of healthy products. We will exhibit again at MENOPE 2010.