



Middle East's only exhibition
for natural and organic products



Middle East Natural & Organic Product Expo 2012



Dates:
27, 28 & 29
November 2012

Venue:
Dubai
World Trade Centre

Show timings:
27th & 28th:
10:00 am - 07.00 pm
29th: 10:00am - 5:30pm





Middle East's one and only organic and natural products exhibition - MENOPE - is entering its 10th edition in 2012. MENOPE 2012 comes in the backdrop of a continuing growth trail in the uptake of organic and natural products in the region propelled by a rising awareness on leading a healthy lifestyle and environmental consciousness. MENOPE offers a vantage point for global companies to enter the Middle East market. For the last 10 years, MENOPE has been instrumental in promoting the cause of organic movement by way of paving way for scores of global organic and natural products majors to enter the lucrative regional market.

MENOPE 2012 will be held in the cosmopolitan city state of Dubai, part of the United Arab Emirates. Dubai is known globally as a trading and re-export hub of Middle East, North Africa and the Sub Continent serving a large market of over 1.8 billion people, connecting these markets by sea, air and road. The city is also an acknowledged trade exhibition hub with thousands of visitors thronging its shows round the year.

Over the years, participants at MENOPE have reaped the advantage of Dubai in charting growth plans. MENOPE 2012 will continue the tradition of helping companies open up regional markets to tap the region's unlocked potential for growth in the organic and natural product sector.



MENOPE 2012

The 10th Middle East Natural & Organic Products Expo 2012

Organic movement and the rising affinity for organic and natural products in the region is a comparatively recent phenomenon, but one that has grown exponentially in a short span of time. In the last 10 years, MENOPE has been an integral part of this growth story. Looking back from the threshold of MENOPE 2012, we do feel proud and honoured to be part of this growth and in being some way instrumental in catalyzing the regional market for organic and natural products.

Over the years, MENOPE has grown in size and substance and attracts a variety of exhibitors across product categories from all over the world. The show also has been on the upswing in terms of attracting trade visitors from across the region and beyond.

As organizers of the only show of its kind we also believe that we have to do our bit to promote organic and natural products among consumers and not limit us within a tradeshow framework. Hence every year under the auspices of MENOPE we also conduct knowledge-centric activities to create awareness and indirectly promote the natural and organic movement.

We do believe that the growth potential for organic and natural products is tremendous and what we witness now is just a tip of the ice berg. The potential for market growth is driven majorly by factors such as a predominance of youth among the regional population and a rise in the number of professional class in the region. A fast emerging awareness on health and safety, environment, sustainable development etc.. is also catalyzing the organic growth trend.

MENOPE is a trade exhibition with a difference - beyond commerce, the show also seeks to expand and enhance the spread of organic and natural products which in turn will help the growth of the market.

Joby Mathew Muricken
Head - Exhibitions
MENOPE



About The Venue

The Dubai International Convention and Exhibition Centre (DICEC) is enviably positioned between new and old Dubai. To one side is the city's glittering new skyline of hotels, freehold properties, business districts, shopping malls and entertainment resorts. To the other side is the older part of Dubai with its souqs, landscaped parks and vibrant retail and residential districts. Dubai's historic creek, wildlife bird sanctuary, zoo, museum, heritage sites; and famed beaches, championship golf courses, and marinas are also in the vicinity.

The Dubai International Convention and Exhibition Centre is a 15-minute drive from the Dubai International Airport. The Dubai International Convention and Exhibition Centre is a world-class venue with more than one enviable advantage. The Centre offers a flexible and versatile exhibition space, equipped to meet the most demanding expectations.

The Organisers

Global Links Dubai L.L.C. is a prominent name in the business of organizing exhibitions and we mean business. The organizing team is a workforce of dedicated, experienced and knowledge individuals who understand the dynamics of exhibition organizing and sector market potential and requirements. The organization is run by a team of like-minded professionals & technocrats, conducting specialty trade fairs and events for businesses in niche industrial segments, with accent on quality and professionalism - from planning through to execution.

Established in August 2002, Global Links L.L.C. is backed by a core team of professionals and technocrats who provide the foundation to create professionally managed events that exceed client expectations and produce results.... Whether you are organizing a trade show, conference, meeting or special event, the execution of the event requires a level of expertise and commitment that many companies and organizations find unavailable internally.

The mission of Global Links L.L.C. is to provide an adequate trade fair infrastructure and ambience, along with a sound attitude that will enable enterprises to interact with one another, transact business and operate locally, regionally and globally with significant competitive advantages.



MENOPE 2012

Exhibit Profile

Food & Beverages

- Fine organic foods
- Agricultural products
- Specialty/Gourmet products
- Baby food
- Non-alcoholic
- Beer/ Wine
- Mineral and Thermal drinking waters
- Condiments
- Ethnic foods
- Fiber/Energy
- Snacks
- Functional foods & Beverages
- Green foods & Juices
- Meat & meat substitutes
- Organic dairy products
- Organic fruits & Vegetables
- Dry fruits
- Fruits & Vegetables
- Culinary herbs
- Spices/ Seasonings
- Tea & Coffee

Cosmetics & personal Care items

- Cosmetics
- Skin care
- Baby care
- Bath products
- Cosmetic/Beauty products
- Essential oils/Fragrances
- Oudh & Natural Perfumes
- Nutraceuticals
- Hygiene products
- Foot care
- Hair care
- Internal cleansers
- Slimming products
- Sun care products

Health/Medicine/Pharma products

- Homeopathic
- Naturopathic
- Unani
- Ayurveda
- Siddha medicines
- Botanical extracts
- Aromatherapy products
- Bio-energetics
- Herbs & Medicines
- Essences
- Herbal products
- Massage products
- Medicinal teas
- Remedies
- Therapies / Treatments/ Clinics
- Relaxation Facilities / spa / Clubs / Hotels / Resorts
- Diet Centers
- Beauty Parlors
- Health Institutions

Nutritional Products / Dietary Supplements

- Functional food and supplements
- Nutritional supplements
- Acidophilus/ Bifidus/ Lactobacilus
- Amino acid supplements
- Antioxidant formulas
- Diet products
- Herbal & Mineral Supplement
- Nutritional products
- Vitamin supplements

Eco-friendly / Natural products

- Home Textile & furnishings Organic textiles
- Cleaning / Laundry supplies
- Natural furniture
- Gifts
- Fiber
- Cotton
- Ecological Clothing & Materials
- Natural Textiles & Yarns Environmental

Cleaners

- Environmental products
- Exercise products/ Equipment
- Gardening supplies
- Greeting cards
- Health devices
- House wares
- Potpourri / Candles/ Incense
- Recycled products
- Sports & fitness products

Other Products & Services

- Medical Tourism & Wellness Tourism
- Contract Manufacturing
- Organic Ingredients and raw material
- Natural flavorings
- Packaging materials
- Reusable bags
- Organic gardening products & Fertilizers
- Ingredients
- Supplies/ Shelving
- Certification & Consulting Services
- Investment & Trade Services
- Publications



Visitors Profile

MENOPE 2012 is expected to meet

- Importers
- Exporters
- Distributors
- Wholesalers
- Trading houses
- Business groups
- Collaboration and Joint Venture seekers
- Manufacturers
- Producers
- Overseas buyers
- Agents



Consultants and Franchisees of:

- Natural Remedies, Pharma, Health, Nutritional products and Dietary supplements
- Beauty & Personal Care Products
- Food & Beverage
- Herbs & Spices
- Relaxation products
- Fabrics & Accessories
- Gifts & Novelties
- Furniture

Service providers like:

- Therapies, Treatments & Clinics
- Relaxation Facilities & Spas
- Diet centers
- Beauty parlours
- Health Institutions, Clubs & Leisure centers
- Hotels, Resorts, Restaurants and Canteens
- Health care professionals and CAM practitioners
- Media

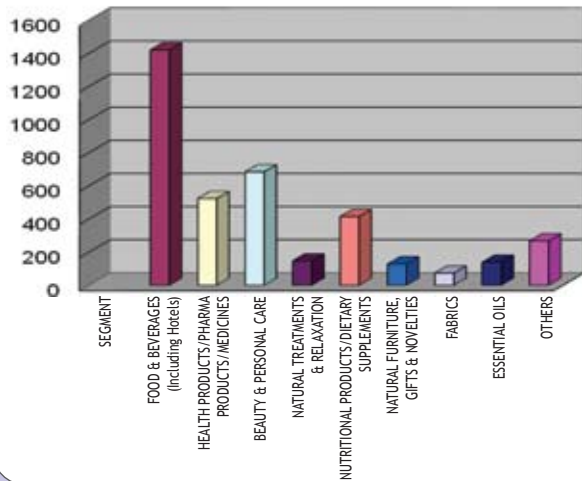
Retailers of:

- Natural & Organic products
- Pharmacies, Herbalist & Health stores and Farm shops
- Food & Beverage outlets
- Supermarkets, Departmental, General, Grocery stores
- Gift & Novelty stores
- Furniture shops
- Pet products

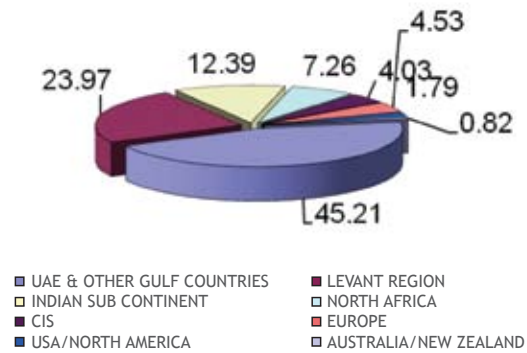
Visitor Quality & Numbers

The 2010 edition attracted 3750 trade visitors from across the region and their origin and segment have been statized as follows

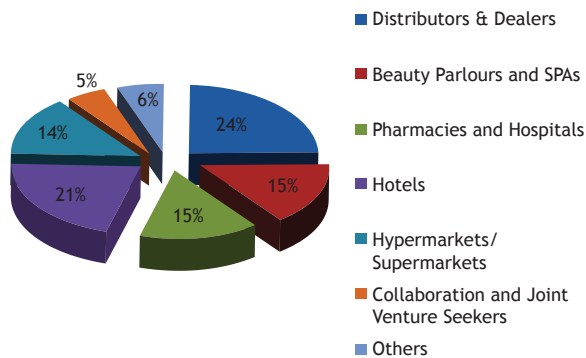
Visitor Segments



Origin of Visitors (%)



Visitor Profile (%)



Industry Support

IFOAM - International Federation of Organic Agriculture Movement (Germany)

The International Federation of Organic Agriculture Movements (IFOAM) is a grassroots and democratic organization that currently unites 750 member organizations in 108 countries.

In order to achieve its mission and address the complexity of the various components of the organic agricultural movement worldwide, IFOAM has established official committees and groups with very specific purposes, from the development of standards to the facilitation of organic agriculture in developing countries.

The IFOAM General Assembly serves at the foundation of IFOAM. It elects the World Board for a three year term. The World Board appoints members to official committees, working groups and task forces based upon the recommendation of the IFOAM membership, and IFOAM member organizations also establish regional groups and sector specific interest groups. More information, visit www.ifoam.org



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."

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. Shoirra 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"

Noufi 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."



Important Dates

Exhibit Move-in

Raw Space
25th November 2012 - 10.00 AM (Sunday)

Exhibit Move-in

Shell Scheme
26th November 2012 - 02.30 PM (Monday)

Exhibition Days

27, 28 & 29, November 2012
(Tuesday , Wednesday & Thursday)
10.00 AM to 7.00 PM
(On 29th: 10.00 AM to 5.30 PM)

Exhibit Move-Out

29th November 2012 after 5.30 PM (Thursday)
till 11:30 PM on same day

Exhibition Venue

Dubai International Convention & Exhibition Centre, Dubai, UAE.
For more details and booth booking, please contact the organisers:

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MENOPE 2012

Exhibitor Profile

- Fine organic foods
- Food and beverages
- Fruits and vegetables
- Gourmet foods
- Dry fruits
- Pulses
- Cereals
- Coconut products
- Tea / Coffee
- Functional food and supplements
- Cosmetics
- Bath products
- Skin care
- Other personal care items
- Essential oils spa products
- Fabrics
- Traditional medicines
- Healthcare products

Organized by:



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