

The world's leading fresh produce conference and networking events



By Tom Joyce

Friday 2nd October 2015, 16:18 GMT

WOP Dubai kicks off next week

The three-day exhibition dedicated to the Middle East's fruit and vegetables sector opens on Monday, with organisers anticipating the biggest edition ever



WOP Dubai returns to the UAE for the seventh consecutive year on 5-7 October, welcoming over 200 exhibitors from 30 countries and an anticipated 7,000 visitors to the Dubai World Trade Centre. That's an increase in exhibitor numbers of 20 per cent, while exhibition space has also risen, by 25 per cent to over 8,000m².

The event has attracted exhibitors from new countries including Japan, the UK, Slovenia, Rwanda and Mauritius, plus 14 official country pavilions have been organised.

The event's growth has been assisted by Russia's ban and Europe's struggling economies, while the Middle East's markets have continued to perform strongly. In the build-up to Expo 2020, which will be held in Dubai, significant investments are reportedly underway in the Emirate, including a canal-building project, an extension of the Metro system and the opening of multiple hotels and restaurants.

The exhibition also features the Eurofruit Business Forum, which takes place on the show floor, offering

companies an opportunity to showcase their products and their ability to meet the requirements of Middle Eastern importers, retailers and consumers. Speakers this year will include Marc Rauffet of France's Groupe Pomanjou, Omar El-Naggar of Spain's SanLucar, Federico Milanese of Origine Group in Italy, Irimi Mitrosili of Greece's Mitrosilis and Mark Haynes of G's in the UK.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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