

Back to Nature



معرض الشرق الأوسط للمنتجات
الطبيعية والعضوية

Middle East
Natural & Organic
Products Expo

MENOPE 2016

29th, 30th November &
1st December 2016

Dubai International Convention
& Exhibition Centre, Dubai,
United Arab Emirates (Hall 5 & 6)

naturalproductme.com



Welcome to **MENOPE 2016.**

Under the patronage of the Ministry of Environment & Water, **MENOPE** has become the region's only ideal business event dedicated for promoting certified organic and natural products; the one and only niche exhibition in the Middle East and North Africa (MENA Region).

The 14th edition of Menope 2016 is dedicated to enhance trade of environmentally sustainable products and services with focus on organic and natural products, eco-friendly products, lifestyle and beauty related products, along with the alternative wellness medicines and therapy into the growing organic industry in the MENA market.

The 3 day exhibition has been organized by Global Links Dubai L.L.C. which is a prominent name in the business of organizing exhibitions and the organizing team is a workforce of dedicated, experienced and knowledge-oriented individuals who understand the dynamics of exhibition organizing and sector market potential and requirements.

MENOPE Mission Statement:

- ✔ Serving the organic & natural products industry in the Middle East
- ✔ Being a significant platform for global companies to reinforce their presence in the MENA market
- ✔ Enhancing the trade of environmentally sustainable products & services
- ✔ Promoting the United Arab Emirates as the fast growing organic and sustainable market in the Region.

MENOPE Philosophy & Objectives

MENOPE believes in giving international companies from different sectors, instant access to a dynamic and expanding market of organic & natural products. The main objective of **MENOPE** is to continue being the ideal business platform for national and regional investors to interact with regional and international companies.



The only Niche Exhibition & Conference for **Organic, Natural and Eco-Friendly Products** in the entire Middle East & North Africa.

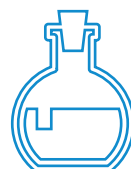
4 **MENOPE** four main sectors:



Organic and Natural
Foods & Beverages



Natural Health Care
& Nutrition



Natural Beauty
& Wellness



Natural Living
& Therapy



MENOPE
2016



INDUSTRY SUPPORT

The Ministry of Environment & Water supports **MENOPE** in terms of strengthening and facilitating entrepreneurship of agro-business including business-related to organic and natural products.

The Ministry has taken proactive steps in promoting the organic & natural products in the local market aiming for the UAE to become one of the leading and advanced countries in the Organic and Natural business. The International Federation of Organic Agriculture Movements (IFOAM) in Germany is a grassroots and democratic organization that currently has 750 member organizations in 108 countries. For More information, visit www.ifoam.org.

MENOPE at a glance.

MENOPE has witnessed great success and substantial growth over the years with the participation of International organizations along with their member exporting companies which emphasized the potential of the growing organic and natural food market in the region.

The continuous positive response from both exhibitors and visitors 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.

Market Overview

The United Arab Emirate's excellent infrastructure has helped the organic food sector nurture through the increasing number of organic farms and the elevated demand of the organic and natural products. Rising interests in natural beauty products and alternative medicine has also driven the overall demand in the organic sector in the region. According to a Frost and Sullivan study, the organic farming in the GCC region is set to meet US\$ 1.5billion by the year 2018 and this reflects the changing habits of consumers looking for healthy, chemical and toxin – free food produce.

Show's Venue

Dubai is known to be the globally acknowledged trade hub for MENA, the Indian Subcontinent and other neighboring countries together offering a catchment market of close to a population of 2 billion. Its superior infrastructure including connectivity to the markets across the sea, land and air has always made Dubai the cynosure of global trade fraternity keen to grab a share of the Middle East Business pie.

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.



MENOPE 2015

The **MENOPE 2015** Exhibition has gained strong credibility over the past 13 years with the exhibitors and worldwide Organic associations and officials; which covers the entire exhibition space of the DWTC Halls provided with over 130 exhibitors from more than 28 countries.

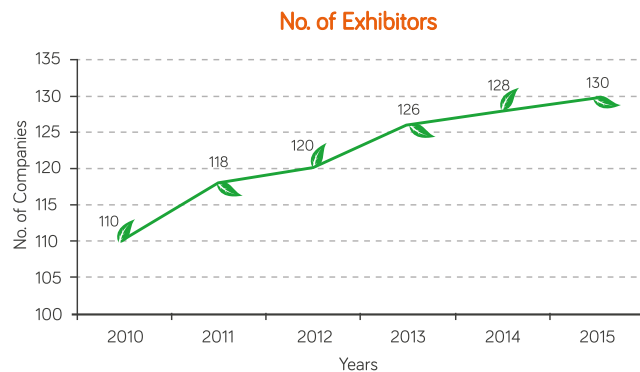
The Show displayed specialized exhibits ranging from Herbs & Spices, Natural Cosmetics, Cereal Products, Supplements, Food & Beverages, Fine Foods, Health Care Products, Natural Living and Healing Products, Natural Remedies, Traditional Remedies, Fabrics, Relaxation Facilities, Spas etc...

MENOPE 2015 was supported by various government institutions and industry associations which include Khalifa Fund for Business Enterprise Development, International Federation of Organic Agriculture Movements (IFOAM) in Germany, Dubai Municipality, Emirates Authority for Standardization and Metrology (ESMA), Department of Agriculture Philippines, Ministry Ayush, Govt. of India, Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA), Ghana Export Development Authority.

Exhibitors

The exhibitors market included the GCC countries, North Africa, Middle East, Europe, Australia and the Far East. National Pavilions who participated in **MENOPE 2015** were from Bulgaria, India, UAE, Ghana and France.

Statistics by sectors: F&B 42%, Cosmetics 22%, Health Supplements 16%, Eco Friendly 4%



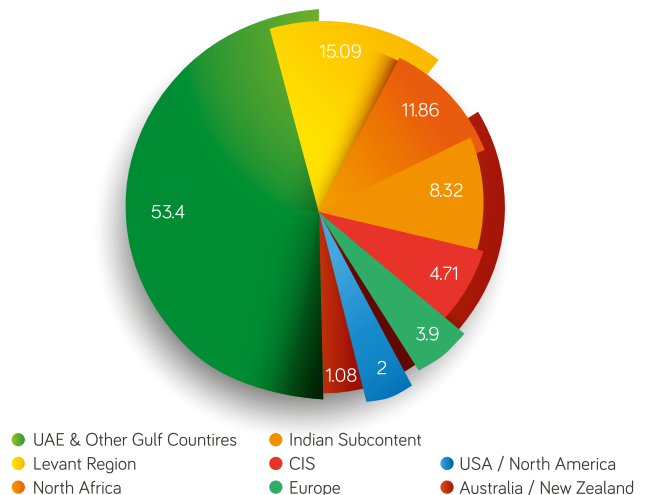
Visitors

MENOPE 2015 was attended by 3965 visitors who were knowledgeable professionals and serious business buyers. The show attracted visitor delegations from Kuwait, Saudi Arabia, Oman, India and Egypt. Trade visitors were from Bahrain, Turkey, Germany, African countries, UAE, Japan, UK, Italy, USA, Switzerland Spain, etc... Key buyers were from leading wholesalers, distributors, importers and exporters, supermarkets, food service, hotel & restaurants, catering contractors, online retailers visited the show in 2015.

Statistics by sectors:

Distributors 24% , Beauty 19%, HealthCare 18%, Hypermarkets 16%, Hotels 11%, Joint Venture 8%

Origin of Visitors (%)



Why Exhibit at **MENOPE**?

MENOPE will help their exhibitors & visitors to achieve the following:

- 🌿 Reaching their target market in the most efficient & cost effective manner
- 🌿 Finding niche markets
- 🌿 Increasing sales & market share
- 🌿 Gaining new image and brand awareness in this region
- 🌿 Demonstrating their product & know-how to their target audience
- 🌿 Building a strong relationship with their customers
- 🌿 Supporting industry association

MENOPE 2016

Now in its 14th year, look at what we have in store for you.



Education & Knowledge - The Conference

Under the patronage of the Ministry of Environment & Water, **MENOPE 2016** will hold the 2nd **Emirates International Conference on Organic Agriculture & Sustainable Products**; this unique conference will shed more light into the Middle East organic movement across market access, technology and support systems from governments.

This annual property will share information on the approach of the Ministry to develop the organic farming sector of the UAE, standardization in organic and related products, consumer's perception towards organic products, organic certification and etc.

29th & 30th November 2016

Visit our website www.naturalproduct.com to view the conference's program.



A Buyer – Seller Meeting Ground

The exclusivity of **MENOPE** has always ensured that the show attracts serious trade buyers who descend on Dubai during the three days show looking for the best deals. They come from all over the region, countries from MENA, Levant, the Indian Subcontinent, Russia and CIS and Iran.

New Product Showcase

A dedicated zone to showcase new products will be a major attraction to trade visitors at **MENOPE** Dubai this year.

Business Match Making

Organizers facilitate match making between prospective sellers and buyers in an exclusive zone within the expo premises. This helps companies participating in **MENOPE** to advance planning of their meetings with potential partners.





Exhibitor quotes

"This is our debut participation. As a trade platform, menope gave us a great opportunity to interact with traders and consumers from middle east. We have made contacts with distributors and traders and this will help us build new and strong relationships in future." **Amar Singh** | General Manager, Vitro Naturals, India

menope was a very good experience for us as a new exhibitor. We are confident and hopeful to get confirmed business and distribution deals for our products and will come back next year on a larger scale." **Velina Evtimova**, Sales Department, Refan Parfumerie And Cosmetique, Bulgaria

Menope gave us a platform to showcase all our products and the feedback we got was great. We will definitely like to participate in the expo next year too. The expo was a good opportunity for us to generate substantial leads from traders and distributors." **Naif Al Kindy**, Director, Lariese, Australia

"in this competitive world of natural and organic products, expos such as menope provide opportunity to showcase our innovations. We look forward to participate in this expo next year also to gain more contacts and to help us facilitate trade." **Alvaro Lugo**, Iberian Organic Pistachios, The Philippines

"Menope 2015 was a great experience. We met a large number of new and diverse retailers, hoteliers, and business owners. Contacts we made with them will surely help us build new and strong business relationships in future." **Hermie Flores**, Succharia Organic Ice Cream, United Arab Emirates

Visitors' quotes

"menope is very good for retailers as well as distributors and traders. This expo is a unique concept but it would be good if we got more exhibitors from the fmcg segment. I am positive that i will be visiting next year too." **Eman Yehia**, Elsindbad For Export, Chairman, Egypt

"From a trader's point of view, menope is a good expo to see a variety of different products, some of which we could explore to do business with. The expo also was a give and take opportunity for ideas and suggestions as well as to gauge the current market trends." **Zaid Halabi**, Lilies Trading Investments, Sales Manager, Jordan

"This event was very well organized, big and informative for people in the organic industry. There were a lot of products on the cosmetic side but there should have been more companies from the food and meat segments." **Gloria Daza**, Ceo, Kaia Earth, USA

"Menope is a perfect place for manufacturers, distributors, traders and retailers to come under one roof and see the latest trends and products available world over. I will definitely want to visit expos such as this which are of great interest to me. I would for sure try and come next year too. **Yewande Abewudi**, Ceo , Lagos Cold Pressed Juice Company, Nigeria

"I enjoyed visiting menope as this is a unique concept which opens up a world of diverse range of products. As organic and natural products are very much in demand these days, expos like this encourage us with choices and provide extensive information about the organic and natural sector from various parts of the world. **Mustaffa Saha Ali**, Lexzo Ltd, Director, UK



Rates & Packages

We offer two main stand choices:

- 1 Space only package:**
(Minimum area 18sqm) Gives the exhibitor the opportunity to design and build the stand themselves.
- 2 Full Shell Scheme stand:**
(Minimum area 9sqm) Stand that consists of: System stand, carpet, fascia/stand no., power supply, 3 spot lights, square table and two chairs.

Stand Option	Cost per square metre
Full Stand Package	US\$ 375
Space only	US\$ 350

USEFUL INFORMATION

Name

MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2016 (MENOPE 2016)
The Exclusive Organic & Natural Product Exhibition In The Region

Date

29th, 30th November & 1st December 2016

Venue

Dubai International Convention & Exhibition Centre (Hall 5 & 6)

Partner

Ministry of Environment & Water

Visitor type

Trade/Professionals/Buyers

Timing

29th November

10:00 am to 18:00 pm

Opening / VIP & Special Invitees

30th November

10:00 am to 18:00 pm

Trade/Professionals/Buyers

1st December

10:00 am to 17:30 pm

Trade/Professionals/Buyers



MENOPE
2016





MENOPE
2016

Under the patronage of:



UNITED ARAB EMIRATES
MINISTRY OF ENVIRONMENT & WATER

Supported by:



Organized by:



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