



EVENT REPORT - 6th MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2008

November 16th – 18th 2008, DWTC, Dubai, UAE

OVERVIEW

The annual Middle East Natural & Organic Product Expo had its 6th edition from November 16th to 18th 2008 at the Dubai International Exhibition & Convention Centre, Dubai, UAE. The event was organized under the patronage of Ministry of Health & Ministry of Environment & Water, United Arab Emirates and endorsed by International Federation of Organic Agriculture Movements (IFOAM) Germany, Korea Health Supplement Association (KHSA), Korea, Chamber of Herbal Industries of the Philippines, the Philippines. The internationally attended and participated event proved to be the most successful and a never to be missed event for natural & organic audiences in its sixth edition.

Interactions with all exhibitors and sections of the visitors, a detailed & analyzed feedback gathered throughout the event, revealed that the 2008 edition had grown and offered beyond expectations and the 2009 event would be evaluated as better, if not on par with similar shows in the sector internationally and regionally and that the show, would be the BEST PLATFORM FOR NATURAL & ORGANIC BUSINESS IN THE REGION.

KEYFACTS

- The sixth edition of the Natural & Organic Product Expo, which attained a substantial growth from the fifth edition, was held from November 16th – 18th 2008.
- The show was open from 10:30 am to 7:00 pm at Hall 2 of the Dubai World Trade Centre.
- 175 regional & international companies from 35 countries participated in the three day event.
- Group pavilions came from France & the Philippines.
- Exhibitors & Visitors were delighted with the opportunity and performance of the show as most of them had successful deals closed during the 3 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 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 3600 + trade visitors who were knowledgeable, professionals and serious business buyers. The show also attracted visitor delegations from Saudi Arabia, and Kuwait. Trade visitors 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

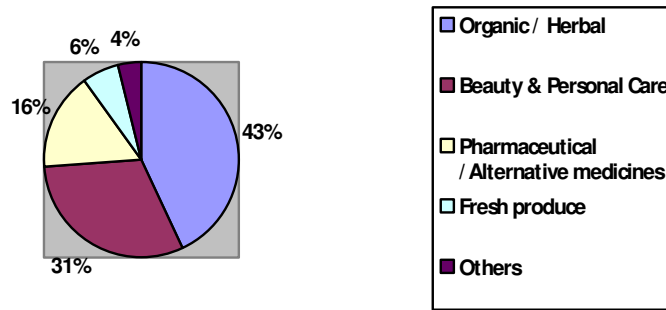
- International Federation of Organic Agriculture Movements (IFOAM), Germany
- Korea Health Supplement Association (KHS), Korea
- Chamber of Herbal Industries of the Philippines, the Philippines

MEDIA PARTNERS

1. Arab Health World
2. GLOBAL AYURVEDA
3. Middle East Food
4. Health & Nutrition
5. Spa & Wellness
6. The Pharma Review
7. The Pharma World

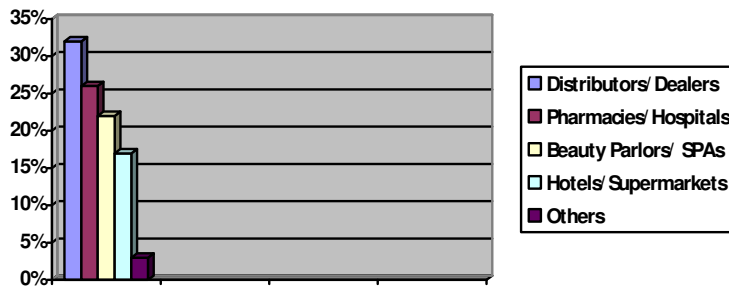
VISITOR – QUALITY & NUMBERS

The 2008 edition attracted 3620 trade visitors from across the region and their interest of visit have been statized as follows:



VISITORS' PROFILE

The trade visitors of MENOPE 2008 fall under the following category.



VISITORS FROM COUNTRIES

The 6th Middle East Natural & Organic products Expo 2008 attracted trade visitors from the following countries.

Saudi Arabia, Kuwait, Bahrain, Oman, Yemen, Jordan, Qatar, Lebanon, Morocco, Iran, Libya, Egypt, Sudan, Syria, Algeria, Pakistan, India, Italy, USA, Switzerland, UK, Canada, South Africa, UAE, etc.

EXHIBITING COUNTRIES

The show saw an international presence from over 30 countries – UK, Greece, Indonesia, Malaysia, Kuwait, U.S.A., UAE, Japan, Saudi Arabia, China, India, Germany, Cameroon, Canada, Philippines, Spain, France, Italy, Bulgaria, Uganda, Egypt, Syria, Ethiopia, Turkey, Oman, Jordan, Nigeria, Ethiopia, Lebanon and Nepal.

EXHIBITS AT 6TH MIDDLE EAST NATURAL & ORGANIC PRODUCT EXPO 2008

The scope of display includes Herbs & 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.

EXHIBITOR INTERACTIONS

SALES

Did you close deals at the show?

- 89% said yes.
- 11% said negotiations are on.

Did you achieve your sales target?

- 81% said YES
- 19% 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?

- 88% said YES.
- 12% said not sure yet.

Were business objectives achieved or advanced?

- 78% said YES, they found new clients in GCC and Middle East countries.
- 22% said YES, the show is a good plat form to meet the serious trade people from the region.

Visitors

Were you happy with the quality & quantity of visitors?

- 87% said YES, they were delighted with the quality of the visitors.
- 13% said we could have had more numbers.

Future Intentions

Would you be exhibiting again in the 2008 edition?

- 90% said YES.
- 10% said most probably.

Would you like more space for the 2009 show or is the current space sufficient?

- 78% said YES, and some of them increase the space by 100%
- 12% said they would go with same space arrangement.
- 10% said, they will take a decision soon

EXHIBITORS' QUOTES

All our exhibitors did well and found this to be an excellent networking platform with potential for good sales.

The show is certainly better than last year and we did sign contracts at the expo.

AMIR QAYYUM, SALES MANAGER, NADEC, SAUDI ARABIA

We were very happy with crowd turn out. We received a good number of inquiries and interest from potential buyers and business partners. We would like to come again if the queries turn into business.

DR. BADRI NARAYAN, HEAD- MEDICINAL PLANTS PROJECT, DABUR NEPAL

This is our first time at the exhibition, we didn't come expecting a lot but we are extremely satisfied with the number of queries generated. This was a great platform to launch our products in the UAE.

TERESA ESANTOS, PRESIDENT & CEO, PRO SOURCE INTERNATIONAL INC
(Representative of Chamber of Herbal Industries of the Philippines)

We are very satisfied with the amount of inquiries. The interest generated among potential clients and individual customers were phenomenal. We had many inquiries from individuals who want to be our distributors. We have also signed up for MENOPE 2009 and will advise other companies in Athens to do so too.

The highlight is that we have also signed a deal with a representative for the products in KSA at the exhibition.

MATINA CHRONOPOULOU, MANAGING DIRECTOR, HELLAS ORGANICS

The Middle East is interesting for French organic products in cosmetics and supplement. Buyers are very opened on the existing offer and are looking for excellence. Due to the large area covered by Menope, French organic companies found huge possibilities to meet partners in wellness sector.

This natural market tends to be an organic one and offers opportunities for companies specialized in this field. As the French companies from the Rhone-Alps Region are working on the organic sector for several decades their know how in innovation and formulation might find resonance on the demanding Middle East Market.

In 2009, we'll exhibit again with a large range of organic wellness professionals to present French know how in cosmetics, supplement, as well as fine food.

FRANCOISE VERNUSSE, CCI DROME SPOKE PERSON, RHONA ALPS GROUP AT MENOPE 2008

We received overwhelming response. This is our first time at the exhibition but were able to generate massive response, beyond our expectations.

KHALID HAJJAR, DIVISIONAL MANAGER – ORGANICS, AL YASRA FOODS CO., KUWAIT

We believe that the expo has grown from the last year in terms of participants and the visitors. We are confident it will continue to grow given the right amount of advertising and awareness. All in all this has been a satisfactory expo and Global Links have been excellent in managing the event.

ENG. SALAH ABDULLAH

HEAD – ORGANIC AGRICULTURE UNIT, MINISTRY OF ENVIRONMENT & WATER, UAE

We attend MENOPE from the first edition and we have noticed the adjustment of the international exhibitors to sophisticated health and wellness organic markets. The group of 2008 French exhibiting companies mainly from Rhones Alpes got in return a good impact with distributors. Health Beauty Wellness business is growing 2 digits everywhere the Middle East could introduce some innovative concepts such as fine organic food catering to the needs of the Hospitality ; on the other hand regional tradition could revive with unani herbals or oud aromatherapies. In fact MENOPE is already

unique both a trend lab and a launch pad, and we expect the lecture 2009 to be at the same level to generate a professional traffic embracing all the segments.

BRUNO QUEYREL, SENIOR HEALTH AND WELLNESS CONSULTANT, FRANCE

It is really encouraging to note that around 650 sqm area has already been booked by some of the country pavilions and existing exhibitors during the last day of the exhibition. This indicates the importance of MENOPE series of exhibition - region's only one exhibition for natural & organic products - and their interest to do business with one of the stable economies where the ongoing recession is not yet affected much. We expect the 7th edition of the exhibition which is being organized at Dubai World Trade Centre during DEC 7-9, 2009 will attract more exhibitors and trade visitors from across the world as Dubai (UAE) is emerging as the global finance hub.

Joby Mathew Muricken
Head – Exhibitions
Global Links L. L. C.
Mob: + 971 50 4544693



The 7th Middle East Natural & Organic Products Expo 2009

GLOBAL LINKS DUBAI L.L.C.
P.O Box 34351, Dubai, U.A.E.
Tel: +971 4 3322283, Fax: +971 4 3322253
E-mail: info@naturalproductme.com, Web: www.naturalproductme.com