

UAE: 15% more exhibitors at 'Perishables Expo'

The upcoming eighth edition of the annual International Perishables Expo Middle East (WOP Dubai), is expected to feature 235 exhibitors from 34 countries, representing a growth of 15 per cent compared to last year.

In cooperation with the Dubai Municipality, the event will be held from November 13 to 15 at the Dubai World Trade Centre.

The exhibition will coincide with the 11th annual edition of the International Plants Expo Middle East (IPM Dubai).

This year, 7,000 attendees and decision makers are expected to visit, from 78 countries around the world. An extra hall was added to accommodate the increased demand, bringing the total footprint to 9,720 sq m. This represents a 30 per cent increase from last year, which reflects the significance of the event in this booming industry and secures Dubai's position in the global marketplace.

India and Greece have, for the first time, joined the long list of countries choosing to promote themselves at the event with a Country Pavilion. Other countries include; Australia, Belgium, Cyprus, Egypt, France, Italy, Kenya, Portugal, Turkey and Spain.

The largest Country Pavilion for the third year running will be Morocco, while China will host the second biggest pavilion this year. Despite its rapid growth and success, the event has maintained its reputation as a place to network with like-minded industry professionals, customers and traders.

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