



A FRESH approach to GROWING business in the Middle East

MIDDLE EAST
**Organic &
Natural**
Products Expo Dubai 2017

11-13 December 2017

Dubai International
Convention and Exhibition Centre, UAE

Online 2 Offline Strategy

Hosted Buyer Programme

Business Matchmaking



Under the patronage of

UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



الإمارات العربية المتحدة
وزارة التغير المناخي
والبيئة

Supported by

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WELCOME TO THE ONLY B2B EVENT IN THE MIDDLE EAST

Middle East Organic & Natural Product Expo is a once a year event that provides a common ground for both, buyers and producers of natural and organic products. This event provides international companies from different sectors, instant access to a dynamic and expanding market of organic and natural products. For past 14 years, exhibitors and visitors at Middle East Organic & Natural Product Expo have done business, launched new products and found new opportunities.

Multiple government initiatives in the Middle East over the years have made UAE one of the leading and advanced countries in the Organic and Natural business. The organic food sector has seen growth with increasing number of organic farms and higher demand for organic and natural produce even in the medical and cosmetic sector. As awareness about the organic lifestyle and the purchasing power increases, we can safely assume that this trend is only going forward.

KEY SEGMENTS



Food & Beverages



Health Care & Nutrition



Beauty & Wellness



Living & Therapy

WHY EXHIBIT?

365 DAYS
ENGAGEMENT THROUGH
ONLINE 2 OFFLINE
STRATEGY

Be it finding customers, gaining visibility or creating awareness, the biggest roadblock for businesses is to connect with the right people and companies. This is not just a 3-day event to meet potential buyers, but a year long activity to get introduced to the best matching buyers. This ensures that all the time and effort you put in gives you maximum results. As an exclusive show, Middle East Organic and Natural Products Expo attracts serious trade buyers looking for best business contracts, an important point for exhibitors and visitors alike.

• **ONLINE 2 OFFLINE STRATEGY**

Offering you 365 days of engagement, we aim to connect prospective buyers and sellers throughout the year via online and offline mediums. Prior to the show, we find the best match for your business and create valuable connections that will last long after the expo has ended.

• **HOSTED BUYER PROGRAMME**

Available only to the most influential buyers from outside the UAE. Buyers who qualify for this programme will be offered hotel accommodation, local transportation and pre-arranged meetings during the event. This is a sure way to get the most out of your investment at the expo.

• **BUSINESS MATCH MAKING**

Meet the best prospects for your business with our onsite match making. We connect you with prospective business associates who can help transform your business. You can follow up with the connections made onsite for long term associations.

• **VIP BUYER ENGAGEMENT**

Our team will ensure that the most important buyers are provided with first hand information on the top exhibitors and new products. The team will make certain that these VIPs have a smooth entry to the expo and will manage pre-arranged meeting schedules for exhibitors.

ONLINE 2 OFFLINE STRATEGY FOR SUCCESS

Not just a 3-day event; your year-long business development activity for the region.



get **ON**board

Book Now, Limited Space Available

www.naturalproductme.com

Please contact us to discuss your space requirements and to find out the right Sponsorship opportunities that match your objectives and budget.

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