



Under the patronage of

UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



الإمارات العربية المتحدة
وزارة التغير المناخي
والبيئة

**DIGITAL
TRADE
EXPO**



MARCH | JUNE | SEPTEMBER

MIDDLE EAST
**Organic &
Natural**
PRODUCTS EXPO DUBAI

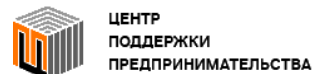
6 - 8 DECEMBER 2021

An Essential Destination for all Agri, Bio, Organic, Natural and Eco-friendly Businesses.

Meet thousands of regional high-level procurement heads from wholesale, retail, importers, re-exporters, private label and distribution in the Middle East and North Africa.

www.organicandnatural.com

Industry Partners and Supporters





CHANGING THE DYNAMICS OF ORGANIC TRADE.

The Middle East Organic and Natural Product Expo Dubai is the Middle East's sole business event that focuses on organic and natural products. The platform has been connecting suppliers with buyers for 19 years and is held under the patronage of the **Ministry of Climate Change and Environment UAE**.

The success of the 2020 show was a testament to the Middle East's demand for organic and natural products, in the post-COVID era. The expo is a pioneer in gathering organic, natural & wellness businesses in the region most industry members look up to every December.

DELIVERING RESULTS DURING CHALLENGING TIMES

2020, was the year that changed us! We Went HYBRID. Successfully facilitated organic trade online & in-person during the pandemic.

36%

Increase in visitors

32800+

Pre-Scheduled
Meetings

44000+

Live Buyer
Attendees

4366+

Product enquiries
generated

41%

Virtual show
attendees visited the
show in December

4X YOUR BUSINESS REVENUE

Start selling right away to the TOP Middle East buyers. Offering you the best of both worlds – introducing the Hybrid Event format combining the benefits of a Virtual and Face to Face expo.

ACHIEVE 365 DAYS OF GROWTH



Monthly Buyer
Recommendations



LIVE Product
Showcase



Real-Time Buyer
Meetings



Product Specific
Enquiries



B2B eCommerce
Portal



Product
Registration



Complete
Fulfillment Package



WHAT'S NEW IN 2021?



ORGANIC SUPER KITCHEN



FRESH PRODUCE CORNER



ORGANIC BEAUTY CORNER



INNOVATIVE PRODUCT PAVILION



Co-Located Conference & Expo

**6.75
CME POINTS
ACCREDITED**

With an eye on the booming health and wellness industry, the three day Traditional, Complementary and Alternative Medicine (TCAM) expo aims to provide business opportunities for manufacturers, herbal ingredient suppliers, and specialists with wellness specialists, retailers and holistic health community in the Middle East and North Africa region - who are on the lookout for new products and suppliers.

Collaborate with other traditional & alternate systems of medicine for combined growth – A step forward towards the world of holistic healing



Ayurveda | Chiropractic Medicine | Homeopathy | Naturopathic Medicine | Osteopathic Medicine
Therapeutic Massage | Traditional Chinese Medicine | Unani Medicine

A woman in a blue traditional Chinese robe with white and gold embroidery is kneeling and pouring tea from a small teapot into several small cups. The background is a red wall with a black lattice pattern.

Co-Located Expo

ORGANIC TEA & COFFEE EXPO



UAE has been announced the world's largest re-exporter of tea. The country also ranks 5th in coffee re-export.

On the backdrop of this increasing demand for tea and coffee in the region, the expo brings together tea and coffee growers, manufacturers and promotion boards to showcase their products and meet with specific buyers who are looking to source these products in the MENA region.

“We have found our market!

We found café chain owners and a lot of distributors from 7 countries so far at the expo. We had lucrative discussions using the B2B platform that have opened a doorway into this region for our sustainable coffee products. We plan on bringing a larger contingency under a Papa New Guinea country pavilion next year.”

Emma Orea, Island Green Products, Papa New Guinea
(2019 Exhibitor)

PRODUCT CATEGORIES & SOME OF THE TOP PRODUCTS EXHIBITED

Food & Beverage

- Superfoods
- Food Ingredients & Spices
- Vegan & Plant based
- Tea & Coffee
- Savory & Snacks
- Dried Fruits and Nuts
- Alcohol Free Beers and Spirits
- Baby & Children's Foods
- Cereals, Pasta & Pulses
- Processed foods
- Dairy Products
- Olive Oil
- Fresh Produce
- Grocery
- Herbs and Spices
- Jams, Preserves and Honey
- Juices and Soft Drinks
- Poultry & Meat
- Ready Meals
- Smoothies/ Fresh Juices
- Soups and Sauces
- Special Diet / Free from Products
- Other Beverages

Health

- Ayurvedic Products
- Herbal Products/Remedies
- Sports Nutrition
- Baby / Child Products
- CAM Supplies / Services
- Dental Products
- Detoxification Products
- Functional foods
- Garden Products
- Health / Fitness Supplies and Equipment
- Holistic Therapies
- Ingredients
- Naturopathy
- Nutraceuticals
- Pet Foods & Healthcare
- Pharmaceutical Products
- Raw Materials & Ingredients (nonfood)
- Supplements & Remedies
- VMS (Vitamin/Mineral Supplement)
- Alternative Medicine

Beauty, Cosmetics & Body Care

- Natural Skincare & Cosmetics
- Vegan Cosmetics
- Cruelty free/ Free from
- Body Care
- Hair Care
- Aromatherapy Products
- Cosmetics
- Skin Treatment products
- Baby & Child
- Beauty Supplements
- Beauty Supplies & Equipment
- Health Products
- Men/Women's Grooming
- Spa / Salon Equipment & Supplies
- Living**
- Clothing, Fabrics & Textiles
- Essential Oils
- Flower Essences
- Garden Products
- Household and Eco Products
- Natural Products.

Environment

- Air Quality & Emissions Control
- Bio Energy System
- Bio Laboratory
- Clean Fuels
- Cultivators
- Environmental Health
- Farm Tools / Equipment
- Farming Technologies
- Fertilizers
- Greenhouses
- Horticulture
- Hydroponic
- Organic Manure
- Packaging / Private Label
- Plant Protection
- Soil Testing Equipment
- Waste Management
- Water Management
- Weed Wiper
- Agriculture & Farming Technologies**
- All Agri-Tech including:
- Greenhouse
- Aquaponics
- Hydroponics
- Vertical Farming etc.





The Middle East's only dedicated **Online Wholesale B2B Marketplace** for Organic & Natural products. First eCommerce portal with complete fulfilment service, offering hassle free market access for international suppliers. Buyers can source high quality global products locally at wholesale prices with quick delivery services.

Features	Benefits
Only B2B (wholesale) online portal	Right choice to reach a focused buyer community of over 35,000
Online Sales Channel (upgrade)	Most cost effective and risk-free way to enter Middle East market
Weekly/Monthly leads	Guaranteed returns – no blind date, leads matched on product level
Powered by ME Organic & Natural Expo	Access to most UpToDate buyer data and coming from a trusted platform
Distribution/Fulfillment facility (upgrade)	One stop shop – we do product registration, customs, storing and delivering; complete fulfillment
Online Request for Quotation – eRFQ	Suppliers get online requests and able to quote directly to buyer requests

Buyers	
Total number of buyers	42,527
Country of origin (from)	56

Country/Region wise Split	
Middle East	32,368
Africa	6,047
Others	4,112
Total	42,527

Suppliers	
Total number of suppliers	1,410
Country of origin (from)	43

Supplier Type	
Exhibitor	1,316
Non-Exhibitor	94
Total	1,410

Arabian Organics Traffic	
Average unique traffic (Weekly)	5,500
Average enquiries generated (monthly)	432
Average number of RFQs generated (monthly)	402

T1 Buyer Category Split	
Food & Beverages	16,026
Beauty	12,793
Health	10,346
Others	3,363
Total	42,527

T1 Seller Category Split	
Food & Beverages	619
Beauty	390
Health	326
Others	94
Total	1,429

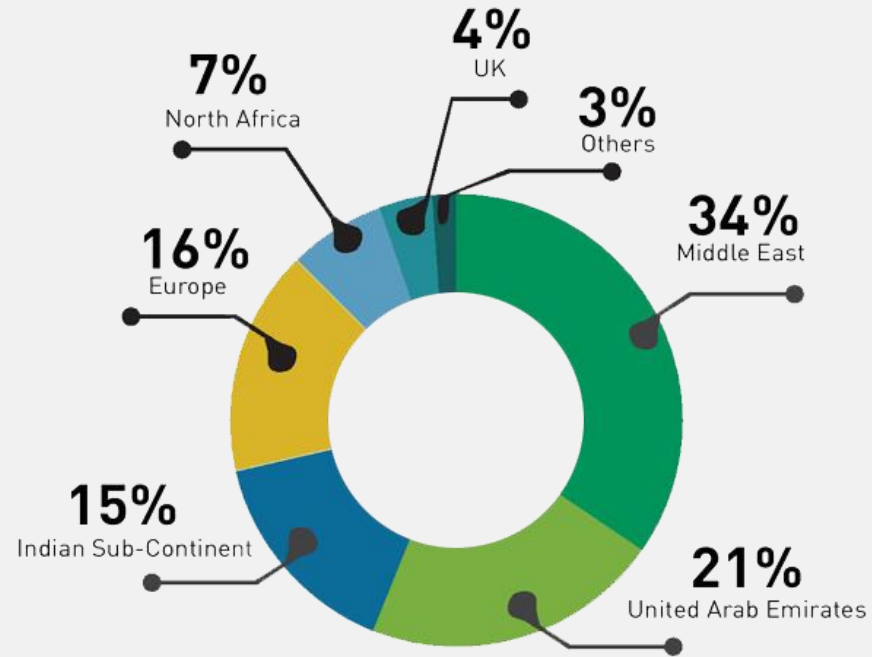


Be there while the whole world is in Dubai!

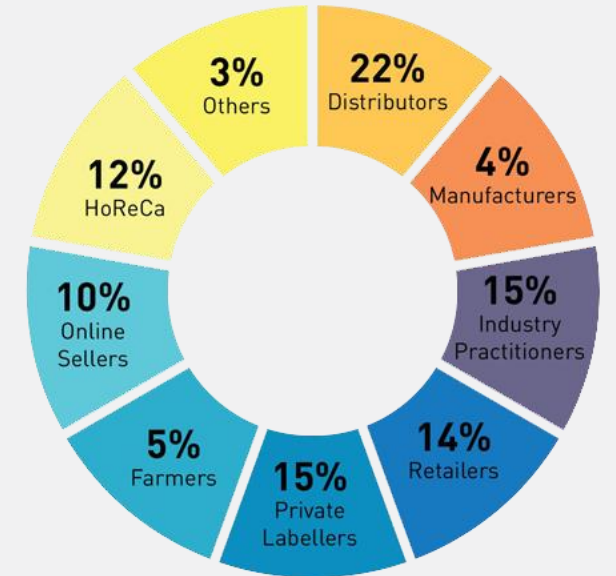
Benefit from the presence of global buyer delegations at the 18th Edition of the region's only trade expo for all things organic and natural; while the world attends the Dubai Expo 2021 this year.

Top 10 Visitor Countries

- 1 United Arab Emirates
- 2 Saudi Arabia
- 3 India
- 4 Egypt
- 5 Kuwait
- 6 Bahrain
- 7 Oman
- 8 Lebanon
- 9 Nigeria
- 10 Morocco



Buyer Profile – Geo Breakdown



Visitor Industry Breakdown

Exhibiting at Organic & Natural Expo Dubai is more than just a stand. It is your one-stop-shop in expanding your business into the Middle East including monthly buyer leads, online shop, product registration, custom clearance, warehousing, re-packaging and fulfillment.

17 Years of successfully helping thousands of international businesses find new markets.



2019 Expo in Numbers

Social media	100,000+ followers
Website visits	663,337
Online buyers	35,000+
Monthly buyer leads	5 Every month
Pre-arranged meetings	3108
Onsite trade buyers	8,431

Industry Partners and Supporters

We work in partnership with the industry to deliver an event for the industry. Here's some of the industry leaders we work closely with:



“We have seen exhibitors from different countries, and this show’s growth over the past few years can be taken as a good sign, and I hope that this exhibition will only grow in the future. We have managed to source some items that were quite interesting.

Katarina Gjosheva
Midway Middle East

(2018 & 2019 Trade buyer)



2019 HIGHLIGHTS

8431

Trade buyers in attendance from the wholesale, retail, private label, distribution and HORECA.

3108

Pre-arranged meetings with buyers matched on product level.

623

VIP Buyers from the leading trade houses in the regional bio industry.

“I think there’s huge potential for organic market expansion- there’s a great base of people from all over that are well educated and have the means to buy organic.

It’s a great market and it has a lot of potential. I think expo’s such as this are very important to get buyer out to meet suppliers.”

—
Melody Meyer
Board President
Organic Trade Association,
USA



2019 CONFERENCE HIGHLIGHTS

The internet is great at making people aware of what exists, but it can't substitute an actual face to face meeting between a buyer and sellers, and this expo has been excellent in that regard. The footfall has been amazing, the b2b meetings that have taken place – it has really supported women owned businesses in a very dynamic sector.

As we move towards the idea that more and more people want organic and natural products, this exhibition is especially able to link buyers and sellers within the sector.

—
Dr Ashraf Ali Mahate
Dubai Exports

27


Panel Discussions, Workshops and Speaker sessions.

42

International and local speakers and industry experts.

1216

Active industry professionals in attendance.



“We used the expo’s O2O Platform to connect with about 11 buyers online and pre-scheduled meetings with them.

There are a lot of business owners and key decision makers registered on the web portal. I am looking forward to connecting with them and doing business.”

Christopher K Tetteh Shea
Butter Central, Ghana
(2019 Exhibitor)

O2OEVENTS

Everything You Need to Succeed in the Middle East

3 Day Expo = 365 Days Business

Pre-show buyer connections + Onsite meetings + Post-show follow-up



5 Buyer Leads Per Month



365 Days Online Business



Pre-Arranged Meetings



VIP Buyer Program



Onsite Matchmaking

13510909319
EMAIL
3589109@qq.com
ADDRESS
圳市龙岗区平湖街道
10楼1011伊甸园文化
iyuan International
ter, 8 Fu'an Avenue,
strict, Shenzhen,
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(Shen

"I have had the opportunity to meet distributors that had arranged to come and meet me and discuss the brand on the organizers putting together a system so that they could come together and pre-arrange business meetings.

We assumed that most of the visitors would be people based here in Dubai, but I had a meeting with a buyer from Sudan who was able to use ArabianOrganics to tap in and access us. His interest in our products was bought to my attention because of the portal."

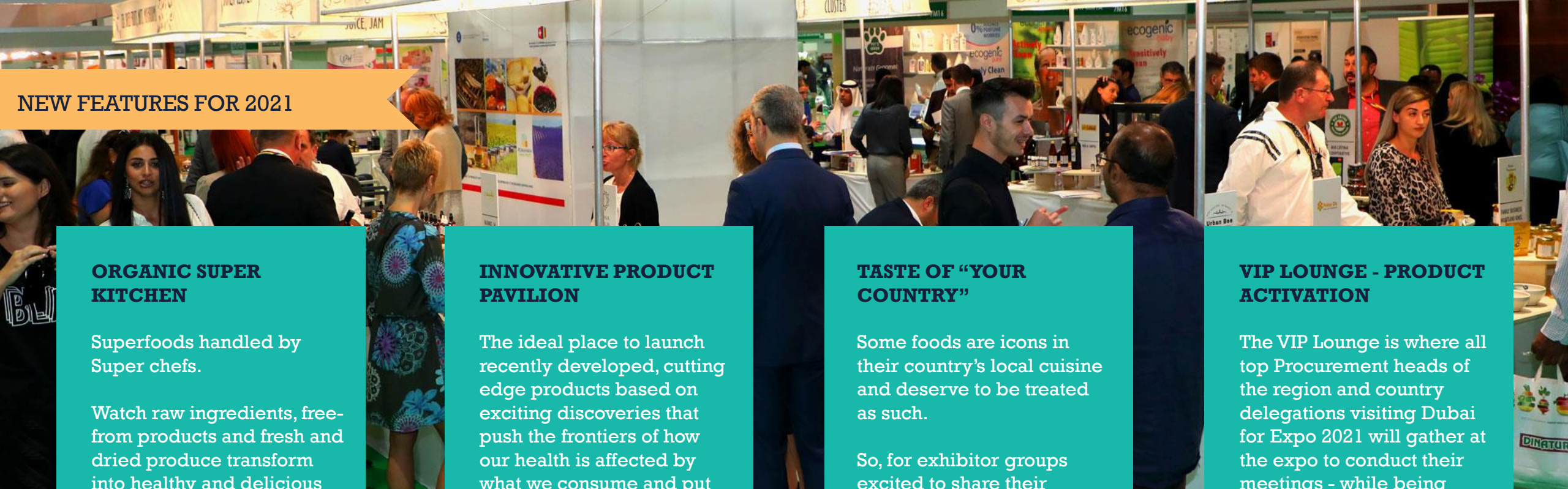
—
Penelope Prempeh
House of Prempeh Ghana
(2019 Exhibitor)



Middle East's only b2b online portal

Promote your products to over 5 million buyers over a year, with free one-year subscription to the only online portal in the Middle East; arabianorganics.com.

The one-stop-shop- from lead generation to certification to delivery (complete fulfilment service) - we pick products, store them in UAE and deliver to your buyer's doorstep; packed according to their specifications. Selling to the Middle East has never been so easy!



NEW FEATURES FOR 2021

ORGANIC SUPER KITCHEN

Superfoods handled by Super chefs.

Watch raw ingredients, free-from products and fresh and dried produce transform into healthy and delicious meals that warm the soul.

The perfect product activation stage; this feature serves up freshly prepared food using the show's F&B exhibitor's products- giving visitors a chance to sample them in action.

INNOVATIVE PRODUCT PAVILION

The ideal place to launch recently developed, cutting edge products based on exciting discoveries that push the frontiers of how our health is affected by what we consume and put inside our bodies.

This is the best place to launch your innovation to a procurement crowd that is actively looking for exciting new products, set in a market that imports 92% of its requirement.

TASTE OF "YOUR COUNTRY"

Some foods are icons in their country's local cuisine and deserve to be treated as such.

So, for exhibitor groups excited to share their country's taste with the Middle East, this afterparty acts as an immersive experience; influencing the taste buds of some of the top buyers in the region.

VIP LOUNGE - PRODUCT ACTIVATION

The VIP Lounge is where all top Procurement heads of the region and country delegations visiting Dubai for Expo 2021 will gather at the expo to conduct their meetings - while being served hot beverages and light snacks.

Can you imagine a better way to have your products sampled by the exclusive group of high-level buyers from across the world?



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**Organic &
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PRODUCTS EXPO DUBAI 2021

6 – 8 December 2021
Dubai World Trade Centre

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Interested in expanding into the Middle East bio market?
Get in touch with the team:

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Global Links Exhibition
Organisers & Conferences LLC



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