

20

Year Anniversary

13 - 15 DEC
POST SHOW REPORT

2022

MIDDLE EAST
**Organic &
Natural**
PRODUCTS EXPO DUBAI 2022

Under The Patronage Of



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

Middle East's Year-round Platform For All Things Organic, Natural And Healthy



Food
& Beverage



Beauty
& Cosmetics



Health
& Wellness



Sustainable
Living



Agriculture
& Environment

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Demand Continues to Outpace Supply

The Middle East Organic and Natural Product Expo has become the Middle East's go-to platform for wholesale and retail trade for all things organic, natural, halal, vegan and sustainable.

The region imports over 90% of its organic and natural products and now there's demand for having more choices and availability of newer products as they launch globally.

25% Consumers believe that there aren't enough healthy products available in stores despite 60% increase in shelf space for organic products in the last few years.

Millennials are driving growth as they prioritize healthy eating and use of clean products, also thanks to the growing population at 18.9%.

In a nutshell, the opportunity for suppliers is to expand into a market with lesser competition and steady growth, to develop a year-round supply chain.

5 Sectors Driving Growth



WHOLESALE



HoReCa



RE-EXPORT



RETAIL



PRIVATE LABELLING

Visitor Analysis

9,875

15% Increase
in B2B Visitors

56

Countries
Represented
By Buyers

2,075

Highest Ever
VIP Buyer
Attendance

1,178

Pre-scheduled
Appointments; An
Average Of 4 Meetings
Per Exhibitor



38%

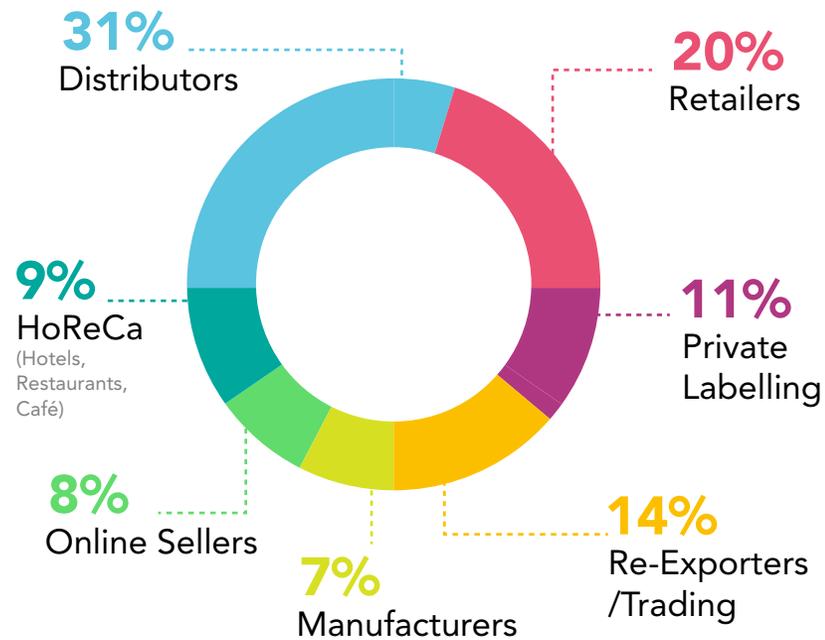
Of Online attendees
also visited the expo



41%

Of visitors had
connected with
exhibitors before
the expo.

Buyer Profile



24%
Exhibitors reported to have secured a deal at the expo.

73%
Exhibitors met buyers from other GCC countries.



United Arab Emirates



Saudi Arabia



India



Egypt



Kuwait

Top 10 Visitor Countries



Bahrain



Oman



Qatar



Iran



Morocco

This is our first time at the show, and we certainly got so many meetings and business contacts. We met potential distributors, co-distributors and retailers from around the world, mainly from the GCC region. We would wholeheartedly recommend this show to others.



Barbara Schubauer - Exhibitor 2022
Olivia Organic, United Arab Emirates



Top Buyers in Attendance



35

Average Number of precisely-matched leads delivered per exhibitor before the expo

91%

Of Exhibitors met their No. 1 objective of meeting the right buyers.

Exhibitor Analysis



12

Country Pavilions



Turkey



Poland



Armenia



Greece



Italy



Russia



India



Pakistan



Kenya



Iran



Rwanda



Burundi



235

Top Quality Exhibitors



47

Top Producing Countries Participation

365 Days of Export Promotion



Middle East's Wholesale E-Commerce Platform



Live Online Forum



RUBIQ

Exhibitor and Buyer Portal



Ready for Trade - 1st Step To Enter The Market

- Registered over 700 products locally in the UAE
- More than 52% of exhibitors registered their products
- Mandatory for exports into the UAE and for re-exports
- Makes trade hassle-free and quicker
- Registered products have better acceptance among buyers

This show is extremely important for us because we're not present in the Gulf Area and that's why we came here to meet new contacts and to find a distributor who would present our product selectively in this area. We've met distributors from all around the world at the show. Overall, we think coming here has really paid off. The show is the right place for companies with organic and natural products.



Ivan Dropuljic - Exhibitor 2022
Biohill , Croatia





This expo is crucial for Russian companies looking to enter the Middle East market. We've signed multiple deals within the first two days and expect more success in the coming months. We've seen consistent growth at the exhibition over the years and have seen an increase in Russian companies joining the show.

Dmitry Polyakov - Exhibitor 2022
RusGlobalExport, Russia



Last Year We Hosted

First-ever large pavilion participation from Turkey

3 New country pavilions – Italy, Poland and Greece

Introduced coffee pavilion from Burundi

3rd Steering committee meeting by the Ministry of Climate Change and Environment for the Organic Production Sector in the UAE

Launched 'New & Innovative Products Pavilion' with over 15 debut product launches

Sponsors & Partners



The show is really amazing. I'm really impressed by the size and the number of participants here. The most important thing to bear in mind is that it's time to go for sustainability and I think that the Organic & Natural show can really lead the way towards a more sustainable food system. The show gives a sign to everybody that organic matters.

H.E Elena Panichi,
Head of Unit of Organics
European Commission



Organic Conference



35+

Panel Discussions



65+

International and Regional Speakers



1250+

Industry Professionals in Attendance



The demand for specialty tea and coffee is rising in the MENA region and this is because consumers have become more conscious about their health & wellness post the pandemic. I think the show is wonderful and is definitely going to be bigger and better next time since we've already got a good number of participants here. I look forward to the next season.



Mohamed Tafseer,
Commercial Director
Baqer Mohebi Ent., United Arab Emirates

20+ Leading Speakers	15+ Expert Lead Discussions		150+ Delegates in Attendance
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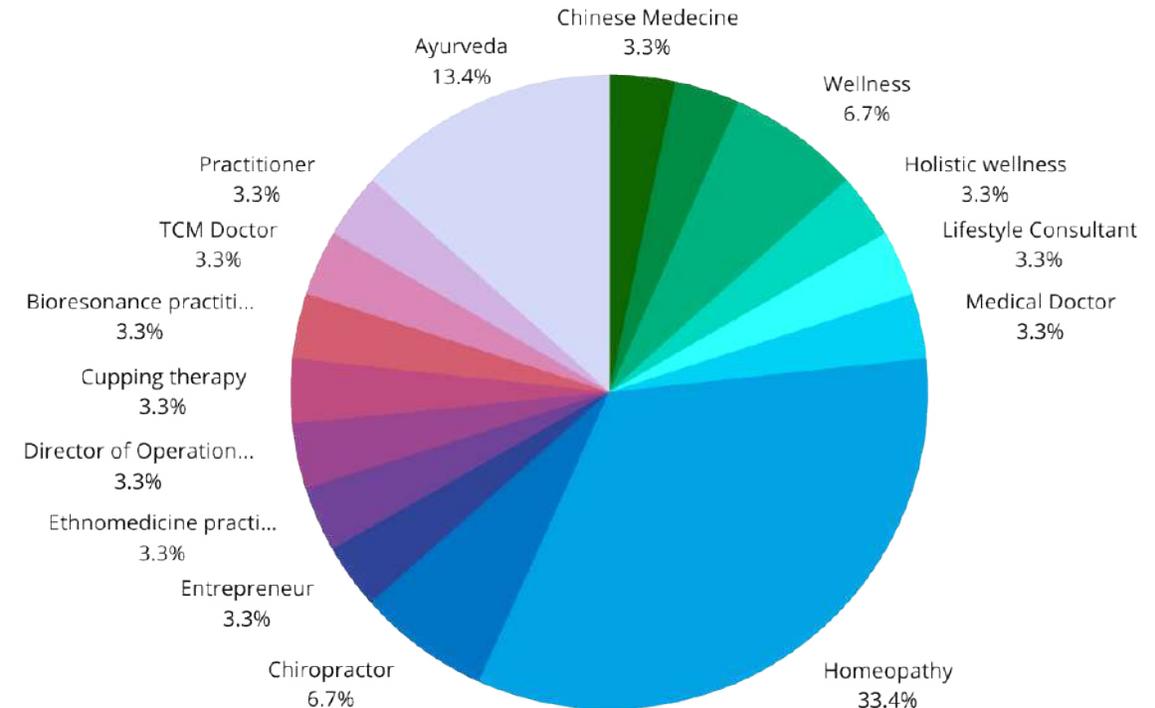
Ayurveda | Homeopathy | Naturopathy | Yoga | Unani
 Medicine | Traditional Chinese Medicine | Hijama (Cupping)
 | African Traditional Medicine | Chiropractic | Herbology
 (Local flora and fauna) | Osteopathic Medicine

I'm glad that the organisers have decided to make this a stand-alone event for our industry, as it is the need of the hour not just for us professionals but also for patients and the general population.



Dr Ludmila Vassilieva,
 Leading Homeopath & TCAM award winner.

Delegate Breakdown According to Discipline



Food & Beverages

18% Increase in number of exhibitors

21% More VIP Buyers

14 Live cooking sessions using exhibitor products at the Organic Super Kitchen by Master chefs

In my point of view, this show is very important if you want to become an international company. This show helped us connect with top regional buyers and showcase our products to businesses from around the world. I will say that it's one of the best shows for companies with organic products.

Mehrshad - Exhibitor 2022
Noavaran Sabah Giti, Iran



Beauty & Cosmetics

8% Growth in space occupied by Beauty Sector Exhibitors

17% Increase in beauty sector visitor numbers

12 Product activation sessions held at the Organic Beauty Lounge

323 Key beauty professionals in attendance

GCC market is definitely a very exciting market. The customers here tend to have a higher willingness to spend which makes it commercially more viable for the brands to enter this market. I have to admit that this is the first edition I'm personally attending which shouldn't have been the case but, I'm actually very inspired and surprised by the way things are happening here at the show.

Anuradha Dhawan, General Manager
Al Ghurair Retail, United Arab Emirates





Health & Wellness Studio

12:15 pm - 1:30 pm
Understanding Energy / Chakra /
Aura (Presentation) with
ZANKHANA MISTRY

An insightful presentation on understanding the essence of Chakra and Aura to feel a sense of wholeness which creates an ideal state of manifestation for love, abundance and...



Health & Wellness

25% Increase in Health sector exhibitors

22 Live sessions in the Health & Wellness Studio

225 Health sector professionals in attendance

Within the first 2 days, we were able to sign deals with sub-distributors from pharmacies and chain markets from Romania and Bosnia; both of which are new markets for us. The quality & value of the visitors at this show is very high. I've already signed the contract for next year and I will definitely recommend this exhibition to other companies as well.



David Wang – Exhibitor 2022
Guangxi International Exhibition & Trade Co. Limited,
Golden Throat Lozenge , China

Here's A Quick Wrap of What You Missed





12 - 14
DECEMBER
2023

Your Natural Choice For Developing Exports Into The Middle Eastern And North African Markets.

Kickstart this year's Export Business, Connect with us today.

JENNIE ROBIN

Exhibition Director

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