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United Arab Emirates

Organic Products

The 5th Middle East Natural & Organic Products Expo 2007

2008

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Report Highlights:

ATO staff visited the fifth Middle East Natural & Organic Products Expo 2007 (MENOP), which took place at the Dubai World Trade Center, December 16-18, 2007, under the patronage of the Ministry of Health and the Ministry of Environment & Water of the United Arab Emirates.

Includes PSD Changes: No
Includes Trade Matrix: No
Trade Report
Dubai [TC1]
[TC]

I. Show Summary

Total number of exhibitors	100
Number of US firms exhibiting	6

Types of foods promoted by US firms:

Single-serve liquid solution for weight loss, energy, arthritis care and general wellness, vitamins and herbal supplements, dietary supplements providing unique herbal solutions for lifestyle management needs, probiotic supplements & other nutritional supplements and raw material, energized wakers made from gems.

II. Show Highlights

The fifth Middle East Natural & Organic Products Expo 2007 (MENOP) took place at the Dubai World Trade Centre, Dec. 16-18, 2007, under the patronage of the Ministry of Health and the Ministry of Environment & Water of the United Arab Emirates. The show was supported by Conex, the International Federation of Organic & Agricultural Movements (IFOAM), the Organic Trade Association, Green Trade and the Korean Health Supplement Association (KHSA).

With about 100 exhibitors, the show occupied 7000 square meters with national pavilions from Italy, Germany, Indonesia, New Zealand, Australia and Korea. Companies from the United States, UAE, Lebanon, Saudi Arabia, Palestine, Pakistan, Russia, Egypt and Tahiti were present as well. There appeared to be an increase in the number of food exhibitors compared to a year ago. One UAE based organic food importer had a large booth that included a number of U.S. food products. In addition, several European and regional companies exhibited food products.

MENOP 2007 brings together manufacturers, producers and distributors of natural and organic products, including cosmetics, baby care, aromatherapy, food and beverage, natural juices, dairy products, herbal remedies, energy substitutes, etc. Organic foods such as olive oil, pasta, milk, cheese, eggs, honey, ice cream, processed food & organic dates were exhibited at the show.

III. Comments

The number of food related exhibitors appears to have increased from 2006. This show continues to evolve, but it is still not clear if food products will be exhibited more widely in the future.