

Under The Patronage Of



UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

MIDDLE EAST
**Organic &
Natural**
PRODUCTS EXPO DUBAI
12 - 14 DECEMBER 2023

12 – 14 DEC 2023
DUBAI WORLD TRADE CENTRE

**Your Export
Promotion To The
MENA Region Solved.**



No.1 Platform For The Organic & Natural Trade In The MENA Region

The Organic and Natural Products Expo is a leading platform in the Middle East, offering businesses a unique opportunity to connect with the growing demand for organic and bio products.

With over 20 years of experience and the support of the Ministry of Climate Change and Environment, the expo attracts distributors. Supermarket chains, private label manufacturers, wholesalers, retailers, importers, and other industry decision makers.

The event is not just limited to 3 days of trade show, it is a 365 days export promotion platform that delivers the best ROI for the businesses in the organic and natural products sector.



Another Record Breaking Event In 2022

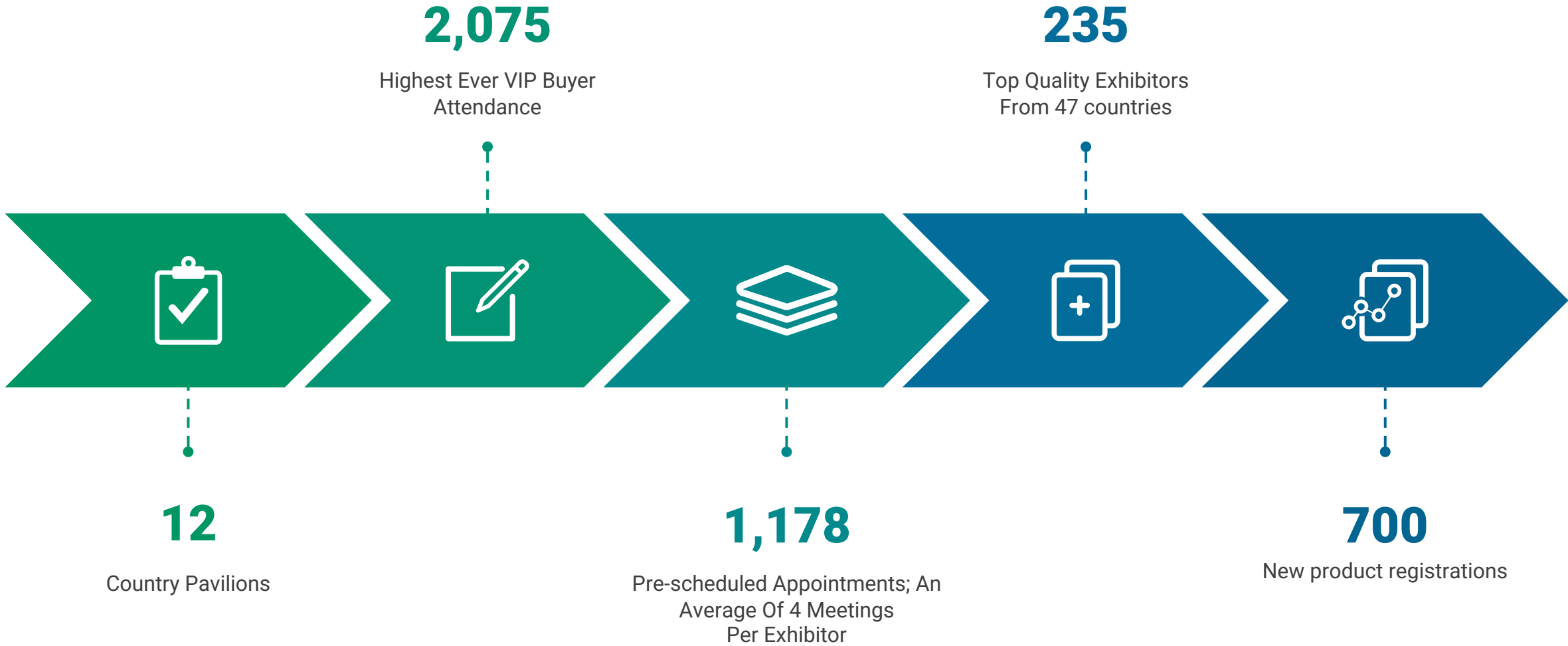
Organic & Natural Products Expo 2022 was a landmark event that broke new ground and set the bar high for future editions.

In 2022,

9,875 Visitors From 56 countries



Organic Expo 2022 At A Glance



Demand Continues to Outpace Supply In The Middle East Market

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.**



The 3rd Steering Committee Meeting organized by the Ministry of Climate Change and Environment for the Organic Production Sector in the UAE was held at the Middle East Organic and Natural Product Expo Dubai 2022. This meeting is held annually to formulate policies for the development of the sector nationally.



Product Sectors

1

Food & Beverage



The Middle Eastern food and beverage market is growing due to a growing population, increasing wealth, changing dietary habits, growing tourism, and government support. These factors are driving demand for high-quality and sustainable options, fueling continued growth in the market..

2

Beauty Cosmetics



The beauty and personal care market in the Middle East and Africa region is expected to grow at a 3.1% CAGR from 2022 to 2027 due to increasing disposable income, changing beauty trends, and growing awareness of self-care. The demand for premium and high-quality products is driving the market, along with the growth of e-commerce channels for easier access to a wider range of products. The market is poised for significant growth due to demographic and economic changes and changing consumer preferences.



Product Sectors

3 Tea & Coffee

The tea and coffee market in the Middle East and Africa region is experiencing growth, driven by rising demand. The tea market is valued at USD 6.73 billion and expected to grow at a CAGR of 5.3%, while coffee consumption is also increasing, particularly in the MENA region. The growth of coffee sales is expected to more than double from 2020 to 2025.

4 Health And Wellness

The global health and wellness market is poised for continued growth, reaching a projected value of \$4,277 billion by 2027 with a CAGR of 4.2% from 2022-2027. Despite the uncertainty brought by the COVID-19 pandemic, the increasing awareness of personal health and well-being is driving the demand for health and wellness products and services.



Product Sectors

5 Agriculture & Environment



The UAE relies heavily on imported food, but the government is investing in the agriculture and agritech sectors to increase food security. The focus is on boosting sustainability and reducing dependence on imports. The organic agriculture market in the UAE is expected to grow at a CAGR of 3.2% from 2020 to 2025, driven by government investment and increasing demand for organic products.

6 Sustainable Living



UAE's demand for sustainable living solutions is growing as consumers become more aware of the impact of their lifestyle on the environment and seek ways to live responsibly. This has driven the growth of the sustainable living sector, with companies offering products and services to help people live sustainably. Key drivers include concern for climate change, awareness of environmental impact, interest in health and well-being, and the growth of technology and the sharing economy. The sector offers opportunities for businesses and individuals to promote sustainability and is likely to continue shaping the future.



Product Sectors

7 Halal حلال

The GCC halal food market is expected to grow at a CAGR of 4.01% from 2023-2028. The market is driven by the high demand for halal food products due to the majority of the GCC population following Islamic dietary laws. This growing demand presents opportunities for companies in the food industry to meet the needs of consumers

Organic & Natural Expo 2022

Exhibitor Analysis

 **12**
Country Pavilions



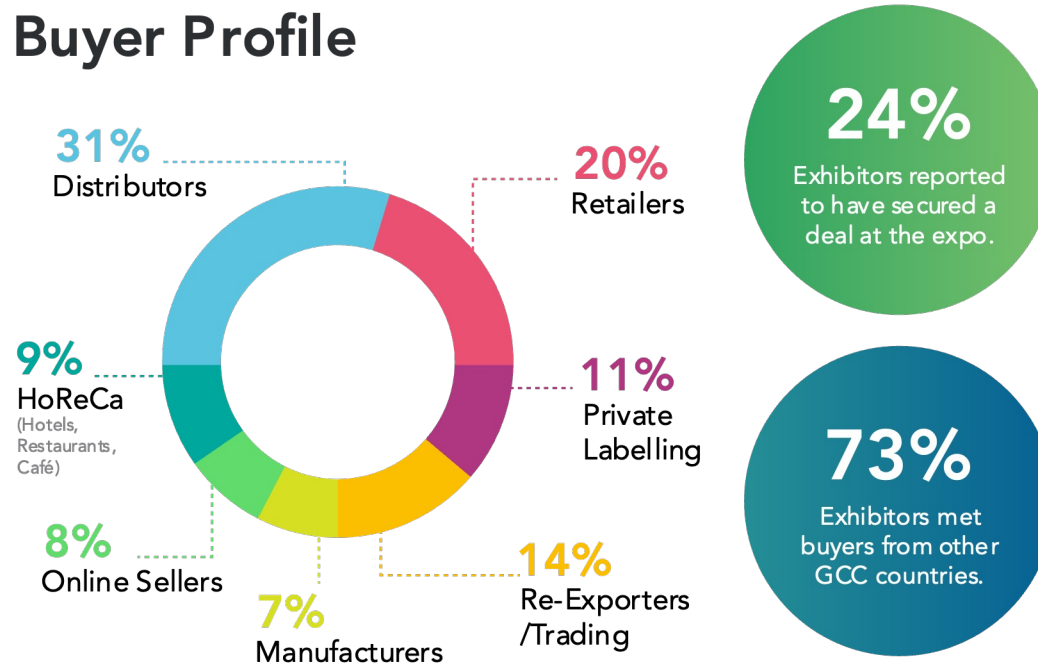
 **235**
Top Quality Exhibitors

 **47**
Top Producing Countries Participation



Organic & Natural Expo 2022 Buyer Breakdown

Buyer Profile



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

73%
Exhibitors met buyers from other GCC countries.



Top 10 Visitor Countries



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 From The MENA Region

Source at The Show



Premier online destination for the Middle East's organic and natural products

- ✓ **2000+ Product Enquiries Monthly**
- ✓ **1 Million Reach Annually**



We offer international suppliers hassle-free market access and a complete fulfilment service since 2017. Exhibitors can maximize their potential and tap into a new revenue stream without added costs.



"Ready for Trade," a service to make products market-ready. It provides an end-to-end solution including local product registration, customs clearance, and secure storage. Exhibitors can keep 100% of their profits and avoid commissions and hidden fees with "Ready for Trade."

- ✓ **Product registration**
- ✓ **Warehousing & distribution services**



- ✓ **A series of online roundtable conversations between international suppliers and regional buyer community to develop trade.**

Industry experts discuss the latest trends and opportunities in the market. Majlis provides valuable insights and networking opportunities for all participants and helps stay ahead of the curve.

365 Days of Export Promotion to the MENA Region



Middle East's Wholesale E-Commerce Platform



Live Online Forum



Exhibitor and Buyer Portal

ORGANIC *majlis* Schedule 2023

Monthly Buyer-Seller Networking Sessions

Month	Date	Topic
April 2023	Tuesday, 4th April	Vegan, Free from & keto - No longer a fad, rather a way of life. Are you actively involved in MENA's veganism and free from journey?
	Wednesday, 5th April	Halal - Capturing opportunities in the halal market for organic & natural products
May 2023	Tuesday, 2nd May	Clean, Natural beauty - Helping Middle East's conscious millennials accelerate the shift to natural, clean beauty.
	Wednesday, 3rd May	Organic cosmetics - Awareness and preference is at an all time high, the only roadblock? Availability and quality. Do you have products that fit the bill?
June 2023	Tuesday, 6th June	Specialty Tea & Coffee - Whether it's the first thing in the morning, or a late night cold brew, Middle East loves it's coffee and tea. With emerging re-export potential, how keen are you on expanding into the region?
	Wednesday, 7th June	Nutraceuticals, supplements & probiotics - Increasing health consciousness, preventative healthcare and a renewed focus on wellbeing has led to a massive surge in demand. Are you equipped to capture market share?
July 2023	Tuesday, 4th July	Ingredients - As the demand for organic food and beauty increases so does the demand for ingredients required to manufacture organic products. How crucial is the Middle East market for you?
	Wednesday, 5th July	Organic beverages - In a post-pandemic era, health & wellness has emerged on top leading to a thriving market for health based drinks. Are you looking to maximise your market share in the Middle East?
August 2023	Tuesday, August 8th	Functional food - Health & wellbeing fast emerges as priority, can you help MENA achieve it's lifestyle goals?
	Wednesday, August 9th	Mom & child - The adoption of organic baby food in the Middle East is staggering with almost 50% of shelf space occupied by organic. As mothers grow conscious and ready to pay premium, how can you build trust?
September 2023	Tuesday, 5th September	Organic meat, poultry & dairy - With one of highest per-capita meat consumption in the world, Middle East's meat market can't get more lucrative. What are your plans to cater to this growing demand?
	Wednesday, 6th September	The spice wave- Middle East has always been a big consumer of spices, off late, the demand for various organic spices has gone through the roof. As demand heats up, what's your export strategy to the region? Have you evaluated scope for re-export?
October 2023	Tuesday, 3rd October	Organic, natural honey - Middle East's staple, now replacing sugar. Are you ready to captilise on the spike in demand?
	Wednesday, 4th October	Sustainable & living products - Marching towards a better future, what's in it for suppliers of eco-friendly products?

How Do We Deliver 365 Days Connection?

3 Days Expo To 365 Days Export Promotion

Pre-show

- ✓ Monthly VIP buyer recommendations
- ✓ Monthly buyer-seller networking sessions
- ✓ Pre-scheduled meetings with premium buyers
- ✓ Showcase your products on Arabianorganics.com
- ✓ Product registration with "Ready For trade"
- ✓ RFQ & Enquiry Services



On-site

- ✓ Priority VIP meetings
- Pre-arranged meetings
- Alerts when buyers on site
- ✓ Priority Meetings at the Matchmaking Area
- ✓ Hosted buyer meetings



Post show

- ✓ Retrieve the buyer leads you missed at the exhibition
- ✓ Promote your product on the post-show newsletter
- ✓ Meeting recommendations to show visitors



Supporting Partners Of 2022



5th Edition TCAM Conference

20+ Leading Speakers	15+ Expert Lead Discussions	9.5 CME POINTS ★★★	150+ Delegates in Attendance

Organic Conference

35+ Panel Discussions	65+ International and Regional Speakers	1250+ Industry Professionals in Attendance



JOIN US!

12 - 14 December 2023

Dubai World Trade Centre

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