



365 DAYS EXPORT PROMOTION  
to the Middle East  
for Soil Association UK Members



# Overview

The Organic and Natural Products Expo is the leading platform in the Middle East, offering exporters 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 UAE federal 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 the expo, it is a 365-day export promotion platform that delivers the best ROI for the businesses in the organic and natural products sector.

With a focus on the 5 natural market segments such as Food & Beverages, Beauty & Cosmetics, Health & Wellness, Agriculture & Environment and Sustainable Living, the expo is the largest gathering of bio products in the region and is considered by industry members to be the ideal place to source organic and natural products.



# Market Opportunity and Deal Size



## Clean beauty & cosmetics

The Middle East is known to have one of the highest per capita spends (\$247) in the world on beauty and personal grooming, with Saudi Arabia and UAE leading the race. The UAE is the fourth largest market for cosmetic, toiletries and fragrances in the Middle East, with USD 2.2 billion traded in 2021, according to the Euromonitor Institute. In the UAE, the personal care segment has the largest share of \$518.8 million, followed by skin care (\$292.5 million), cosmetics (\$174.5 million) and fragrances (\$142.7 million). On an average, money spent on makeup, other cosmetics can amount to \$909 a year in Saudi Arabia.

## Vegan & plant-based products

The UAE and Saudi Arabia have one of the highest per capita meat consumptions in the world at 64kg and 59kg respectively. The UAE's food imports in 2020 were worth USD 17.8 billion, with an estimated 10-15% of this value attributed to vegan, plant based and free-from products.

# Market Opportunity and Deal Size



## Organic Dairy

The Middle East & Africa region is also witnessing substantial growth in the organic dairy market. In 2022, the market size was US\$1.84 billion, and it is expected to grow at a CAGR of 11.25%, reaching US\$3.13 billion by 2027. Meanwhile, the United Arab Emirates (UAE) dairy market is forecasted to hit US\$2.47 billion by 2026. In 2020, the top three dairy imports for the UAE were milk and creams, which made up 43% of total dairy imports at \$669 million, malt extracts at 21% (\$284 million), and cheeses at 18% (\$280 million).

## Organic Tea

Tea in the Middle East & Africa was worth \$6.73 billion in 2021 and is forecast to grow at a CAGR of 5.3% to reach \$7.88 billion by 2026. The market for tea in the Middle East is expected to increase to \$8.2 billion in retail prices by 2025, up from \$3.33 billion in 2015. The DMCC (Dubai Multi-Commodities Center) for Tea and Coffee is home to 17,500 member companies and contributes 10% to Dubai's GDP.

## Raw Organic Honey

In 2020, the UAE alone exported about \$6 million worth of honey and imported approximately \$37 million worth of honey. The manuka honey market in the Middle East and Africa is expected to increase from US\$ 15.10 million in 2020 to US\$ 21.05 million by 2028. The Middle East and Africa hold 23.6% of the global market share, dominating the organic honey market.

# 365 Days Export Promotion



## Educate on Market Potential

Exclusive market entry webinar - Where key buyers, decision makers and influencers from the Middle East discuss opportunities, challenges, and scope for UK origin products in the Middle East. The webinar will also cover export requirements, such as certification, product registration and labelling.

## No More Blind Dates

Monthly pre-qualified buyer leads - 5 pre-qualified buyer leads every month matched to your product totalling upto 45 leads until December. This is to help the exporter connect with those who matters to their business before coming to Dubai.

## Product Enquiries

12-month Access to ArabianOrganics.com – Middle East's largest B2B portal for Organic and Natural Products with over 32,000+ active buyers generating live enquiries for your products.

# 365 Days Export Promotion



## Making Products Export Ready

Ready for Trade – End to end solution involving local product registration, custom clearance and secure storage along with warehousing. This helps the exporter overcome the market entry barriers and making their product delivery-ready. (extra cost applies)

## Product Promotion

Increase visibility of your products socially! Social media posts highlighting your products to the Organic Community with over 100K+ followers across all channels (Instagram, LinkedIn & Facebook)

## Product Promotion

Email Marketing Campaigns - To a visitor database of close to 100K+ across the Middle East promoting your participation at the show. No better way to engage the pre-registered visitors who have already expressed their products of interest for sourcing.

# 365 Days Export Promotion



## Pre-Arranged Face to Face Meetings

Minimum of 3 pre-confirmed meetings with buyers matched according to the product. Meet top-level VIP Buyers who are interested in your products. These include category heads, sourcing managers, owners of distributors, importers, re-exporters and retailers.

## Data Collection Made Easy

Scan the badges of visitors to your stand and download the data through the official show APP for easy and secure data collection and management.

## It's Not Over Yet

Reach out to those buyers who have pre-registered but missed attending the expo through our post-show email campaign.

# INDIVIDUAL EXHIBITOR STAND PRICING

## SHELL SCHEME – READY TO MOVE-IN STANDS



Products	Unit Price	9 Sq.m Entry Level	12 Sq.m Multi-Product	18 Sq.m Branding	24 Sq.m Meeting
<input checked="" type="checkbox"/> Shell scheme stand/per Sq.m	472	4,248.00	5,664.00	8,496.00	11,328.00
<input checked="" type="checkbox"/> Admin fee/per each exhibiting company	350	350.00	350.00	350.00	350.00
<input checked="" type="checkbox"/> Logo insertion – Event APP	100	100.00	100.00	100.00	100.00
<input checked="" type="checkbox"/> Logo insertion – Fascia name board	100	100.00	100.00	100.00	100.00
<input type="checkbox"/> 3-Day VIP Buyer Lounge pass incl. lunch <sup>2</sup>	300	–	–	–	–
<input type="checkbox"/> Premium stand location <sup>3</sup>	900	–	–	–	–
<input type="checkbox"/> Corner surcharge/per open side <sup>4</sup>	150	–	–	–	–
Sub-total		4,798.00	6,214.00	9,046.00	11,878.00
5% UAE VAT		239.90	310.70	452.30	593.90
Net Total (US\$)		<del>5,037.90</del>	<del>6,524.70</del>	<del>9,498.30</del>	<del>12,471.90</del>
10% Discounted price for SOIL ASSOCIATION members		4,534.11	5,872.23	8,548.47	11,224.71



4x3m Two sides open stand

### Note

- Final booth price will be based on the location you choose (Premium location and Corner surcharges may apply)
- VIP Buyers Lounge Pass includes:
  - 1X VIP Pass to access the VIP Buyer Lounge across 3 days
  - 1 Pax Lunch Inclusive across the 3 days
  - 2X Pre-scheduled meetings arranged at the expo
  - 2X Products display in the VIP Buyer Lounge
- Please refer to the floorplan for Premium location availability
- Corner surcharge applicable to stands with two or more open sides



# SHELL SCHEME STANDS

## PACKAGE INCLUSIONS



Shell Scheme Stand Inclusions	9 Sq.m	12 Sq.m	18 Sq.m	24 Sq.m
Octanorm shell wall panels	3x3m	4x3m	6x3m	6x4m
Table	1	1	2	2
Chairs	2	2	4	4
Info counter	1	1	2	2
Spotlights	3	3	6	6
13 Amp power socket	1	1	2	2
Carpeting	Yes	Yes	Yes	Yes
Waste basket	Yes	Yes	Yes	Yes
Wi-fi (for generic use)	Yes	Yes	Yes	Yes



4x3m Three sides open stand



4x3m One side open stand