



**POST SHOW REPORT**

**2024**

22ND EDITION

18-20 NOVEMBER, DWTC

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



Organised By



# A YEAR OF PROGRESS

## KEY GROWTH MILESTONES

SHOWING GROWTH FROM PREVIOUS YEAR TO THIS YEAR

EXHIBITORS



EXHIBITING COUNTRIES



COUNTRY PAVILIONS



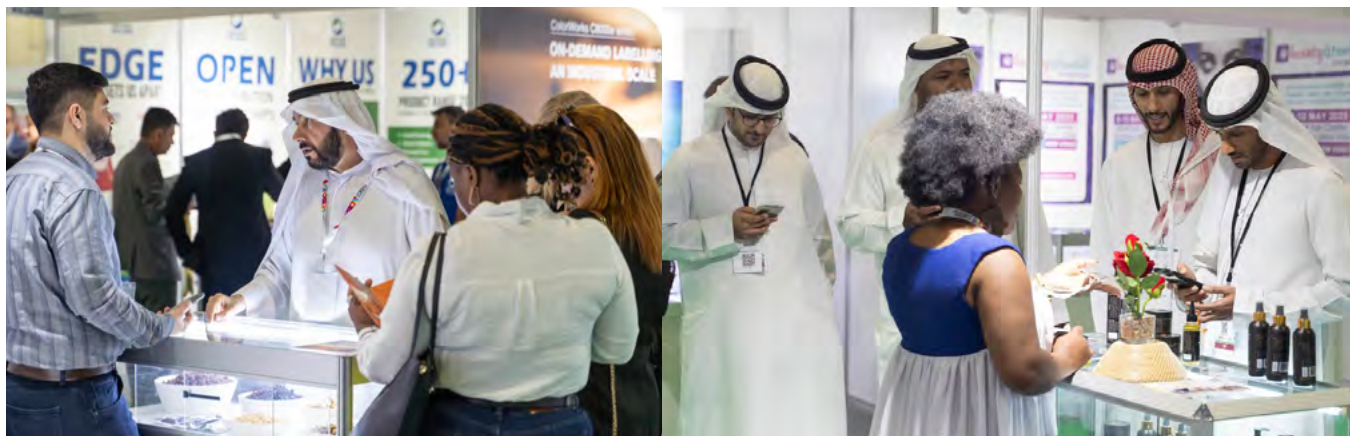
AREA (SQM)



PRODUCTS EXHIBITING



MALAYSIAN EXHIBITORS



\*images from organic show 2024



## BROADENING MARKET SECTORS

# HALAL BEAUTY

# HEALTH AND WELLNESS

# HALAL FOOD

# HALAL FASHION

# GLOBAL SHOWCASE 20+ COUNTRY PAVILIONS



Afghanistan



Greece



India



Poland



Sri Lanka



China



Italy



Korea



Philippines



Thailand



Ecuador



Iran



Lesotho



Russia



Turkiye



Rwanda



Spain



United Kingdom



Nepal



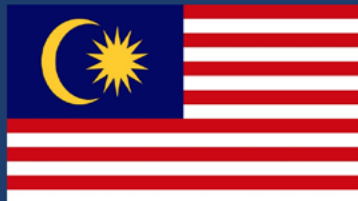
Ukraine



# OFFICIAL COUNTRY PARTNER **MALAYSIA**



**200+ MALAYSIAN  
EXHIBITORS**



OFFICIAL COUNTRY PARTNER  
**MALAYSIA**

**MIHAS** @ DUBAI  
Organised By  
**ATRADE**

# OFFICIAL COUNTRY PARTNER **MALAYSIA**



Launch of  
**MIHAS@Dubai**

**475 \$ million**  
worth of business

**204**  
Exhibitors

Malaysia pavilion inaugurated by the  
**Honorable. Dr. Ahmad Zahid Hamidi, Deputy Prime Minister of Malaysia**

“Mihas @ Dubai has not only showcased Malaysia's leadership in the halal industry but has also paved the way for deeper economic ties with the Middle East and North Africa (MENA) region.

- Chairman Datuk Seri Reezal Merican Naina Merican”





# DELIVERING VALUE BEFORE THE EXPO



Pre-show  
Leads

**16,385**

Qualified buyer  
leads delivered

**7,800**

Buyers attended  
online session



Pre-show  
Meetings Scheduled

**1,872**

Exhibitor initiated

**1195**

Buyer initiated

“

The pre-show leads gave us a competitive edge,  
helping us build relationships and drive meaningful  
interactions right from day one!

- Oleksii Grushetskyi, Entrepreneurship and Export  
Promotion Office, Ukraine

”

**\$ 1.2m+**

Worth of Business  
Deals Signed  
before exhibiting  
at the show



\*images from organic show 2024

# ACHIEVEMENT FROM THE 72 HOURS OF THE EXPO



**15,200+**  
Total trade visitors

**67**  
Countries

**250+**  
Hosted Buyers



**Onsite VIP  
Buyer Meetings**

**2,795**  
VIP Buyer Meets

**3,254**  
VIP Buyers  
Attended

The on-site meetings with Saudi buyers were incredibly productive! We established key connections that are already turning into valuable partnerships

- Sanjeev Mishel, HiLife products

## \$ 400M+

Worth of Business  
Expected to be  
closed in the next  
6 months





# TARGETED BUYER CAMPAIGNS

## TAILORED EXHIBITOR PRODUCT PROMOTION



**Elevating Visibility and reaching the maximum**

**100+** unique content boosted  
Reach: **2.5 million** on a daily basis



**Where Trends Meet Trust**

**10+ Global influencers** spreads the word  
Ave. reach of **150k per influencers**  
across 3 languages



**Special campaigns for biggest growing market - Kingdom of Saudi Arabia**

**8+** digital channels tapped  
**80+** VIP buyers from KSA



**Voices Across Borders**

**Multilingual**  
Radio Promotion



**Strategic Press Releases: Elevating the Visibility**

**6+** Press release in  
English and Arabic  
across **35 countries**  
Average reach of **73.9m**

# BEYOND THE BOOTH

## YEAR-ROUND BENEFITS FROM OUR E-COMMERCE PORTALS

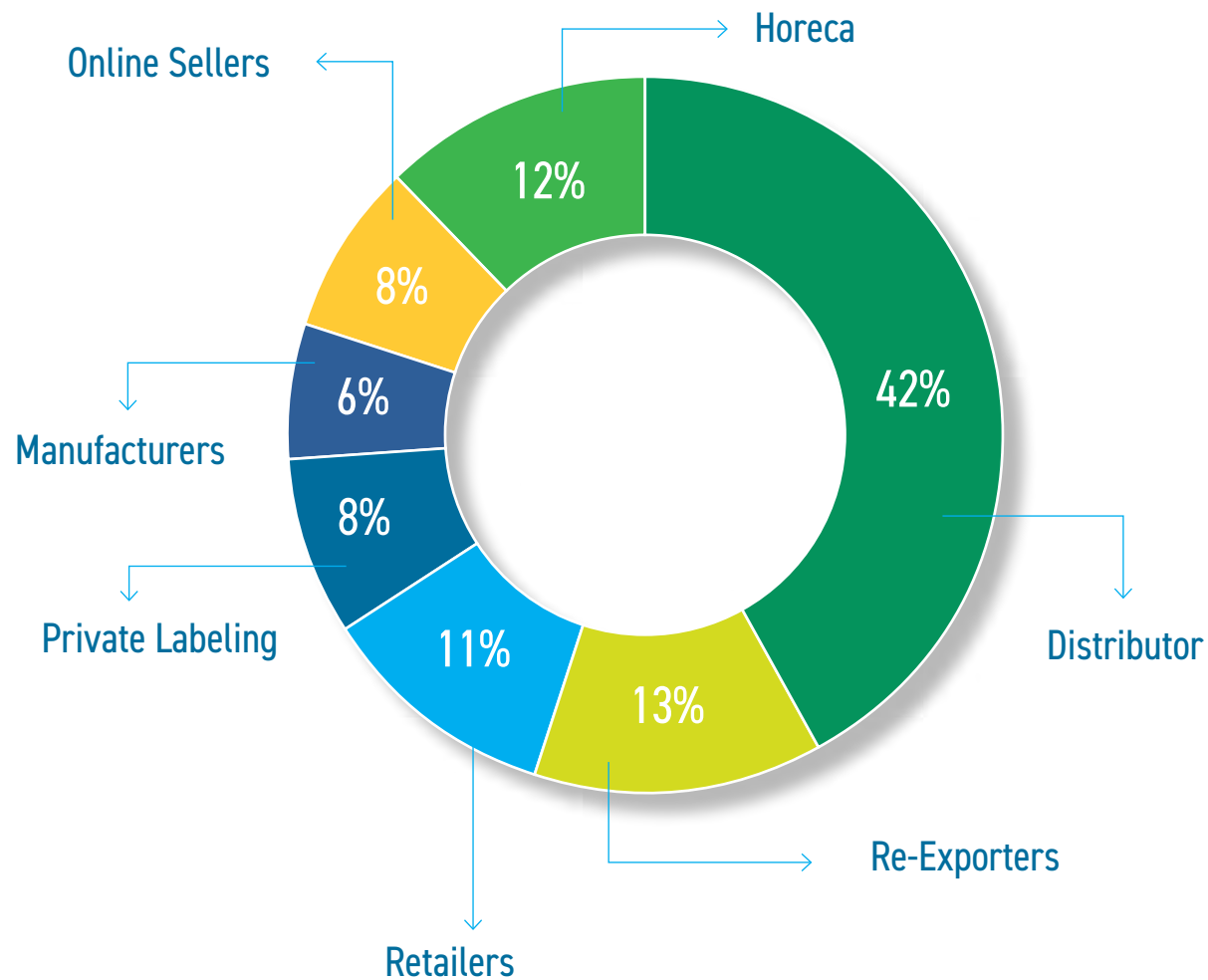
“Arabian Organics has been a game-changer for our business! Thanks to the portal, we've connected with buyers year-round, from the whole world and specifically from GCC and not restricting ourselves to a 3-day expo”

- Deepak, Founder Modern Hippi





# BUYER PROFILE



## TOP BUYER COUNTRIES



United Arab Emirates



Kingdom of Saudi Arabia



Oman



Egypt



Bahrain



India



Qatar



Kuwait



Jordan

# SPECIAL FEATURES



## Knowledge Theatre

45+ Speakers  
20 + Sessions



## Health & Wellness Studio

20+ live sessions

Yoga session  
Workshops  
Healing/therapy sessions

## Super Kitchen

12+ Live sessions  
15+ celebrity chefs



## Beauty Lounge

Hands on product activation  
Complimentary makeovers  
Sampling





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Natural**  
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JOIN US  
**23<sup>rd</sup>**  
EDITION  
17 -19 NOV 2025

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\*images from organic show 2024