



Press Release

**75% of exhibitors confirm attendance at next year's show as
the Middle East Natural and Organic Products Expo 2005
draws to a close**

***Event to shift venue to the Dubai International Exhibition Centre in
2006 to accommodate the anticipated increase in exhibitors and
visitors***

December 10, 2005

The Middle East Natural and Organic Products Expo 2005 that was held at the Grand Hyatt Convention Center, Dubai, drew to a close, registering a 35 per cent growth compared to the previous year. This year, the show attracted over 300 exhibitors from 50 countries who achieved their objectives of targeting prospective customers, entering into alliances with partners and tapping the potential of growing Middle East organic market.

"The success of this year's show has crossed all our expectations, not only in terms of number of exhibitors and participating countries, but also in terms of achievement of objectives for participants," said Girish Dabrai, Managing Director, Global Links, organiser of the event. "The significant growth of the expo each year is a promising sign for the Middle East organic industry, which is poised for rapid development and expansion in the near future."

Several exhibitors at the Middle East Natural and Organic Products Expo expressed satisfaction at the overwhelming visitor response to the event, and the success of this year's show has encouraged 75 per cent of them to confirm in advance their participation at the 2006 edition of the exhibition.

Greg Boucher, Regional Manager - Middle East, EAS International, said, "The exhibition provided us an excellent platform to appoint partners for the mass market and also helped us spread awareness among the public on various aspects of health and nutrition. The visitor turnout as well as the quality of visitors were remarkable, and in fact, went beyond our expectations. The significant business advantages we gained through our participation at the exhibition have already made us confirm our attendance at the next edition of the show."

Dr. Christopher Schneider of Chi-Enterprise, Germany, said, "The large turnout of high-potential trade visitors at the exhibition enabled Chi-Enterprise to initiate new business relations in the Middle East region. We leveraged the excellent networking platform offered by the Middle East Natural and Organic Products Expo to open new market channels and appoint agents and representatives, thus making our products available in the region."

Soelvi Haavik, International Business, Global Nuts, Kenya, said, "Our objective was to get a feel for the potential of this market in general as well as to get feedback on our newly developed product - roasted and slightly salted macadamia nuts, and we are happy to note that the response has been extremely positive. The show provided us an opportunity to follow up on valuable leads that would help us greatly in our search for an immediate entry channel to the Middle East. We would certainly like to come back for the next edition of the show."

"The remarkable success of this year's show has prompted 75 per cent of exhibitors to confirm their participation for the 2006 edition of the event, which will be held on an even larger scale from December 10 to 12, 2006. The increasing popularity of the exhibition has prompted us to shift to a larger venue next year, at the Dubai International Exhibition Center. As the market for natural and organic products in the Middle East continues to maintain its steady growth, and with

the support extended by governments in the region for organic farming, the Middle East Natural and Organic Products Expo will reinforce its position as the premier show of its kind in the region," said Dabrai.

The Middle East Natural and Organic Products Expo brought together manufacturers, producers and distributors of a variety of natural and organic products, including cosmetics, organic food, aromatherapy, yoga, naturopathy, food and beverage, natural juices, dairy products, music, herbal remedies, energy substitutes, fabrics and clothing, and health and nutritional products.

The event featured exhibitors from the United States, United Kingdom, Italy, India, France, Germany, Malaysia, Singapore, Lebanon, Australia, Spain, Indonesia, Portugal, Morocco, Pakistan, Sweden, Netherlands, Canada, Peru, Colombia, Mexico, South America, Egypt, UAE, Kuwait, Zambia, Belgium, Kenya, Tanzania, Iran and Russia. In addition, the show attracted thousands of visitors comprising buyers, importers, distributors and wholesalers from all over the Middle East, the Pan Arab region, the Indian sub continent, the Levant region, North Africa and CIS countries.

-ends-

About Middle East Natural & Organic Products Expo:

The "Middle East Natural & Organic Products Expo" is the largest exclusive trade show on natural and organic products in the Middle East, North African, Levant and the Indian subcontinent region. Among the most vibrant exhibitions in the region, the "Middle East Natural & Organic Products Expo" showcases the latest in natural medicines and pharma products, beauty and personal care products, herbs and spices, nutrition products, health products and diet supplements, organic food and beverages, alternative and traditional medicine, and relaxation products. More than 300 industry leaders from over 50 countries around the world exhibit their products and services at the event. Middle East Natural & Organic Products Expo provides exhibitors an ideal platform to establish collaboration, appoint distributors, widen client base and strengthen customer relations.

About Global Links:



Global Links Exhibition & Conference Organizers LLC is one of the leading organizers of exhibitions and conferences in the Middle East, and has emerged as a trend-setter in the MICE (Meetings, Incentives, Conferences and Exhibitions) industry. The hallmark of the company is its strong organizational structure, with a highly professional management and a team of professional staff who bring with them years of experience in the field of exhibitions. Global Links are the organizers of a number of high-profile events in the region, including the Middle East Natural & Organic Products Expo, Art & Antique Expo, the Middle East Kiosk & Vending Expo and the International Silver Expo.

For more information, please contact:

CommuniGate Middle East

PO Box 65922, Dubai, UAE

Tel: +971 4 3988134

Fax: +971 4 3988137

Email: info@communigateme.com

Website: www.communigateme.com