



# IPM Dubai

*Dubai, United Arab Emirates  
November 13-15, 2016*

The UAE currently holds an estimated 14 percent of the Gulf’s blossoming flowers and plants business of 970 million Arab Emirates Dirhams (AED) and is reported to have imported AED 60 million worth of plants in the first half of 2014. The upsurge in real estate and tourism activities, a re-energized economy and the positive multi-sectoral impact of Dubai’s successful World Expo 2020 bid are driving a rapid rise in local demand for flowers and plants. The Middle East is one the fastest growing markets in the world within the horticulture, plant and flower industry.

Suppliers of plant and nursery products from the SUSTA region are invited to exhibit at IPM Dubai. Eligible MySUSTA companies can log into your account to [register online](#).

### **Fees:**

100 square foot furnished booth \$700  
Fee includes up to \$1,500 reimbursement in shipping cost (with proper documentation).

**Registration Deadline:** October 7, 2016  
**No refunds for cancellation after this date**

### **Product Description** (suitable products but not limited to):

Cut Flowers, Starter Plants, Flowering Potted Plants, Shrubs, Hydroponics, Seeds, Tree-Nursery Plants, Turf

**Industry Focus:** Nursery

### **50% CostShare**

Apply now for 50% CostShare to request 50% reimbursement of your travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! If you are already a contracted 50%CostShare participant this year but did not include these expenses in your application, you can submit an amendment to request more funding. Learn more about [50% CostShare](#).

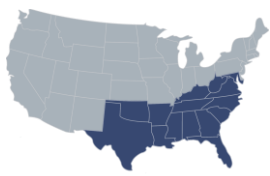
### **Activity Managers:**

#### **Florida Department of Agriculture and Consumer Services**

Marisol Alvares  
Development Representative  
(850) 617-7328  
[Marisol.Alvares@freshfromflorida.com](mailto:Marisol.Alvares@freshfromflorida.com)

#### **Texas Department of Agriculture**

Carlos Guerrero  
Coordinator for International Marketing  
(512) 463-6507  
[Carlos.Guerrero@TexasAgriculture.gov](mailto:Carlos.Guerrero@TexasAgriculture.gov)



**Southern U.S. Trade Association**  
701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139

504-568-5986  
[www.susta.org](http://www.susta.org)  
[susta@susta.org](mailto:susta@susta.org)