



Press

*EPOC Messe Frankfurt
May 25 to 27, 2008
Dubai, United Arab Emirates
Opening hours: 10am - 7pm
Dubai International Convention and Exhibition Centre*

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SHEIKHA LUBNA OPENS FIVE MAJOR TRADE SHOWS IN DUBAI

“CE sector a key growth segment in the Middle East; Gulf consumer electronics industry to grow by 30% to cross AED 18.35 billion” says Sheikha Lubna

The consumer electronics sector has emerged as a key growth industry in the Middle East, driven mainly by rising regional disposable incomes, a large product, and technology hungry expatriate population, and a burgeoning tourism industry according to Her Excellency Sheikha Lubna Al Qasimi, UAE Minister of Foreign Trade. HE Sheikha Lubna was speaking at the International CES/hometech conference after inaugurating five major trade shows organized by Epoc Messe Frankfurt at the Dubai International Convention and Exhibition Centre (DICEC) yesterday (May 25th)

As part of her keynote address, HE Sheikha Lubna said: “The Gulf’s consumer electronics industry is predicted to achieve a 30 per cent growth in 2008 to AED 18.35 billion, representing a significant 17 per cent share of the expected AED 105.7 billion global market.”

HE Sheikha Lubna noted that the Middle East’s consumer electronics sector is expected to experience even more growth as consumers in general continue to rapidly adopt mobile and modern technologies for personal use and seek better designs and added product features. “My own country, the UAE, currently leads the region’s broader consumer electronics and household appliance sector, which is expected to achieve double-digit annual growth towards 2010 mainly due to rising demand for new convergence products and networked household appliances,” she stated.

International CES/hometech features dedicated Home Networking and Automation Zones, in anticipation of the growth of households using data networking solutions throughout the world to almost 145 million by 2011.

Sheikha Lubna underlined automated home technology as one of the fastest-growing sectors of the consumer electronics industry that is strongly patronized particularly in Dubai, where many high-profile land developments are being fitted with ready-to-use built-in wireless communications systems.

A total of 950 exhibitors from 43 countries around the world are showcasing the latest in a range of products and services from earth moving equipment to home audio systems, showcasing their wares in what promises to be the largest collection of trade exhibitions held anywhere in the Middle East.

Speaking on behalf of Epoc Messe Frankfurt GmbH, CEO Eckhard Pruy said: "Spurred by rapid economic growth in the Middle East, several international and regional companies are exploring new business opportunities in the region and our series of focused annual exhibitions provide an ideal platform for international companies."

Four of the five shows cater to the needs of the construction industry that is booming across the region including Hardware and Tools Middle East exhibition that is now in its ninth year. Exhibitors at the show display the latest and a wide variety of mechanical, electrical and plumbing products from all over the world perfectly positioned to capture this market," he added.

In concord with the burgeoning levels of building work is an increased demand for fixtures and fittings that are on display at the Light Middle East, the construction boom in the region has ensured that the lighting fixtures market will grow at a CAGR of almost 7% that is higher than the global average of 4%.

ISH Kitchen and Bath Middle East is the design-led kitchen and bathroom exhibition in the region, attracting major manufacturers and suppliers from around the world who are presenting new products and solutions.

The market for outdoor lifestyle goods is also growing and the boom in property, leisure and municipal developments, both require considerable amounts of interior and exterior landscaping. Dubai authorities forecast that spend on landscaping projects this year would be worth AED 165 million (US\$45 million). Construction of parks and new golf courses in the region for the next five years will fuel spending on gardens and landscaping, estimated at AED 60.5 billion (US\$16.5 billion).

This growth augurs well for the Garden and Landscaping Middle East that is the dedicated international trade event in the region for the landscaping and outdoor living industries. The show offers the perfect regional industry networking event to present the latest trends, products and services available to the sophisticated market of landscaping and outdoor architecture

Backed by strong support from the International CES(R) the world's largest tradeshow for consumer technology held each year in Las Vegas, International CES/hometech show is offering the best in technological innovation, re-defining the future of the consumer technology landscape in the Middle East including digital entertainment, HDTV and green technology The UAE and Dubai in particular, are among the leading markets for consumer electronics products in the Middle East.

A value addition for exhibitors participating in Epec Messe Frankfurt exhibitions and trade visitors are the industry specific conferences that run alongside these exhibitions. These conferences are addressed by leading luminaries, experts and officials of the industry sectors. Conferences will be held this year for International CES/Hometech, Light Middle East and ISH Kitchen and Bath Middle East.

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Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, the world's largest trade fair organizer with its own fairground. It conducts over 150 events worldwide with 15 subsidiaries across Europe, Asia, America, Africa and the Middle East, and brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec Middle East, Materials Handling+Logistics Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, and the Middle East Toy Fair.