



Press

*EPOC Messe Frankfurt
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Opening hours: 10am - 7pm
Dubai International Convention and Exhibition Centre*

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FIVE EPOC MESSE FRANKFURT EXHIBITIONS CONCLUDE AS FOOTFALL CROSSES 19,000

“Majority of exhibitors book for 2009 shows spurred by positive response from Middle East market” - Pruy

Exhibitors from five EPOC Messe Frankfurt trade shows which concluded today at the Dubai International Convention and Exhibition Centre were unanimous in their verdict of the shows' success as over 19,000 bona-fide trade visitors attended the events.

The three-day exhibitions saw a total of 950 exhibitors from 43 countries around the world showcasing the latest in a range of products and services from earth moving equipment to home audio systems, displaying 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: “Feedback from our exhibitors at the conclusion of the shows revealed that a great majority of our exhibitors met their expectations on the quality of trade visitors and buyers which reached a combined 19,200 as the show exceeded their expectations. To express their satisfaction a number of the exhibitors have booked for next year's editions of the five shows.”

“Even as a first time exhibitor in the International CES/hometech we are extremely pleased with our investment. The visitor response has been excellent, pre-dominantly in the areas of in-wall cinema, totally customized cinema, and in-car audio systems.

We have sourced major deals with prolific names in the industry, at this exhibition, namely, a 144 room contract with an upcoming 5 star hotel project, and complete automation and sound system contract with an office tower in Qatar. The value of business conducted onsite by HiFi City alone is placed at AED 17.6 million,” revealed Mr. Feroz AbuBecker, General Manager of HiFi City.

“IXOS, MENA has received a good response from the UAE market. Within two days of the exhibition, we have managed to score a number of potential distribution leads with key names, such as, Plug-ins and others. The market worth of these leads is approximately AED 5 million,” said Majed Al-Rasheed, President, IXOS Middle East & North Africa who exhibited at International CES/hometech.

“We exhibit across many global events, in places as diverse as North America, Moscow etc; however, it is the first time we are exhibiting at the ISH Kitchen and Bath Middle East, and I have to say it has been a good experience. We have received many sales enquiries, the value of which can be estimated at AED 2.9 million,” said Dr. Giovanni Fontanesi, Export Manager Overseas, Impronta Ceramiche Spa whose company exhibited at ISH Kitchen and Bath Middle East.

“This is Terraverde’s third year at the Garden and Landscaping Middle East exhibition, and we are once again extremely pleased with the response we have received. It is an important platform for us to strengthen relationships with our existing clients, and we even had the opportunity to meet potential clients and consumers from all over the Middle East and abroad,” said Karen Hartley, Sales and Marketing Manager, Terraverde, an exhibitor at Garden and Landscaping Middle East.

“We have met a number of designers and architects from various regions, primarily, from all over the Middle East. Our products have created excitement amongst the visitors, and the market has shown great interest. We have received considerable number of sales enquiries to follow-up,” said Wendelin G. Manser, Global Business Development/Partner, Ad Notam who exhibited at ISH Kitchen and Bath Middle East.

Mr. Pruy added that “Due to the 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 events 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 this show displayed 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.

Booming construction activity in the Gulf resulted in an increased demand for fixtures and fittings that were 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 presented 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 offered 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 offered 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 who participated in Epoc Messe Frankfurt exhibitions and trade visitors were the industry specific conferences that ran alongside the exhibitions. These conferences were addressed by leading luminaries, experts and officials of the industry sectors. Conferences were held this year for International CES/hometech, Light Middle East and ISH Kitchen and Bath Middle East.

As part of her keynote address at the conference at International CES/hometech, 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."

International CES/hometech featured 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.

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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.