

Press

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

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INTERNATIONAL CES/HOMETECH SET TO GROW IN COOPERATION WITH THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY

***Microsoft, Samsung, Sharp, Bosch, Monster Cable & Al Futtaim form advisory panel to
steer the Show***

DUBAI (February, 2008) - Backed by strong support from the International CES^(R) the world's largest tradeshow for consumer technology held each year in Las Vegas, the upcoming International CES/hometech show in Dubai this May (25th to 27th May 2008) promises to offer 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.

This year's International CES show in Las Vegas saw a large Middle East presence, and the International CES/hometech, which will be held in May in Dubai and is organized by Epoc Messe Frankfurt GmbH, will be welcoming a much larger global presence as compared to last year.

Eckhard Pruy, CEO of Epoc Messe Frankfurt in the Middle East, said: "We have formed an advisory panel for the show, comprising industry representation from Microsoft, Samsung, Sharp, Bosch, Monster Cable, and Al-Futtaim Electronics. We are keen to listen to experts from the industry and use their knowledge to further develop the show. There is a clear shift taking place in the exhibition business today towards the people side of customer service. The leading companies are discovering the power of listening, both to customers and employees," Mr. Pruy observed.

Vishesh L. Bhatia, Group Director of the electronics engineering and technologies division, of Al Futtaim Electronics, highlighted the industry's enthusiasm: "We are very pleased with our investment in International CES/Hometech; the show was very well received for its first year. We believe it has a great future as it provides the only credible platform to showcase the industry."

The upsurge in the booking rate of exhibition space points towards International CES/hometech being one of the region's most popular platform to showcase the hottest new products and trends in consumer electronics, brown/white goods, as well as the latest technology and innovation in intelligent home systems, services and timesaving state-of-the-art domestic devices.

Evaluating the current stage of International CES/hometech, Mehtap Kenar, Senior Show Manager, said: "The feedback from the advisory panel is helping us in steering the show in the right direction and we are confident that this year's edition of the event will be the most successful one for new technology and devices from the biggest innovators around the world."

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Issued on behalf of EPOC Messe Frankfurt by BIZ COM.
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Show Profile:

The International CES/Hometech is the Middle East's dedicated exhibition for Consumer Electronics, Home Automation, Networking, In-Car Entertainment, Home Appliances and Gaming. For more info, please visit: www.ceshometech.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, the world's largest trade fair organiser 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.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.