

## Press

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

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### **LIGHTING FIXTURES MARKET TO EXCEED AED 345 BILLION BY 2010**

#### ***ME region growing at a CAGR of 7% that is higher than the global average***

(Dubai, March - 2008) Developments in the industrial, commercial, residential and public lighting segments have boosted the global demand for lighting fixtures that is now set to exceed AED 345 billion by 2010, according to conservative industry estimates\*. Epoc Messe Frankfurt GmbH, the organizers of Light Middle East, to take place at the Dubai International Convention and Exhibition Centre, May 25-27, 2008 predicts a growth spurred primarily by end-users in the construction and industrial development sectors.

“From basic lights to exquisite chandeliers, simple operating switches to complex sensor controlled lighting systems, Light Middle East provides the ideal business platform for companies involved in the development and manufacture of a range of lighting systems enabling exhibitors to meet buyers from the Middle East, Asia, North Africa region and other parts of the world,” said Eckhard Pruy, CEO of Epoc Messe Frankfurt.

Mr. Pruy noted that lamps, lighting fixtures and components are the primary categories in the electric lighting business. “Major gains are expected in the categories of luminous and other non-luminescent portable light fittings, such as those in LED lights,” he added.

Light Middle East is a much needed platform for property developers, major clients and municipalities from around the region to source lighting solutions in what is clearly one of the most vibrant property

development markets in the world. Light Middle East is also the best place to source both architectural design solutions and engineering consultancy.

“The lighting business in the Middle East region is driven by superior quality and innovative products,” observed Jessica Minton, Senior Show Manager of Light Middle East. Ms. Minton added that apart from portable fixtures, non-portable fittings, such as, industrial fittings are also expected to post good growth. “Commercial, residential and industrial buildings, airports, railways, and replacement products are projected to drive the growth of industrial and commercial lighting fixtures and systems within the Middle East region.”

In addition, long lasting energy saving products, high intensity discharge (HID) lighting, and portable fixtures using light emitting diodes (LED) are also expected to generate good volumes in the region.

“Solid-state lighting technology that offers increased energy savings and advanced capabilities is poised to revamp the lightings industry worldwide and accelerate its growth,” Ms. Minton stressed. She added 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%”.

Parallel to the Light Middle East exhibition, the “2008 Light Focus Conference” will take place, which is supported by the Professional Lighting Designers Association (PLDA). This conference will serve as a creative platform to connect a diverse set of lighting designers and architects to explore future trends in design. The conference will feature a full program of globally renowned speakers.

Key industry decision makers involved in the design and construction of the region's major projects and initiatives come together at Light Middle East to meet major international manufacturers and solution providers.

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**Show Profile:**

*Light Middle East is the region's only dedicated exhibition and conference for architectural lighting; corporate lighting; retail lighting; theatrical lighting; internal and exterior lighting for urban spaces. It is the region's unique platform for exhibitors to network with one another*

and meet major clients, industry experts, leading lighting designers and architects involved in the delivery of major public and private development project. A focused event where key industry decision makers, involved in the design and build of the region's major projects and initiatives, come to meet major international manufacturers and solution providers. Show website: [www.messefrankfurtme.com/light/site/index.php](http://www.messefrankfurtme.com/light/site/index.php)

**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, Beautyworld Middle East, Wellness & Spas Middle East, International CES/hometech, Automechanika Middle East, Wellness and Spas Middle East, and the Middle East Toy Fair.

*\*RESEARCH METHODOLOGY: The report is collated using data from companies in the lighting fixtures including portable, non-portable & parts & accessories across Europe, North America, Asia-Pacific, Latin America, Middle East and the Rest of World. The data is based on historical annual market analytics and data obtained from key and niche players' & includes both primary and secondary research comprising select online sources.*