

Press

The Middle East Toy Fair

March 23 to 25, 2009

Dubai, United Arab Emirates

Opening hours: 11am – 6.30pm

Dubai International Convention and Exhibition Centre

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MIDDLE EAST TOY FAIR ANNOUNCES COOPERATION WITH SPIELWARENMESSE eG

“World of Toys by Spielwarenmesse eG” next March in Dubai

Middle East Toy Fair forms alliance with the organisers of the largest toy exhibition in the world

DUBAI (October, 2008) - Middle East Toy Fair, the region's annual platform for toy manufacturers, suppliers and distributors, will next year host for the first time a large pavilion of international toy manufacturers, “World of Toys by Spielwarenmesse eG”.

Spielwarenmesse eG is the organizer of the annual International Toy Fair Nuernberg, the toy industry's leading fair for toys, hobbies and leisure held in Germany. “World of Toys by Spielwarenmesse eG” is the name of their new foreign trade fair program that provides toy manufacturers with competent support and directional perspectives for strong marketing presentations tailored to trade fairs around the world.

Following Hong Kong, Dubai is now the next station on the list of international trade fairs Spielwarenmesse is targeting, offering toy manufacturers from around the globe the possibility to participate in their pavilion, enjoying many additional services before, during and after the fair.

“We look forward to welcoming Spielwarenmesse and their group of exhibitors next year to Dubai for the Middle East Toy Fair, and we are proud that they chose our exhibition and this region to offer the participants of their foreign trade fair program a platform to explore upcoming markets” says Eckhard Pruy, Chief Executive Officer at Epoc Messe Frankfurt.

“Their participation will help raise more awareness of our fair and the region to those in the international toy business. Furthermore, knowing that strong personal contacts are essential when involved in business in the Middle East, we welcome their idea to support international companies in entering the market and building new contacts through the additional services to the fair they offer such as networking programs or visits to relevant retail chains,” Mr. Pruy added.

Ernst Kick, Chief Executive Officer of Spielwarenmesse eG, states: “We are very pleased about our cooperation with the Middle East Toy Fair. This cooperation and the associated services provided by the World of Toys will make it easier for international toy manufacturers to open up the Middle East market.”

The Middle East Toy Fair is the region’s biggest trade exhibition for toys, baby and infant products, stationery and back-to-school products, games, hobbies, gifts, apparel and licensing. Product areas within the Toy Fair are Baby and Infant, as well as Stationery and Back to School.

Launched in 2002, the fair has continually developed into a yearly meeting point for the regional toy industry, where international manufacturers, regional distributors, educators and retailers can meet, discuss new business opportunities and see the latest products to hit the market.

A new feature since last year, the Middle East Toy Fair Awards program nominates winners in eight different categories, honoring the best products presented at the fair. The winners are chosen by an independent jury taking into consideration local buying behaviours and appropriateness for the regional toy market. Among the winners in March 2008 were products like the Jamila family tube from Simba, an Arabic fashion doll line which is now available in a complete set of husband, wife and their two children. Or the Hoppop Original, a stylish diaper bag that transforms into a baby seat in just seconds.

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Middle East Toy Fair Show Profile:

The Middle East Toy Fair is a unique platform for exhibitors to network with one another and meet major buyers, industry influencers, and educators involved in the shaping of the Middle East toy market. The next Middle East Toy Fair is scheduled to take place from the 23rd to 25th March 2009 in the Dubai International Convention and Exhibition Centre, United Arab Emirates. Show website: www.toyfairdubai.com

EPOC Messe Frankfurt:

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 event, 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, International CES/hometech, Automechanika Middle East, and the Middle East Toy Fair.

Spielwarenmesse eG:

Spielwarenmesse eG is a fair organizer and marketing service provider for the toy industry. The Nuremberg company organizes the Spielwarenmesse International Toy Fair Nuernberg, the world's leading fair for toys, hobbies and leisure. Together with the Russian National Toy Association RNTA, Spielwarenmesse eG holds a stake in the Russian exhibition organization company RNTA Expo, which organizes Toy Russia in Moscow. The spectrum of services provided by the cooperative Spielwarenmesse eG also includes the organization of the international fair programme "World of Toys by Spielwarenmesse eG" and industry campaigns.