

Energy-Efficient And Eco-Friendly Machinery And Tools Under The Spotlight At Hardware+Tools Middle East Largest Dedicated Trade Event Of Its Kind In The Region Gets Underway

Dubai , UAE - May 10, 2011:

The 12th edition of Hardware+Tools Middle East, the largest dedicated trade and networking event of its kind in the region, got underway with an increased focus on energy-efficient and eco-friendly tools and machinery. The event, which opened today (Tuesday, May 10th) by Essa Al Madoor, Chairman of the Society of Engineers – [UAE](#) at the Dubai International Con-vention and Exhibition Centre, will run until Thursday, May 12th.

Eng. Essa Al Madoor, Chairman, Society of Engineers – [UAE](#), opened the exhibition. He was accompanied with a delegation of key construction industry professionals and senior management from event organiser Epoc Messe Frankfurt.

The largest and most comprehensively representative business and networking platform for the Middle East's booming hardware, tools and machinery industries, brings together the movers and shakers in the industry. During the three day event industry professionals are studying new trends and developments and scouting new business deals in markets across the region.

Eng. Essa Al Madoor, Chairman, Society of Engineers – [UAE](#), said: "The exhibition is larger than before and around 10,000 visitors are expected as the hardware, tools and machinery industries have a burgeoning market in the fast-growing economies of the Middle East. Events like Hardware+Tools Middle East play a significant role in raising awareness about the key issues facing the industry and contribute to the overall economic growth of Dubai."

"Hardware+Tools Middle East, represents the voice of the industry by reflecting the latest trends and developments that impact the business in the region and beyond," said Ahmed Pauwels, Chief Executive Officer of organiser, Epoc Messe Frankfurt. "The importance of events like these in the promotion and development of the local industry is quite significant. We plan to work together with government and regulatory authorities across the Middle East to ensure that industry best practices and standards are applied to the local industry," he added.

Of particular interest to trade visitors at this year's show are expected to be energy-saving and ergonomic hand and power tools; new developments in eco-friendly construction material that comply with the latest green building concepts and the revival of interest in the regional construction industry.

Makita Gulf FZE, a major player in the power tools business with a 35-year presence in the Middle East, East Africa and parts of the CIS is promoting new tools which comply with Euro-pean environmental standards and safety. “This year we are participating to promote our new range of power tools with environmentally friendly lithium ion batteries. Before, nickel cad-mium batteries were in use which are harmful to the environment,” said Srinivasa Murphy, Marketing Manager of Makita Services. “We are also promoting our pneumatic drills with anti-vibration technology which causes less fatigue to workers allowing them to work on more jobs and less strain on their hands and joints. This new drill complies with European safety stan-dards.”

Makita is also showcasing the LS1216 Slight Compound Miter Saw with enhanced technology which means it can make deep and exact cuts in woodworking as well as a brush cutter with a four-stroke engine.

3M, a world leader in abrasive technology has launched its new power tool line in the Middle East at this year’s edition of Hardware+Tools Middle East. “3M is a provider of full solutions and not just products. By producing power tools to use with our sanders and abrasives we are providing a complete solution for industrial applications to our clients,” said Kevin Miranda, Business Development Manager of Abrasives System Division, ME and Africa.

As in the previous edition, the live demo area is a popular added feature for trade visitors who can try some of the latest products in cutting, welding, grinding and drilling. This year sees live demonstrations of tools and machinery by Makita, 3M, Leica and Einhill at regular intervals each day.

The Middle East Construction Forum, which is a series of seminars and workshops being held for the benefit of regional construction industry professionals on the sidelines of the main event, is proving highly popular. The Forum, is organised jointly by the Society of Engineers – [UAE](#) and Epoc Messe Frankfurt and it provides an insight into the latest industry regulations, new legislation aimed at standardizing the industry and details about industry best practices. The Forum is targeted at contractors and consultants, project managers and engineers work-ing in the regional construction industry.