

Press

Hardware and Tools Middle East

May 18 – 20, 2010,
Dubai International Convention and Exhibition Center, Dubai, UAE

April 2010

For more information, please contact:

Roisin Lillis
Epoc Messe Frankfurt GmbH
Tel. +971 4 33 80 102
Fax +971 4 33 90 280
Roisin.lillis@uae.messefrankfurt.com
www.hardwaretoolsme.com

GROWING DEMAND IN SAUDI CONSTRUCTION SECTOR TO DRIVE DEMAND FOR HARDWARE AND TOOLS

**Over US\$ 283.8 bn worth of projects planned in Kingdom
representing 21% of the GCC market share***

The Saudi Arabian construction industry is registering continuing growth and prospects are bright over the immediate future for the industry in the region. Industry insiders feel that demand for construction machinery, hardware and tools is on the upswing.

Saudi Arabia is amongst the top three countries for the export of Hand Tools and Machine Tools from the UAE. With recent research highlighting the value of projects planned in the Kingdom, these trends are set to continue.

“Growth in the Saudi Arabian construction sector is being driven largely by the increase in infrastructural spending,” said Mr Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt organisers of Hardware + Tools Middle East. “The Saudi population is expected to double over the next 20 years and the resultant demand for housing and commercial spaces in the Kingdom remains high. This demand fuels corresponding growth in the construction machinery, hardware and tools sector.”

As well as the US\$283.8 bn worth of projects planned in the Kingdom, it is estimated that there is a further US\$100.3 bn in the pipe-

EPOC Messe Frankfurt GmbH
P.O. Box 26761, Dubai
United Arab Emirates

line, with government projects very much driving the construction sector. Event organisers for Hardware + Tools Middle East, the region's trade fair for tools, hardware, materials and machinery, expect this trend to be reflected at this year's event with an increase in Saudi trade visitors expected at this year's edition.

According to Ms Mehtap Kenar, Senior Show Manager, Hardware + Tools Middle East: "The exhibition provides the ideal platform for industry professionals to see the latest products and services available in the region. It is a 'must attend' event for researching the market, sourcing new products and keeping up with the latest industry trends."

The event, now in its 11th edition, has become a permanent fixture on the calendars of all retailers, distributors and contractors interested in the regional market and has firmly established itself as a solid platform for industry professionals.

Hardware+Tools Middle East 2010 to be held at the Dubai International Convention and Exhibition Centre from May 18th to 20th will feature over 650 brands from over 350 exhibitors and is expected to attract 6,500 trade visitors from 78 countries. In addition to showcasing the latest products, innovations and developments in the industry, the event will also feature a demo area, especially created for those interested to view live demonstrations of various machinery and equipment.

ENDS

* Source: MEED Projects

Show Profile:

Hardware and Tools is the Middle East's only dedicated event for tools, hardware materials and machinery. Industry professionals involved in the supply of equipment to or the design, construction, build or specification of commercial or residential de-

velopments understand the importance of staying updated with new products, services and technology in the field.

Hardware + Tools Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, keep up to date with industry knowledge and source new products and solutions.

Show website: www.hardwaretoolsme.com

Company profile:

Epoc Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt. Messe Frankfurt is Germany's largest trade fair organiser, with 424 million euros in sales in 2009 and more than 1,400 employees worldwide. The Messe Frankfurt Group has a presence for its customers in more than 150 countries. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling 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, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

For more information, please visit our website at: www.uae.messefrankfurt.com

* Preliminary figures for 2009 financial year

For more information, please contact:

BIZ COM – For PProactive Communications
Tel. +971 4 33 20 888
Fax +971 4 33 20 999
info@bizcom.ae