

Press

Hardware and Tools Middle East

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

May 2010

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GLOBAL HATS, CAPS & MILLINERY MARKET TO REACH AED 23 BILLION BY 2015

Hardware+Tools Middle East to open next week; 2010 edition 20% bigger than last year

One of the focus areas of this year's Hardware+Tools Middle East exhibition being held under the patronage of H.E. Mohammed Bin Abdul Aziz Al Shehi is on workplace safety. One category of products on display is a range of the latest hard hats available in the market.

The wearing of hard hats is a must in any construction site as part of safety procedures. No one is allowed entry to any construction site without wearing a hard hat for the simple reason that a direct hit on the head from a falling object could be fatal.

Hardware+Tools Middle East is a leading construction industry showcase in the region organised by Epoc Messe Frankfurt. This is the 11th edition of the exhibition which will take place next week at the Dubai International Convention and Exhibition Centre, from May 18th to 20th. Hardware+Tools Middle East 2010 is 20% bigger than the 2009 edition and show organisers are looking forward to a successful event.

“At this year's edition of Hardware+Tools Middle East, the latest trends and technology in the design of hard hats and other safety products such as safety shoes and harnesses will be on display from

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the world's leading suppliers," said Mr. Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt.

He added: "According to industry research, the world market for hats, caps and millinery is projected to reach AED 23 billion (\$6.3 billion by the year 2015). This is primarily driven by a surging demand from emerging markets, novel trends and product attributes."

Visitors to the Hardware+Tools Middle East trade fair will be able to browse through a large selection of products and services from international exhibitors during the three day event. Power tools and accessories, hand tools, air tools, hydraulic tools, measuring and detection equipment, specialty and magnetic tools are amongst some of the key products which will be on display.

Also on display will be building hardware and consumables, construction and building materials, woodworking machinery, cleaning machinery, molding, drilling and cutting machinery as well as welding and soldering machinery.

Hardware+Tools Middle East, which has been running for over a decade is the region's only dedicated trade exhibition for tools, hardware, materials and machinery and as such is a must attend event for industry professionals in the Middle East.

Organisers have said that the Hardware+Tools exhibition has received keen interest from key players in the region. There will be 320 exhibitors occupying 8,000 square metres and over 6,500 trade visitors are expected to attend this year's event.

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Hardware+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 developments 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

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