

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:

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H.E. AL SHEHI CONFIRMS HIS PATRONAGE FOR HARDWARE+TOOLS ME

***“Exhibition industry an important sector in boosting
economy” - AL SHEHI***

The UAE Government, recognising the vital role played by international exhibitions in stimulating trade relations and economic activity, has offered its full support to the exhibition industry.

H.E. Mohammed Bin Abdul Aziz Al Shehi, Director General, UAE Ministry of Economy will be patron of Hardware+Tools Middle East, to be held May 18 to 20 at the Dubai International Convention and Exhibition Centre.

H.E. Mohammed Al Shehi said: "The exhibition industry is an important sector in boosting the country's economy. I welcome all exhibitors and visitors to Hardware+Tools Middle East and encourage the forging of business relationships that occur during the event. Hardware+Tools provides the ideal meeting place for bringing key buyers under one roof and encourages business deals."

He added: "It can sometimes be difficult to source certain products and services and this is where Hardware+Tools can assist. Much of what is required by those in the construction industry, but may not be readily available, can be sourced at the event. I wish the very best of

EPOC Messe Frankfurt GmbH
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success for this year's edition and hope that strong, long term business relationships are formed during the event."

Mr. Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt, organisers of Hardware+Tools Middle East welcomed the support of the Ministry of Economy: "We are delighted and honoured that our event has received patronage from the Ministry of Economy. It is a great boost for this trade show and we look forward to a successful event in May."

He added: "This Patronage will boost the confidence of international exhibitors attending the event and it will also be a further draw for trade visitors. Specialised exhibitions such as Hardware+Tools are an important tool for the industry. They serve trade professionals by bringing together suppliers of construction materials, contractors and other industry players to network and build on relationships."

According to data from Dubai-based research firms, projects registering a total value of around US \$900 billion are under construction or in bidding in the UAE. The UAE's construction industry is still leading the GCC by thrice the number of ongoing projects. Saudi Arabia and Qatar also have strategic infrastructure projects planned.

Additional show features have been added to Hardware+Tools Middle East 2010 such as live demo areas. Organisers are confident that the show will be a significant event in industry professionals' annual events calendars. The live demo area provides the exhibitors with the opportunity to display their products or services in a more interactive environment.

Show organisers Epoc Messe Frankfurt expect over 350 exhibitors occupying 8,000 square metres and 6,500 visitors at this year's edition.

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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 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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