

# Press

Hardware and Tools Middle East

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

April 2010

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## **POWER TOOLS AND ACCESSORIES IN SPOTLIGHT AT HARDWARE+TOOLS MIDDLE EAST**

### **Global demand for power tools to rise 3% annually to exceed AED 102 billion in 2013**

The latest in power tools and accessories for the construction industry, DIY enthusiasts, carpentry and fitting products will be on display at trade exhibition Hardware+Tools Middle East 2010 to be held in Dubai this month.

Hardware+Tools Middle East, organised by Epoc Messe Frankfurt will take place at the Dubai International Convention and Exhibition Centre, UAE, from May 18<sup>th</sup> to 20<sup>th</sup>. The highly focused exhibition expects to attract over 300 exhibitors and in excess of 6,500 trade only visitors.

Recently conducted industry research has revealed that the global demand for power tools is expected to rise by over 3% per cent annually through 2013 and is forecast to exceed AED 102 billion (US\$28 billion) in 2013 based on annual gains approaching four per cent.

"This renewed demand for power tools and accessories presents opportunities to international suppliers seeking new markets in emerging economies such as the Gulf," said Mr Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt. "Recent market research has

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revealed that the UAE's construction sector is still leading the GCC with Saudi Arabia coming in second and Kuwait, a close third.”

A total value of approximately US\$1,368 bn worth of construction projects are currently either at design stage or underway on sites around the Gulf with about 52% of this thought to be in the UAE.

Ms Mehtap Kenar, Senior Show Manager for Hardware+Tools Middle East, said: “Market figures show that the construction industry is still considerably active in this region. The need for sourcing products and services remains. We are expecting a good turn out in terms of trade visitors to the event because it is an ideal platform for researching and sourcing the latest products available on the market.”

Visitors to this year's Hardware+Tools will be able to browse through a large selection of power tools and accessories, hand tools, air tools, hydraulic tools, measuring and detection equipment, specialty and magnetic tools.

Amongst other products which will also be on display at the trade fair are building hardware and consumables, construction and building materials, woodworking and cleaning machinery, molding, drilling and cutting machinery and welding and soldering machinery.

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

**ENDS**

**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](http://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](http://www.uae.messefrankfurt.com)

\* Preliminary figures for 2009 financial year

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