

# Press

Hardware and Tools Middle East

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

April 2010

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MEP Products PR.doc

## **DEMAND BUOYANT FOR MEP PRODUCTS AS SECTOR SHRUGS OFF GLOBAL SLOWDOWN**

### **New developments in Mechanical, Electrical and Plumbing industry on view at Hardware + Tools Middle East 2010**

Despite the slowdown in the global construction and real estate market, demand for Mechanical, Electrical and Plumbing (MEP) products has remained buoyant say industry insiders. The continued interest in this sector will be reflected in Hardware + Tools Middle East 2010, the premier trade event for the hardware and tools sector in the wider region, which will be held at the Dubai International Convention and Exhibition Centre from May 18<sup>th</sup> to 20<sup>th</sup>.

“Despite the widespread slowdown in infrastructural and developmental projects, which has led to many developers looking for low-cost solutions, MEP providers and manufacturers have noticed that demand for top quality products remains strong,” said Mr Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt, trade fair organisers.

For MEP service providers, manufacturers and distributors as well as for their potential clients, Hardware + Tools Middle East is seen as a must-attend event. It is the definitive networking and sourcing event for the hardware, tools and machinery industries in the region and has been running for over 11 years.

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According to Ms Mehtap Kenar, Senior Show Manager, Hardware + Tools Middle East, "The Middle East remains strong in terms of projects and infrastructural developmental activities, with the UAE and Saudi Arabia leading the field. The stress on environmentally-friendly developments and implementation of green building technologies means that demand for the highest grade of MEP products and services remains high."

With little or no local manufacturing, the region with its high growth rates and tremendous growth potential, is a magnet for leading manufacturers and suppliers from all over the world. At last year's event more than 12 per cent of the 5,490 trade visitors and buyers were specifically interested in researching and sourcing MEP products and services, while another 33.18 per cent were interested in power tools.

Hardware + Tools Middle East 2010 will feature over 650 brands from more than 350 exhibitors and is expected to attract approximately 6,500 trade visitors. Apart from MEP products, also on display will be the latest developments in Hand Tools and Accessories, Air Tools and Accessories, Measuring Detection Tools, Hydraulic Tools, Specialty Tools, Magnetic Tools, Building Hardware, Consumables, Construction and Building Materials.

Among the leading manufacturers displaying their wares at this year's event are Bosch, Lubero, Irwin Tools, Matador, Abac, Agazzani, Dremel, Walcom, Atika, Skil, Brainbee, Ceccato, Rotozip, Chicago Pneumatic, Edesso, Fellisatti, Guhring, Helvi, MiniMax, OMCN, RHODIUS, RodCraft, Sparky, VBW, Wilpu, Protech, Spiral, Bulldozer, LG Harris, Deltana, Channellock, Force, Apelas, Rubicon, Kanzawa, Fuji, Leica, Orbis, Will, Roy's, Tramontina, ALFRA, Kosoku and many more.

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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](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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