

# 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](http://www.hardwaretoolsme.com)

## **UAE SOCIETY OF ENGINEERS EXTENDS SUPPORT TO HARDWARE AND TOOLS MIDDLE EAST**

**Tie-up to help raise awareness of industry best practices and  
raise regional standards in engineering and construction**

Hardware and Tools Middle East 2010, the premier trade event of its kind in the region, has received the support of the UAE Society of Engineers, as announced by show organisers Epoc Messe Frankfurt.

The UAE Society of Engineers with a membership roll of over 23,000 individual members, has entered into a partnership with Hardware + Tools ME, in order to effectively spread awareness of industry best practices among professionals in the region. Hardware +Tools ME 2010 will be held at the Dubai International Convention and Exhibition Centre from May 18<sup>th</sup> to 20<sup>th</sup>.

**“By joining hands with the Society of Engineers, we hope to be able to raise awareness among local industry professionals about the latest trends and developments in the field,” said Mr Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt. “Hardware+Tools Middle East, which brings together the entire range of the hardware, tools, engineering and machinery industry in the region, is the ideal vehicle to propagate this message,” he added.**

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

Founded in 1979, the UAE Society of Engineers' mission is to facilitate the increasing demand for top quality professionals in the local industry. The Society evaluates engineering professionals and accredits them for service in the country. It also regulates professional practices, conducts training and certification courses and oversees standards and specifications to ensure that they meet stringent international levels of quality.

According to Mr Maged Farouk Hanna, General Manager, UAE Society of Engineers: "The partnership of Society of Engineers – UAE and Epoc Messe Frankfurt in Hardware + Tools Middle East symbolizes the great harmony and cooperation of two organisations who aim to promote and support the engineering and construction industry of the United Arab Emirates and contribute to its outstanding success."

At Hardware+Tools ME 2010, the Society will be promoting the benefits of membership to the members of the engineering fraternity, as well as informing them about the latest courses and certifications available. The UAE Society of Engineers is also an Authorised Training Centre and Test Centre for Pearson VUE, ICDL and Adobe qualifications.

The 11<sup>th</sup> edition of Hardware + Tools Middle East is the region's only dedicated trade exhibition for tools, hardware, materials and machinery. Over the years it has proved a big draw for retailers, distributors and contractors and has firmly established itself as a solid platform for industry professionals in the Middle East region and beyond.

Over 52 per cent of the 6,500 visitors from 78 countries who attended the event last year wanted to source specific products or services. Meanwhile almost 47 per cent stated that they were at the show to keep up to date with new developments and trends in the industry.

## 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

For more information, please contact:

BIZ COM - For PRoactive Communications  
Tel. +971 4 33 20 888  
Fax +971 4 33 20 999  
[info@bizcom.ae](mailto:info@bizcom.ae)