

Press

Hardware and Tools Middle East

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

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Automobile Cutting Demonstrations to Enliven Hardware+Tools Middle East 2010

***Tool which can save lives in serious car accidents to
be introduced to the region; Three cars to be cut in
half during the trade fair***

A crucial tool which is utilized by emergency services in saving lives from auto accidents will be demonstrated at Hardware+Tools Middle East which will be held from May 18th to 20th at the Dubai International Convention and Exhibition Centre.

Every minute saved using the car cutting tool significantly enhances the chances of survival of a car crash victim. With this in mind Lenox, manufacturer of the tool, in collaboration with Mansur Brothers, has designed an engaging competition whereby spectators can guess the exact time it would take to cut a car in half with great prizes to be won.

According to exhibition organiser Epic Messe Frankfurt, a total of three cars will be cut in half during the trade event which will be held daily at 12:00pm at the Live Demo Area in Sheikh Rashid Hall.

Ms Mehtap Kenar, Senior Show Manager, Hardware+Tools Middle East, said: "Having three cars cut completely in half will definitely be something to see. As well as attracting visitor attention the activity is

EPOC Messe Frankfurt GmbH
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also introducing to the region an important tool which can be used to save lives in serious car accidents.”

She added: ”The live demo area is a new feature to this year’s event. It will bring extra activity and excitement to Hardware+Tools as it allows exhibitors to showcase their products and services in an interactive environment. Competitions will take place throughout the three days where visitors will be invited to test some of the latest equipment in the industry.”

Also demonstrating at the Demo area will be Bosch, Makita and FUJI-Kosoku. Bosch will be demonstrating the use of their latest nail guns and jigsaws and visitors will be invited to try them out for themselves.

Branded band saws, angle grinders and grinding wheels by FUJI-Kosoku will be put to the test on different materials such as steel and iron. Visitors are also welcome to test the products. Kosoku Electric Co., Ltd. is a pioneer in the field of electric power tools, which developed Angle Grinders and Grinding Wheels for the first time in Japan in 1955.

Finally, Makita, also in collaboration with Mansur Brothers, will run a drilling competition where visitors can test their skills on some of the latest drilling equipment available in the market with great prizes to be won.

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.

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

The live demo area will provide exhibitors with the opportunity to display their products or services in a more interactive environment.

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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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