

# Live Demo Area proves big draw at Hardware+Tools Middle East



The Live Demo Area at Hardware+Tools Middle East proving popular

## ***Good response for Middle East Construction Forum***

The Live Demo Area at the ongoing Hardware+Tools Middle East is proving to be a big draw, with trade visitors turning up to see live demonstrations of power tools, hand tools and energy-

**efficient machinery. These demonstrations are being held daily by 3M, Makita, Leica and Einhill.**

The three day exhibition is showcasing a wide range of products and services within the following sectors: Machinery, Tools, Construction and Building Materials & Hardware.

This year the exhibition is once again co-located with Garden+Lanscaping Middle East, the region's only dedicated trade fair for the garden, landscaping and outdoor living industries. The two events enjoy shared synergies in terms of visitor profiles.

Also running alongside the exhibition, proving to be a big hit is the Middle East Construction Forum, aimed at construction industry professionals. The event drew a good response from architects, engineers, developers, project managers, consultants and contractors.

Hardware+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 keeping up to date 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)

-Ends-

**Company profile:**

*EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organiser. With 450 million Euros in sales in 2010\* and more than 1,770 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners giving it a presence for its customers in more than 150 countries.*

*The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai includes: Intersec trade fair and conference, Materials Handling Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld 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 2010

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