

## hardware+tools

MIDDLE EAST

### Hardware+Tools Middle East in 2010

proved once again in its 11th edition that it is a premier exhibition in the Hardware, Tools, Materials and Machinery industries.

4301 trade visitors (5.6% increase to 2009) came from 67 countries to meet an international variety of exhibitors, who gathered to search for business opportunities.

320 exhibitors from 16 countries occupied almost 8,000 square metres showcasing 650 brands and the latest products across all industries related to Hardware, Tools, Materials and Machinery.

This year's edition welcomed His Excellency Mohammed Bin Abdul Aziz Al Shehi, Director General, UAE Ministry of Economy, who officially inaugurated the exhibition on May 18th.

The new "Demo Area" showed a variety of international tools in action: drilling, grinding, car cutting and other attention drawing activities.

The following pages provide you with an extensive overview of the 2010 edition of Hardware+Tools Middle East. Should you require any further assistance, please do not hesitate to contact us.

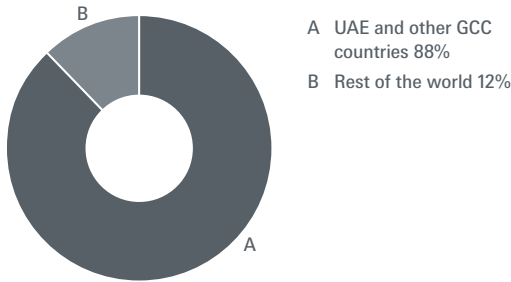
*The Hardware+Tools ME Team*



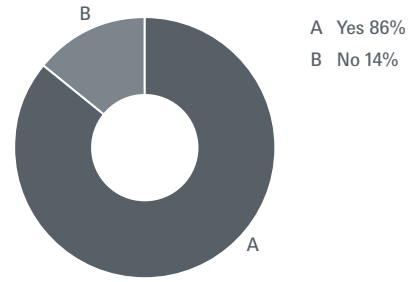
# Visitors' Feedback

4301 trade visitors attended the exhibition this year. The majority of visitors were very satisfied with their visits to the exhibition, with 97% wanting to come back next year according to the independent survey conducted by Info Salons (Middle East) Pty. Ltd. LLC on behalf of Epoc Messe Frankfurt GmbH.

Where is your company/ office located?

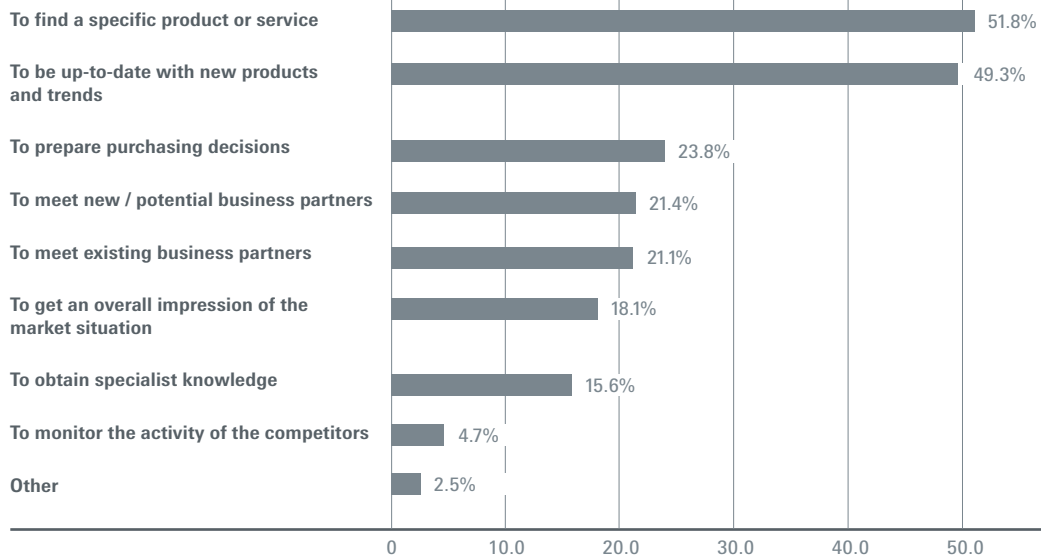


Have you come across any new products or services of interest during the show?



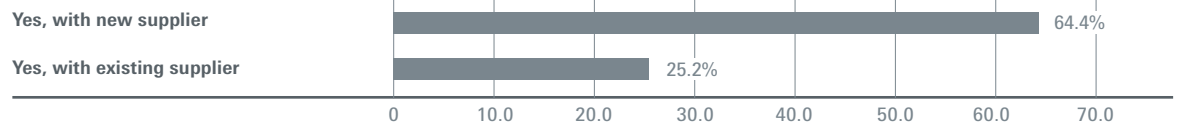
Which objectives are you pursuing in visiting Hardware+Tools?

(all figures in %)



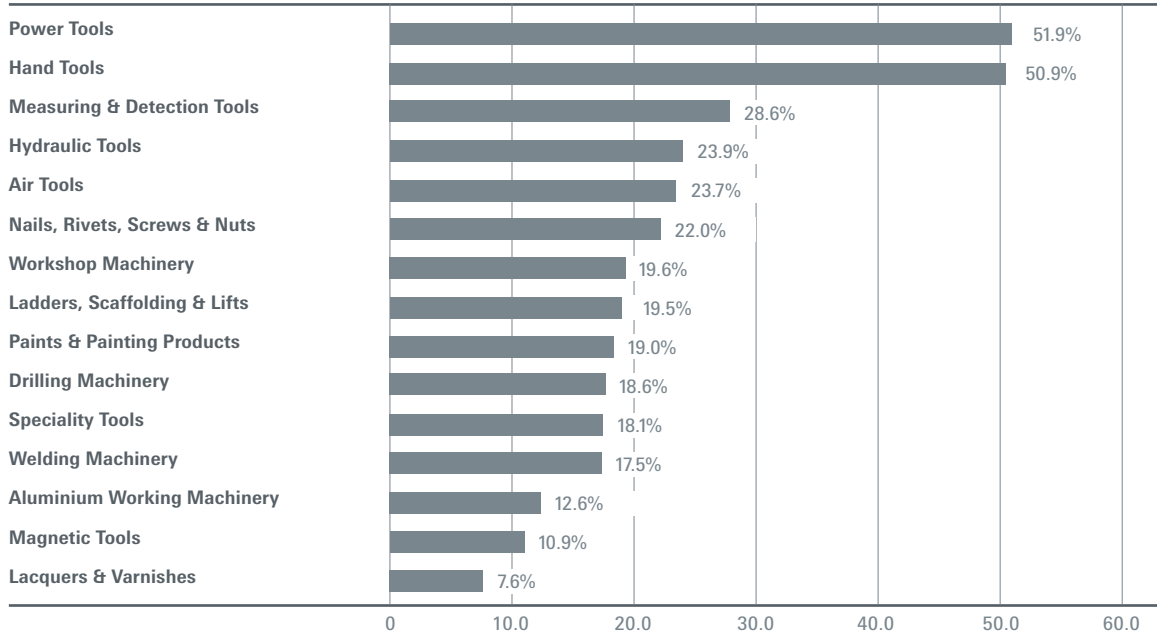
Have you initiated any potential business prospects with suppliers during the exhibition?

(all figures in %)



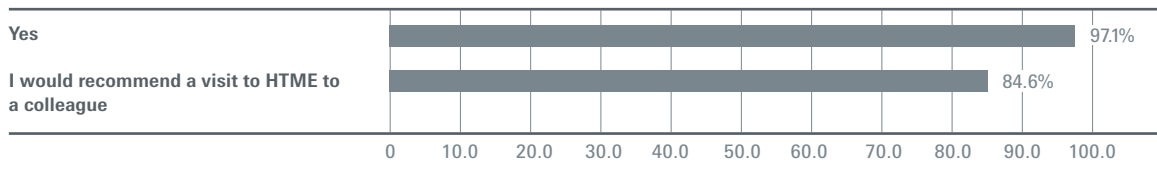
## What are your main areas of interest? (multiple choice answers)

(all figures in %)



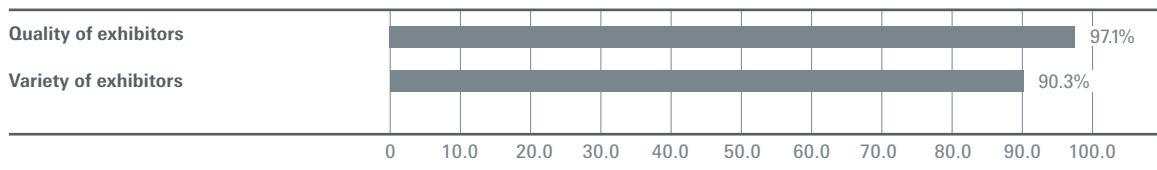
## Do you intend to visit the show next year?

(all figures in %)

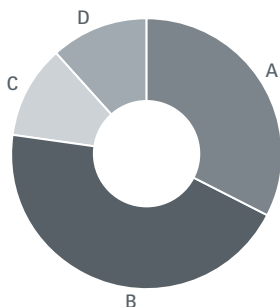


## How do you rate the following aspects of the exhibition? (average to very good)

(all figures in %)

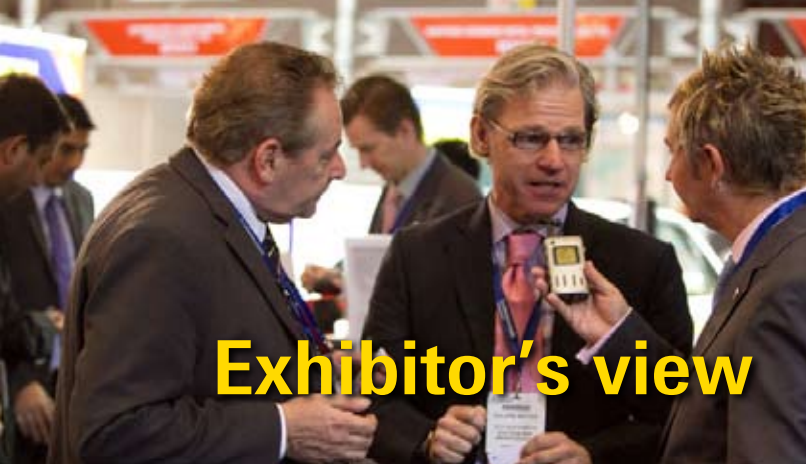


## Overall how satisfied are you with your visit?



- A Very satisfied 32.8%
- B It met with my expectations 44.7%
- C I cannot judge yet 11.4%
- D It failed to meet my expectations 11.1%





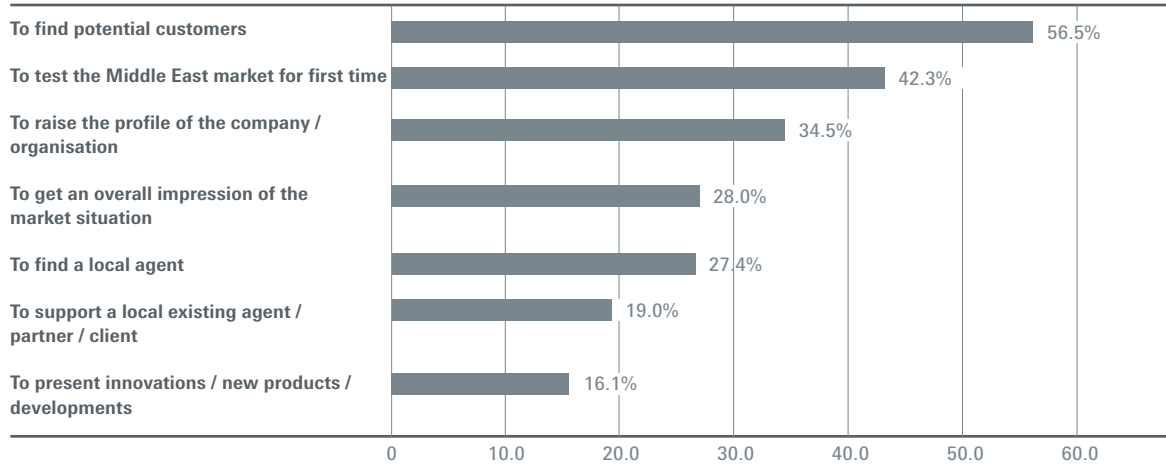
# Exhibitor's view



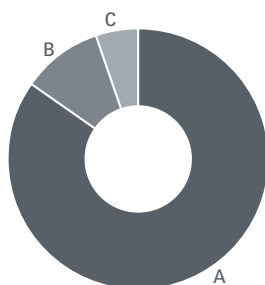
To find potential customers was the exhibitors' prevailing objective for taking part in Hardware+Tools Middle East 2010. The second most frequently stated reason was that many companies see in the Middle East market a potential for expanding their business, as a considerable number of exhibitors had participated in the fair for the first time.

## What are your main reasons for exhibiting?

(all figures in %)

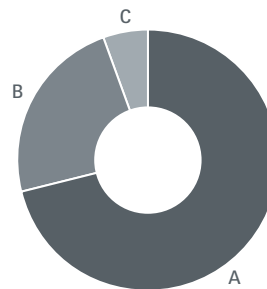


## 94.9 % of the exhibitors of this year's Hardware+Tools Middle East intend to either increase or take the same stand size



- A Will take the same size 84.8%
- B Will increase their stand size 10.1%
- C Will reduce their stand size 5.1%

## Will you exhibit in 2011?



- A Yes 72.3%
- B Don't Know yet 23.8%
- C No 5.4%



**75%** of the exhibitors met their objectives participating at HTME!

**75%** of the exhibitors rated the return of the investment from very good – adequate



## Demo Area



## Demo Area

The demonstration area has been launched for the first time at Hardware+Tools ME 2010. Selected exhibitors had the opportunity to demonstrate their products and services in a more interactive environment at the dedicated 'Demo Area'. Visitors of Hardware+Tools ME experienced the latest trends and developments in the industry at the indoor demonstration area including the 'Live Car Cutting Demonstration' which was done for the first time in the UAE.

BOSCH, MAKITA, FUJI-KOSOKU and IRWIN TOOLS presented live demonstrations in the 2010 Hardware+Tools Demo Area.



## Testimonials

*"There is momentum from buyers and the market has been moving up in the last few months. The quality of the visitors has been good with some serious buyers and we will be here again next year."*

Hani Arwani, Manager – Arwani Trading



*"We have been with Hardware+Tools Middle East for four years now. We have not compromised on space. With the additional features for VIP customers, it made them feel special and the program worked very well. The exhibition is the right launch pad for new innovations and technologies."*

Sumit K. Chordia, Business Head – Power Tools, Bosch



*"The marketing and PR for the exhibition was really good and we're happy with what we have gotten out of it. The car-cutting demonstration helped and the demo area attracted a lot of people in and we had good numbers. Overall, we are satisfied with the show."*

Mufaddal Boriyawala – Mansur Brothers LLC.



*"This show is really good as it reaches into the Middle East and Africa markets. In particular, it gives us access to very good contacts to possible new distributors in Eastern Africa such as Eritrea, Sudan, Ethiopia. We also have met people from Iran and Kuwait. Dubai is a truly international destination and continues to be the gateway to this entire region. Hardware+Tools Middle East is an important platform to remain fully dedicated and meet the maximum of partners."*

Philipp Matter, Regional Market Director CH/SEE/MEA – Leica, Precision Tools Division.

*"The quality of the people I have seen here has been good. I've met some new potential customers for our products as well as customers we already deal with. We have supported Hardware+Tools Middle East for about eight years now and I am always happy to come here because it is a good opportunity to meet customers from the region. It is a trade-only exhibition so the quality of the visitors is good."*

Morgens Lorenzen, International Sales Manager – Channellock.



## About the Organiser

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.

For more information about exhibiting, sponsorship or visiting Hardware+Tools Middle East 2011, please refer to our show web-site [www.hardwaretoolsME.com](http://www.hardwaretoolsME.com) or contact us at: [hardware-tools@uae.messefrankfurt.com](mailto:hardware-tools@uae.messefrankfurt.com)



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