

NEW focus for 2012 – Machinery @ Hardware+Tools Middle East 2012

Market Overview

In recent years there has been a pronounced shift towards more diversified regional economies being less dependant on the petrochemical sector. This has spurred a significant investment in the Middle East's manufacturing sector.

Recent reports from Saudi Arabia suggest the Ministry of Commerce and Industry will soon launch a national industrialization strategy with an investment of SR 50 billion (USD 1.3 trillion) designed to strengthen the Kingdom's manufacturing sector through the introduction of necessary infrastructure, governance and incentives.

In the UAE, the sector ranks as the fourth highest contributor to the GDP at 13.2% or AED 38.72 billion (USD 8.9 billion) and in 2010 it grew by 11% compared to 6.2% for the previous year. In January 2010, the new Salman Industrial City project was officially launched to provide facilities for industrial development in Bahrain. The sector plays a major role in the local economy, contributing approximately 16% to Bahrain's GDP.

Market Opportunity

As investment continues across the region, a significant opportunity exists in the Middle East for manufactures and distributors of industrial machinery to tap into this lucrative market. Hardware+Tools ME 2012 provides a unique opportunity to meet key buyers from some of the regions' largest production facilities and to gain access to this large and growing market.

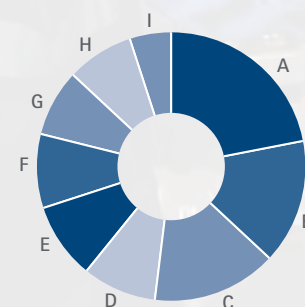
Dedicated Marketing Campaign

Through a combination of careful profiling and selection, Hardware+Tools ME 2012 will deliver key decision-makers who either buy or heavily influence machinery purchasing decisions for large production facilities in the following fields:

Target industries

- Wood
- Aluminum
- Steel
- Plastics & Rubber

Visitors categories



- A Engineering & Contracting
- B Machinery Distributors & Traders
- C Building Materials Manufacturers
- D Industrial Plants Operations & Maintenance
- E Plastics & Rubber Products Manufacturing
- F Equipment Manufacturing
- G Metal Components & Product Manufacturing
- H Furniture Manufacturers
- I Automation & Robotics



About the Organiser

Messe Frankfurt is Germany's largest trade fair organiser, with 448.3 million euros in sales and more than 1,600 employees worldwide. 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. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Booking Details

Space Only (A)

Choosing the space only option will give you plenty of opportunities to represent your individual company image by getting a stand contractor to create an individual design for you.

Cost: Starting from USD 395 per m². Includes editorial entry in the official show catalogue. Space only stands are required to be a minimum of 21m².

Shell Scheme (B)

Shell Scheme option includes: modern Octanorm shell scheme panels, carpeting, fascia name board, one power point, lighting (3 spotlights for every 9m²), editorial entry in the official show catalogue.

Cost: Starting from USD 445 per m².

Shell Scheme stands are required to be a minimum of 9m² and a maximum of 21m².



Discounts

Early Bird Discount: 5% Early Bird Discount is applicable on space only price if the booking is received by 30th of December, 2011.

Major Presence Discount: Any single exhibitor booking at least the following no. of m² is entitled to the indicated discounts:
72m² + - 5% of Space Rental
90m² + - 10% of Space Rental
120m² + - 15% of Space Rental

New Product Launch: 5% discount if you are launching a product at the show

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Sponsorship

Hardware+Tools ME offers a variety of **branding and promotional opportunities**. Please contact the show team for more information about packages to suit your requirements.

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hardware+tools

MIDDLE EAST



The 13th edition of the International Trade Fair
for Tools, Hardware, Materials and Machinery

May 8 – 10, 2012

Dubai International Convention and
Exhibition Centre

Dubai, United Arab Emirates

www.hardwaretoolsME.com



messe frankfurt

Why exhibit at Hardware+Tools Middle East 2012?

250 exhibitors 6,000 square metres presenting 450 brands



Hardware+Tools Middle East is the region's only dedicated trade exhibition for tools, hardware, materials and machinery. The event has firmly established itself as a solid platform in the Middle East and is a must-attend show for construction and industry professionals.

- **Reach** out to the 70% of visitors who make a purchase at the show or shortly after and thus increase your sales cycle
- **Build** on and create new business contacts
- **Benchmark** your company's strengths and monitor your competition
- **Boost** brand recognition and increase your exposure
- **Meet** with GCC and East African buyers
- **Be a part** of the Middle East Construction Forum to network with construction industry professionals
- **Benefit** from free highly targeted marketing promotions specifically designed for exhibitors

Demo Area

In 2012, the live Demo Area will be back with more exciting demonstrations by the leading brands in the industry.

In 2011, the Live Demo Area proved once more to be a big success with the participation of **Makita, Einhell, Leica Geosystems** and **3M**. It is the platform to demonstrate your products to trade visitors in a more interactive environment.

Contact us to learn more and see how your company can participate and gain further exposure.

Workshops, Forum & Road Shows

Middle East Construction Forum

In 2012, the **Middle East Construction Forum** will return once more this time extending its reach across the GCC. In association with the **Society of Engineers - UAE** and supported by the **Federation of Arab Engineers**, the Forum will reach out to industry professionals from across the region.

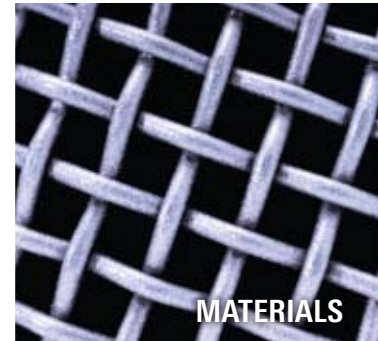
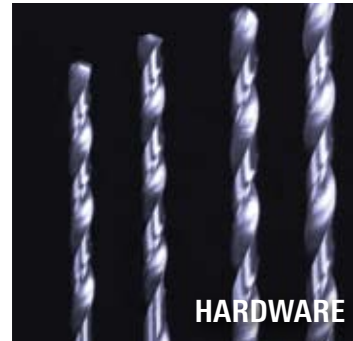
Road Shows

Promoting the **Middle East Construction Forum**, Road Shows will take place around the GCC countries in collaboration with the **Society of Engineers - UAE** to attract more professionals from the GCC.



جمعية المهندسين - الإمارات العربية المتحدة
SOCIETY of ENGINEERS - UAE

Product Portfolio



TOOLS

- Power Tools & Accessories
- Hand Tools & Accessories
- Air Tools & Accessories
- Measuring & Detection Tools & Accessories
- Hydraulic Tools & Accessories
- Speciality Tools & Accessories
- Magnetic Tools & Accessories

MACHINERY

- Cleaning
- Moulding
- Drilling
- Cutting
- Welding
- Soldering
- Safety & PPE Products
- Components & Parts
- Automation & Robotics
- Design Software
- CNC Routing
- Lathes

HARDWARE

- Building Hardware
- Consumables
- Construction & Building Materials

"The quality of the visitors was better than expected. It was interesting to see new products and innovations at the show. It's a great opportunity for visitors to see a variety of products and to try them out for themselves."

Mr. Hani Arwani, Sales Manager - Arwani Trading

"We're here to get a better understanding of the local industrial market and to find some new contacts and to develop the distribution of our products. All in all we got some interesting results and we have a better understanding and made good contacts that could develop into business partnerships."

Mr. Dimitri Di Salvo, Sales Director - Delfin

Exhibitor Benefits

Personalised Customer Invitation

Upon request we will print YOUR LOGO free of charge on customised invitations so you can invite the customers that matter most to your business

Be Exclusive

Customised VIP invitations can be arranged which include access to a dedicated lounge

Strategic Reminders

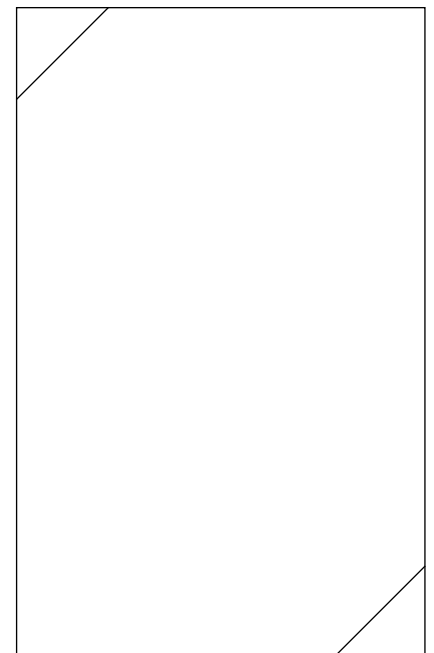
A customised email reminder on your behalf will remind customers of show dates and your stand location

Get Connected

Download our logos and banners for free to further promote your presence at the show to your clients

PR

Send us your news, stories, press releases and photos for inclusion in our external mailings and PR campaigns



Visitors

5,500 expected visitors

64 countries

85% – UAE & Other GCC countries



Who will visit Hardware+Tools Middle East 2012?

Manufacturers
Distributors
Wholesalers

Retailers
Importers / Exporters
Trade Agencies

Engineers
Architects / Designers
Facility Managers

Consultants
Contractors / Developers

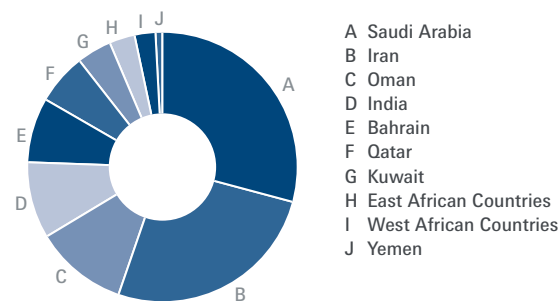
Why should construction professionals visit?

- Get the latest developments, trends and product alternatives
- Evaluate suppliers and source products
- Keep abreast of industry and market developments
- Initiate and develop business contacts

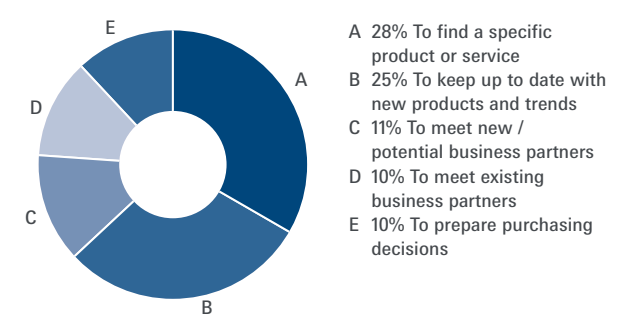
71% of the 2011 visitors initiated business with new or existing suppliers

4,316 trade visitors attended the 2011 exhibition

Top visiting countries (Excluding UAE)



Top 5 reasons to visit Hardware+Tools



"The quality of the visitors at the show has been good and it met my expectations. We had visitors from UAE obviously, but also from Saudi, Qatar, Bahrain, Oman and Lebanon. I will certainly be interested to be here again next year."

Mogens Lorenzen, International Sales Manager - Channellock

"We launched a new range of power tools and we wanted to showcase this range. The demo helped to attract more attention."

Mr. Prashant Sadalgekar, Technical Services, Abrasive Systems Division – 3M Gulf Ltd.

