

# FootWear ExPo 2008 DUBAI

Organized By



3rd - 5th November 2008,  
Crowne Plaza, Dubai, UAE



**THE MOST COMPREHENSIVE TRADE SHOW FOR  
THE FOOTWEAR INDUSTRY IN DUBAI**

## *POST SHOW REPORT - 2008*

Dubai has emerged as a leading regional commercial hub with state-of-art infrastructure and a world class business environment. It has now become the logical place to do business in the Middle East, providing investors with a unique and comprehensive value added platform. With its strategic location, tax-free living and consistently strong economic outlook, Dubai is the ideal base for multinationals targeting markets in Central Asia, the Middle East, Africa, the Asian Subcontinent and the Eastern Mediterranean. These regions have a population of over 2 billion people and a combined GDP of US\$ 6.7trillion.

DUBAI one of the fastest growing economy in the world and best platforms in major international trade events is currently booming and one of the fastest growth areas in the world. Consumer demand and consumption is at an all time high. Within the region, Dubai has been at the forefront in terms of political and economic reforms.

Accessible through its ultra modern airport, that offers connections to over 140 destinations, Dubai is also a thriving tourist destination and attracts a large number of skilled professionals. Its robust economic cluster of technology, media, and finance and healthcare hubs makes Dubai a viable and attractive proposition for any business.

Apart from economic advantages, the city offers a superior quality lifestyle that is truly international with luxury residential and office accommodation and excellent educational, health and shopping facilities. Sporting and leisure facilities are abundant and Dubai's top class international hotels offer a wide range of dining and entertainment choices.

DUBAI is well known for being the leader of exhibitions and conferences in the Middle East. Dubai has long earned its reputation as a pre-eminent commercial centre with an innovative, dynamic and entrepreneurial business culture.

Dubai with a GDP growth of over 16.7 % per annum has become fastest growing economies in the world. In fact, during the past decade, Dubai's growth was the fastest. Dubai's foreign trade is growing @ 21% per annum.



## General Information:-

Show Dates	: 3 -5 November 2008
Venue	: Crowne Plaza , Dubai , UAE
Business hours	: 10am - 6 pm
Frequency of the show	: Annual
Expo Highlights	: Gaining interest of the suppliers and the consumers Promotion of the new products,Creating new business relations Effective dealing domestically and abroad Exchanging thoughts, opinions and ideas between manufacturers and businesses Strengthening competition
Organized by	: ORANGE FAIRS & EVENTS - DUBAI.



The exhibitors participated from different parts of the country. Brazil, Italy, India, Indonesia, USA, Australia, Pakistan, Bangladesh, Turkey, S. Korea, Ethiopia, S. Africa, Sri Lanka, Hong Kong etc, The exhibitors displayed high and medium range of products. The footwear products such as Men's footwear, Women's footwear, kids footwear, and leather products were displayed for their product awareness, launch and promoted their products to UAE region.

Visitors from different parts of the world including Brazil, India, Italy, Oman, Qatar, Daman, South Arabia, Romania, India, Pakistan, Bangladesh, Jordan, Kenya, etc attended three days event.

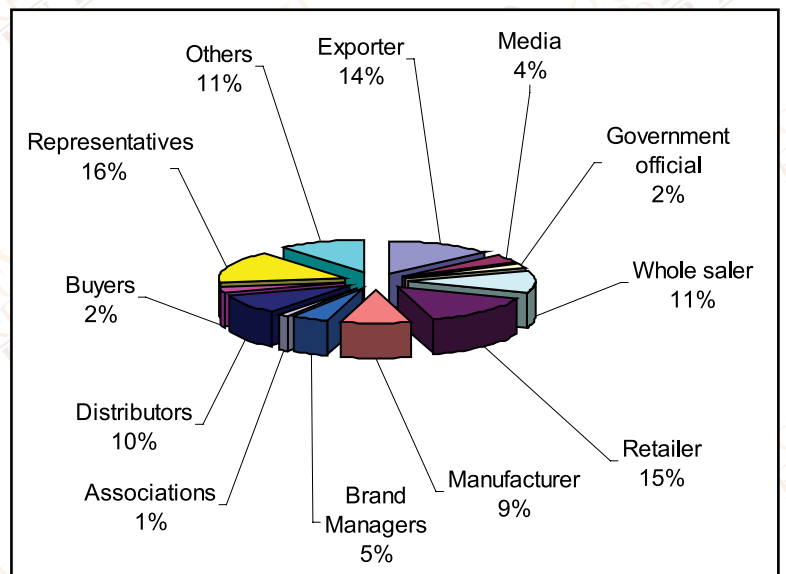
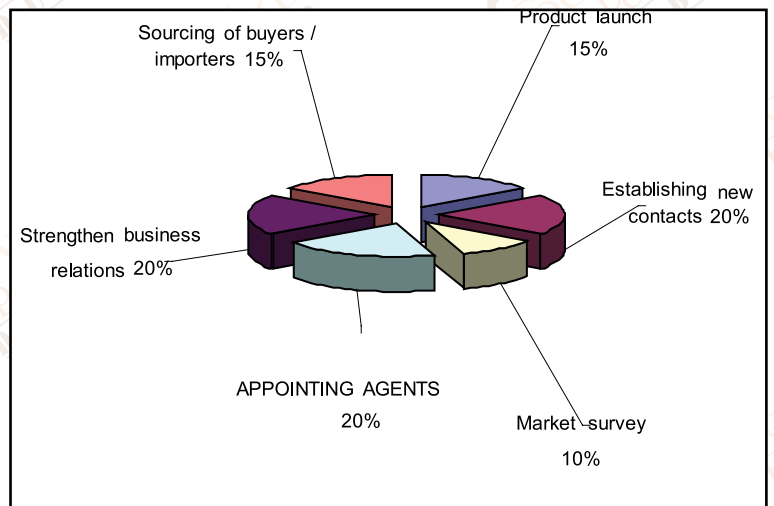
## Exhibitors Product profile:-

Men's Footwear, Women's Footwear, Children's Footwear, Casual Footwear, Sports Wear, Comfort shoes, Boots for men & women, Sandals, Slippers & Moccasins, Fashion footwear's, Bride & Groom footwear, Shoe care products, Leather products & accessories.

## Target Visitors:-

Buyers, Traders, Footwear Designers, Distributors, Leather & Footwear Associations, Agents, Decision makers, Brand managers, Manufacturers, Representatives, Trade departments Ministries from regional countries

## Reasons for participating at Footwear Expo 2008



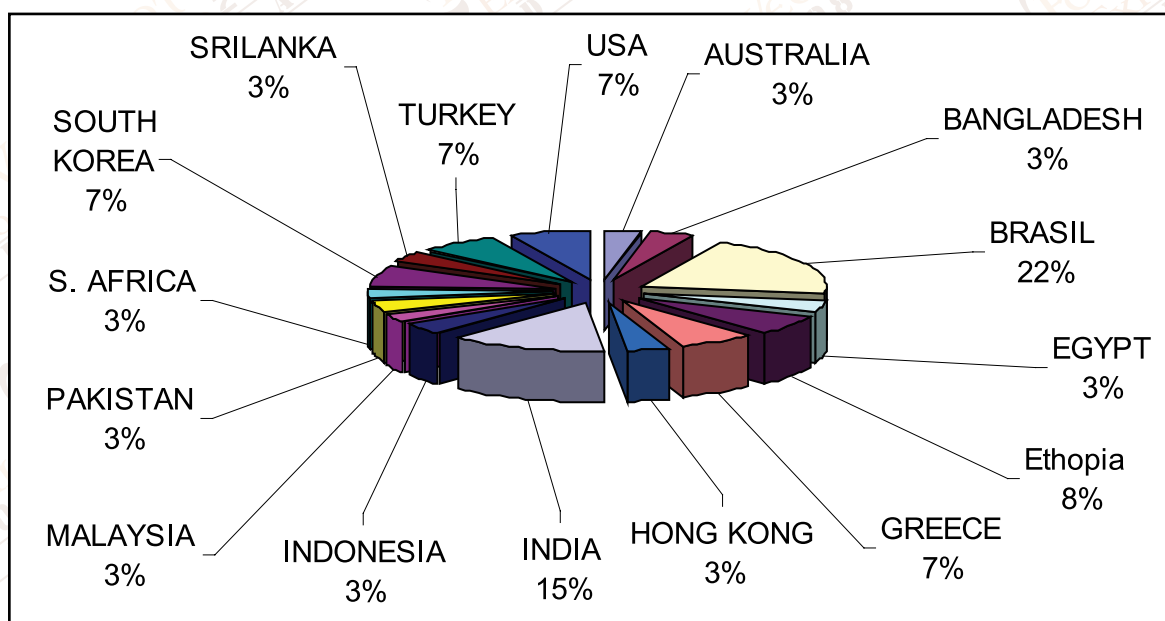
## Visitor's Profile :-

## Visiting Countries:-

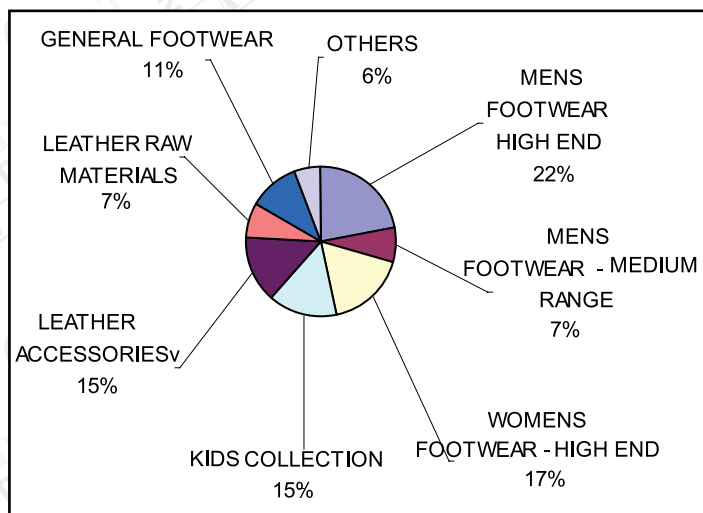
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## Exhibiting Countries :-

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## Products Displayed profile:-



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## Visitor Promotion & Publicity Campaign



- Personal invitations to consultants, Agents, Buyers, administrators, Associations, Institutions, buying houses, Trade departments, Individual Traders.
- Direct fax, mail and e-mail campaigns targeted at government officials, leading buyers, decision makers and professionals.
- The advertising was covered in all the local and GCC news papers prior and during the event, which also included editorial support. Local papers included are Gulf news, Al Bayan, Al Khaleej, & Al Itihad, while Al Iqtisadiyah and Al Riyadh from KSA, Gulf news, and Al watan from Qatar, Al Qabas and Al watan from Kuwait, and Gulf Daily news, and Al ayam from Bahrain covered the GCC news papers
- Advertisements in Magazines.
- Emails Shots: With the update of exhibition to over 30,000 on to our exhibitors and potential visitors by mail. Media coverage of the event was as diverse as the clients, with over 100 different journalists from all over the world highlighting the success of the exhibition.
- Press releases and information were sent on regular basis at a national and international level; the coverage was extremely strong prior and during the exhibition; thus creating interest for a lot of visitor's and exhibitors.

The Website is updated on weekly basis with new information and attracts trade visitors daily.

# FootWear ExPo 2009 DUBAI

*As the International Footwear Expo 2008 has been successfully caps another year with the outstanding success, we look forward to welcoming you to the 2nd Edition of the International Footwear expo in Dubai, commencing on 2 -4 ,November 2009. We look forward to a bigger and more exciting exhibition where all the footwear and leather companies, business people will gather again from all over the globe.*

# FootWear ExPo 2008 DUBAI



**SEE YOU  
IN  
2009**



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