



**GITEX SHOPPER
&
CONSUMER ELECTRONICS EXPO
2008**

in Association with

GITEX TECHNOLOGY WEEK 2008

EXHIBITION REPORT – 2008

ORGANISED BY:



WEBSITE: www.gitexshopperdubai.com

VENUE: Airport Expo Dubai

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The Ultimate Shopping Experience

GITEX Shopper & Consumer Electronics Expo now in its 18th edition has firmly established itself as the single largest and most popular technology retail event in the Middle East. This high-energy consumer show attracts a diverse audience that includes IT professionals, technology enthusiasts, students, end-users as well as regional traders. GITEX Shopper 2008 attracted a total of 132,761 visitors (which is a 6% growth over the previous edition) and reported sales in excess of AED 112.5 million (transaction levels up by approx 16% since 2007). The exhibition attracted the participation of 172 exhibitors showcasing over 25,000 products.

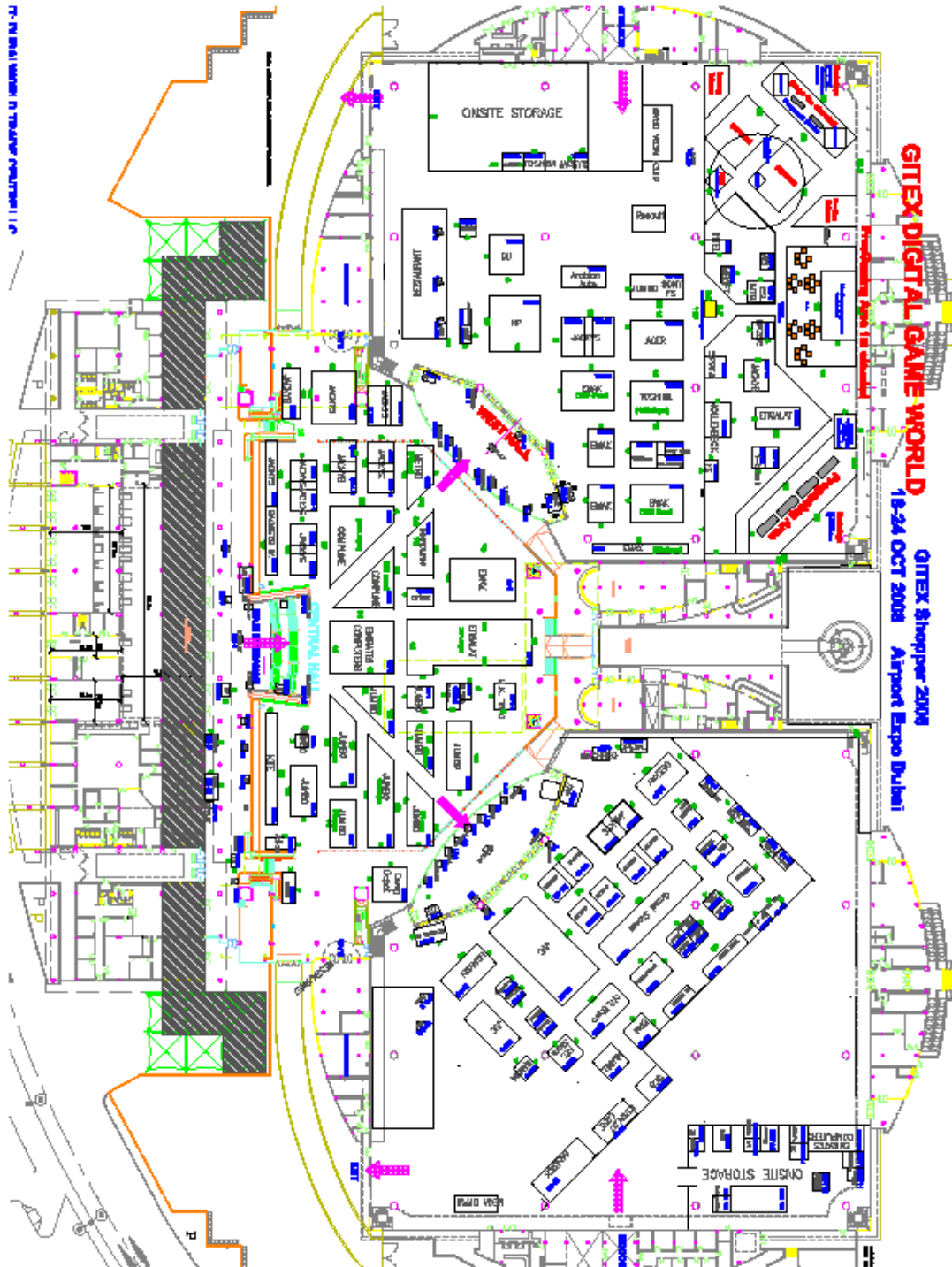
GITEX Shopper & Consumer Electronics Expo offers the best in digital convergence and technology products including PCs, laptops, notebooks, printers, digital cameras, consumer electronics, accessories & peripherals, mobile phones, handhelds, office automation products, educational and entertainment software, internet products, gaming, home entertainment, multimedia, publishing, training, computer furniture and stationery.

This edition saw a greater focus on the growing Gaming Industry with the launch of the “GITEX DIGITAL GAME WORLD”. An event created to whet the appetite of the increasingly demanding and knowledgeable Gaming Community in the Middle East.



Crowds outside the Shopper

HALLS BREAKDOWN BY SECTOR



EXHIBITOR STATISTICS

FACTS & FIGURES for GITEX SHOPPER 2008

TOTAL AREA (SQ MTR)	:	Over 34,000 sq.m
TOTAL NUMBER OF EXHIBITORS:		172 participants from 8 countries
SUPPORTING ASSOCIATION	:	Business Software Alliance
GAMING PARTNER	:	Electronic Sports League

EXHIBIT PROFILE

Accessories & Peripherals	Entertainment Software	Monitors	Publishing
Audio Equipment	Gaming & Entertainment	Multimedia	Scanners
Computer Furniture	Hardware	Networking	Software
Consumer Electronics	Home Entertainment	Notebooks	Stationery
Data Storage Media	Keyboards	Office Automation	Telecommunication Products
Digital Imaging	Laptops	Online Resources	Video Equipment
Education & Training	Logistics & Security	Personal Computers	Wireless Technology
Electronic Media	Modems	Printers	Work Stations

EXHIBITOR SURVEY RESULTS

BELOW ARE THE RESULTS OF GITEX SHOPPER EXHIBITORS 2008 FEEDBACK RESULTS BASED ON SURVEYS CONDUCTED DURING THE SHOW

1. Percentage of exhibitors who rated GITEX Shopper 2008 as 'good to excellent'	89%
2. Percentage of exhibitors who rated GITEX Shopper 2008 visitors quality as 'good to excellent'	87%
3. Percentage of exhibitors who felt that GITEX Shopper is an important part of their marketing strategy	84 %
4. Percentage of exhibitors who met or exceeded their participation objectives at GITEX Shopper 2008	79%

MAIN OBJECTIVES REALISED BY EXHIBITING AT GITEX SHOPPER 2008

Promote Corporate Image Brand positioning	90%
Generate new sales leads	90%
Launch new products	86%
Market study	85%
Sell Products	85%
Meet Existing Clients	78%
Secure orders at Show	77%
Stock Clearance	68%

ATTENDANCE TO THE SHOW

Percentage of exhibitors who rated GITEX Shopper 2008 visitors' quality as 'good to excellent'	87%
Percentage of exhibitors who rated GITEX Shopper 2008 visitors' quantity as 'good to excellent'	78%

EXHIBITORS FEEDBACK & QUOTES

“We at Jacky’s are delighted with the sales made during the GITEX Shopper. One the first-day Jacky’s has experience a 100 per cent growth in sales as compared to last year .”

» Jimmy Patel, General Manager Retail, **Jacky’s Electronic**

“The footfall has been better than expected this year, and has been reflected in the sales so far. Many factors have contributed to the increase, like the parking and transport arrangements made, and the organiser has to be credited for the extra efforts they have made. On the whole, the show this year has a very positive buzz and energy about it, and we are looking forward to a strong finish”.

» JP Nambiar, Head Retail **Jumbo Electronics**

“Technology and Innovation are the two cornerstones of Etisalat's strategy of extending reach to its customers. Towards this endeavor, we are delighted to be associated with GITEX Shopper - the largest and most exciting consumer electronics event in the region. Our experience with GITEX Shopper has been stupendous with a lot of customers coming onto our stand to experience Etisalat's diverse range of products and services. Besides providing an opportunity to demonstrate our products, GITEX Shopper is also facilitates one-on-one interaction with our customers, enabling Etisalat to create more customer-centric and customized products.”

» Essa Al Haddad, Chief Marketing Officer, **Etisalat**

“We are very delighted with our participation at GITEX Shopper this year. Our retailers are experiencing very good sales. The Studio Notebooks are doing especially well proving very popular, with pieces just flying off the shelves. It looks like that by the end of it; this might be the best GITEX Shopper ever”

» Bard Walthmore, Head of Consumer Marketing, **Dell**

“We believe GITEX Shopper is not only matching global standards but is also on its way to setting the benchmark for consumer electronic events globally. We have surpassed our previous year’s figures in the first four days of the exhibition. Our massive LCD Wall display has attracted much attention and resulted in impressive conversion to sale. We have grabbed a sale of almost 600 panels in the first four days of GITEX Shopper 2008.”

» Shankar Iyer, Chief Operating Officer **Emax**

“Our objective was to give the visitors at GITEX Shopper the HP experience and support our partnering retailers. In all, I believe we have been very successful in achieving our goals and are very happy with our decision to participate at the event. The footfall has definitely been very good and the buzz and excitement around the HP stand has just been excellent throughout the show.”


» Anil Kumar, General Manager, **HP Middle East**

VISITOR STATISTICS

VISITOR ATTENDANCE:

The 18th GITEX Shopper attracted a total of 132, 761 visitors to the show.

Age Group Breakdown of Visitors

Under 20	10 %	
21 – 24	14%	
25 -34	53%	
35 -44	17%	
Over 45	5%	
Not Specified	1%	

VISITOR FOOTFALL BREAKDOWN:

Open Days	Open Hours	Number of Visitors
18 October (Sat)	11.00 AM – 10.00 PM	13,642
19 October (Sun)	11.00 AM – 10.00 PM	12,517
20 October (Mon)	11:00 AM – 10:00 PM	17,012
21 October (Tue)	11:00 AM – 10:00 PM	18,810
22 October (Wed)	11:00 AM – 10:00 PM	21,637
23 October (Thu)	11:00 AM – 10:00 PM	24,645
24 October (Fri)	03:00 PM – 10:00 PM	24,498
Total		132,761

VISITOR SURVEY RESULTS

BELOW ARE THE RESULTS OF GITEX SHOPPER 2008 VISITORS SURVEYS COLLECTED DURING THE SHOW

87% of the visitors surveyed rated the quality of the show as good and excellent



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|---|------------|
| 1. Percentage of visitors who found the quality of GITEX Shopper as excellent and good | 87% |
| 2. Percentage of visitors who found the parking as facility excellent and good | 72% |

VISITORS FEEDBACK & QUOTES

“I was expecting lots of offers, promotions & new product launches during the 2008 GITEX Shopper, and it had certainly met my expectations and even more. I found it easy to look for products this year and the hall is spacious and well organised. I have bought a digital camera and got two free 2 GB memory cards on offer, for a price which is much less than the market. GITEX is for sure an event that contributes positively to the image of Dubai

» **Mohamed Chawki – Egypt**

“Shopping for consumer electronics doesn’t become better than this. Having all the major retailers gathered under one roof makes it easier for consumers to explore the huge range of products and getting the best possible deals. I am looking forward to next year’s GITEX Shopper.”

» **Ramesh Kumar - UAE**

“GITEX Shopper is definitely one of the events that I wait for all year. For me GITEX Shopper means cheaper prices and the best deals in town. This time I feel there are very good deals on mobile phones and to make the most out of this exciting opportunity, I got myself a Nokia E71 mobile phone that I had been eyeing for a long time.”

» **Elaine Monfero - UAE**

“GITEX Shopper is the best place to buy bulk IT products for my shop in Muscat. I don’t have to place order for container loads and I have the freedom to select and buy as per the requirements in my market. I have the option of buying multi brand and get the best offers on the products. GITEX Shopper keeps me abreast of the development in the Technology market.”

» **Said Al Harthy - Muscat**



GITEX DIGITAL GAME WORLD

- **GITEX DIGITAL GAME WORLD**

GITEX Digital Game World was the biggest eGaming platform to be introduced in the Middle East at GITEX Shopper 2008. Over 4000 sqm of floor space was dedicated to a combination of various gaming activities including online PC Gaming a console based gaming area, new game launches, live entertainment and interactive promotional stands. This event also hosted the GITEX Digital Game World Championship which brought in 20 regional teams who competed for prizes worth AED 20,000.



Winners of “GITEX Digital Game World Regional Championship”

- **INTEL EXTREME MASTERS III GLOBAL CHALLENGE**

GITEX Shopper for the first time in the history of ESL (the biggest E-Sports league in Europe) hosted the Middle East leg of the extremely popular global tournament “INTEL EXTREME MASTERS” that enabled professional and amateur gaming enthusiasts to witness a truly world class event. The tournament saw 16 international teams coming into Dubai and battling it out at the single largest technology gathering in the Middle East. In addition to the prize money of US\$50,000, the winners were short listed for the finals being held at CEBIT Germany.



Team MOUSE SPORTS - Winners of "INTEL EXTREME MASTERS III GLOBAL CHALLENGE"



Participants at "INTEL EXTREME MASTERS III GLOBAL CHALLENGE"

- **FREE GAMING AREA**

An exclusively designed Free Play Area featuring Dell / Alienware machines was available for gaming enthusiasts to try out some of the latest game titles in the world.

Visitors also got the feel F1 racing in the INTEL Racing Tour that presented a fleet of INTEL F1 cars flown in exclusively for this mega event.



CROWDS AT GITEX DIGITAL GAME WORLD



"INTEL F1 CARS"

VISITORS FEEDBACK & QUOTES

"GITEX Digital Game World was an excellent event I had an opportunity to meet international teams from Germany and Brazil it gave me a different outlook and widened my exposure to gaming techniques."

» Mohamed Ramsi – UAE

"I enjoyed playing the various games available at the free gaming area, the assistance provided by the team was fabulous. GITEX Digital Game World is an excellent platform I look forward to the next edition of the show."

» Elaine Monfero - UAE

SHOW HIGHLIGHTS

- **STRONG INTERNATIONAL SUPPORT**

GITEX Shopper 2008 received excellent support from all major international vendors, by way of branding, merchandising, launches, promotions and advertising. International leading brands like Acer, Benq, Canon, Dell, Du, Etisalat, Harman Kardon, Hewlett-Packard, Intel, JVC, Kodak, Microsoft, Nokia, Panasonic, Samsung, Sandisk, Sony, Speed Link and Toshiba, to name a few, were all actively involved in GITEX Shopper and through their resellers provided buyers the best possible choice, quality and value for money.

- **GOLD SPONSOR**

HP once again supported GITEX Shopper by being associated as the event's Gold Sponsor for the third consecutive year. They ran a host of promotions and offered their customers a chance to win fabulous prizes upon purchase of an HP product from any of its retail partner at the show.

- **TERABYTE SPONSOR – GITEX DIGITAL GAME WORLD**

Etisalat, for the first time had a large stand presence at GITEX Shopper which showcased all of their consumer products. In addition to this, they also were the Terabyte sponsors for GITEX Digital Game World.

- **PROMOTION PARTNERS**

GITEX Shopper 2008 ran promotions jointly with Arabian Automobiles – Renault, Mashreqbank, UAE Exchange and Etisalat which offered a lot more chances to buyers and visitors to walk away with exciting prizes including the latest “Safrane” car.

- **“GITEX SHOPPER MEGA DRAW” PROMOTION**

The ‘Shopper Mega Draw’ promotion was extremely well received by the visitors. This qualified buyers to win high value prizes such as the “Renault Safrane”, LCD's, Laptops, Mobiles, Digital Cameras, MP3 players, gaming consoles, Mashreq Millionaire Certificates and lots more.

- **SHOPPER “VISIT AND WIN” -**

Introduced new to GITEX Shopper this year was the “Visit and Win” promotion, where visitors stood a chance to win an HP laptop by just filling in the coupon and dropping it in the raffle box on the way in.

- **“GITEX SHOPPER NETWORK SWIPE AND WIN ” PROMOTION**

Network International, in association with Dubai World Trade Centre, hosted the “GITEX Shopper Network Swipe” that guaranteed a prize for every purchase made by using a ‘Network’ credit card. The prizes included; airline tickets, Samsung 40” plasma TV, multifunctions from Xerox, food vouchers from Burger King and 40 000 gifts from Memorex such as USBs, DVDs, Burners & Diskettes

- **CHARGED XBOX 360 BAND OF THE YEAR**

Building on Charged Guitar Hero's success last year, the “Charged Xbox 360 Band of the Year” allowed visitors to take the stage with the option of playing the drums or the guitar and sing. There were fabulous prizes to be won every day including Xbox 360 consoles and Activision gave away 4 super bundles including the game, drum kit, 2 guitars and a microphone.

- **CANON CAMERA TRAINING**

Canon and National Store LLC together provided professional training to mid-range and high-end Canon EOS DSLR camera users for free. The training was conducted by hardcore photographic professionals who provided a hands-on-experience to touch, feel and operate the newly launched Canon EOS cameras.

- **TOSHIBA MILLIONAIRE PROMOTION**

Toshiba highlighted its consumer promotion of Toshiba Millionaire. The Millionaire promotion gave Toshiba patrons the chance to win one of the 12 Toshiba Regza 36” LCD TV for the weekly prizes. It allowed laptop purchasers to select the prize/s of their choice that amounted to AED1, 000,000 when they register online for the draw.



- **INTEL “How to buy a laptop” KIOSK**

Intel organised an Advisory Kiosk at Shopper this year to advise the visitors on the different features of a laptop. This provided in-depth knowledge to discerning visitors on how to buy a notebook.

- **KARAOKE CONTEST**

The Karaoke contest was jointly organized by Emax and Mediacom to display and promote the latest in the Karaoke technology.

- **DUCATI PROMOTION**

SanDisk® - the world pioneers in flash memory products had a zooming presence at GITEX Shopper 2008. Visitors were invited to simply step in, experience the teeming passion for performance and walk away with a special photograph along with the Ducati bike and models – exclusively free! A wide range of SanDisk/ Ducati gifts were also given away on a random basis.

- **FINANCE DEALS AT GITEX SHOPPER**

GITEX Shopper was supported by nine of the region’s largest banks providing ATMs, onsite interest-free purchase facilities, instant cash-back rewards, easy payment purchase plans and many other interesting schemes in association with the retailers. This valuable support by the banks makes GITEX Shopper one of the most consumer-friendly events in the Middle East.



PR, ADVERTISING & PROMOTION

SPONSORS:

- HP was the Gold Sponsor of GITEX Shopper and Consumer Electronics Expo 2008 and has also extended its support to future shows.
- Etisalat was the Terabyte Sponsor for the GITEX Digital Game World 08.

OUTDOOR PROMOTIONS:

Specifically targeted audiences were reached through various venues including Compu Me, Dubai Airport Terminals, Dubai Men’s College, Emax, Jackys, Jumbo, Lamcy Plaza, and Snooker Point.

TICKETING AGENT

ITP – TIME OUT Tickets were the official online ticket sales agent for GITEX Shopper 2008.

MEDIA SUPPORT

The local Media has always supported GITEX Shopper. The 2008 edition received valuable support from:

Al Khaleej	Gulf Today
ARN Radio Network	ITP
City 7 TV	Khaleej Times
Coast Radio	Middle East Gamers
Corporate Publishing International	Radio 4 Network
DIT publications	Seven Days
Gulf News	T3- Middle East

MAKE SURE YOU ARE THERE!!



17 – 23 October 2009, AIRPORT EXPO DUBAI

To receive further information, please complete and return by:

Email: shopper@dwtc.com Or Fax: (+9714) 3188607

Please tick one:

() *Yes, we are interested in participating in “GITEX Shopper & Consumer Electronics Expo 2009” Our approximate space requirement is _____ sq.m Please send us the necessary documents to confirm our participation.*

() *We would like to consider participating in “GITEX Shopper & Consumer Electronics Expo 2009” Please send us further information.*

Company Name.....

Address.....

City Country.....

Products Showcased.....

Contact Person

Designation..... Mobile

Telephone..... Fax.....

Email.....