



hardware+tools

MIDDLE EAST

Hardware & Tools Middle East in 2009....

The 10th edition of Hardware & Tools Middle East took place from May 17-19, 2009 at the Dubai International Convention and Exhibition Centre and met both visitor and exhibitor expectations.

Coming from almost 80 countries to meet an international variety of exhibitors, the attendance crossed 5490 trade visitors, who gathered to search for business opportunities and increase the market exposure despite the economic slowdown.

313 exhibitors from 13 countries occupied a gross area of 6582 square meters showcasing more than 650 brands and the latest products across all industries related to Tools, Hardware and Machinery.

This year Hardware & Tools Middle East was running in conjunction with Garden & Landscaping Middle East and welcomed His Excellency Rashid Ahmad bin Farad, UAE Minister of Environment and Water, who officially inaugurated the event.

The following pages provide you with an extensive overview about 2009 edition of Hardware & Tools Middle East.

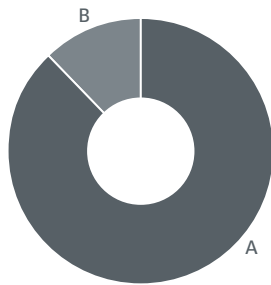


Visitor's view



5490* visitors coming from 78 countries spent their time during the three days of Hardware & Tools Middle East in May 2009.

Where is your company / office located?

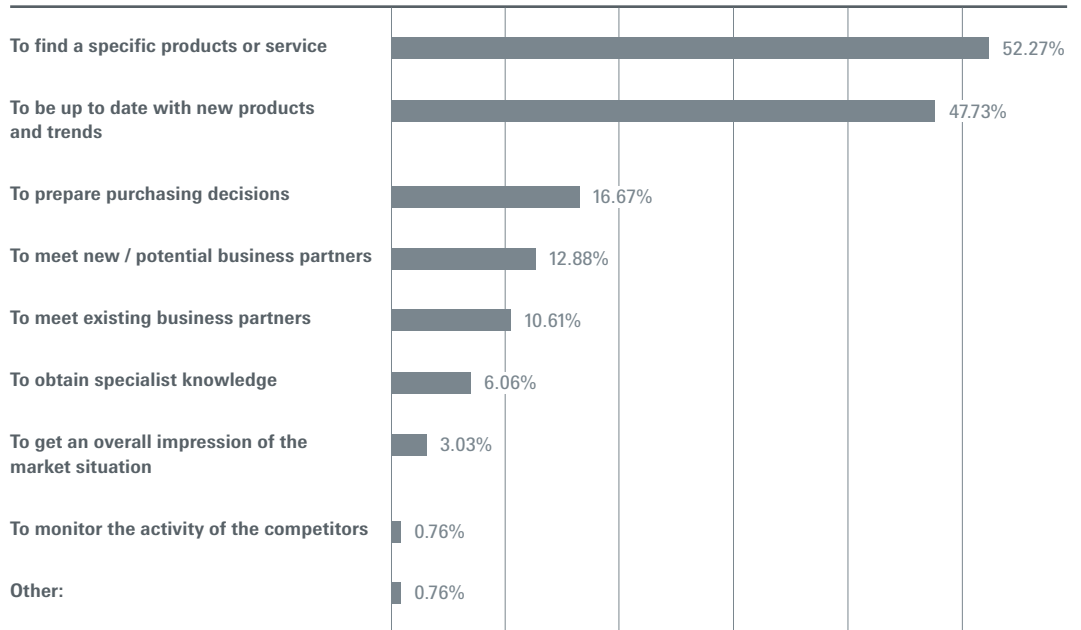


- A UAE and other GCC countries 88%
- B Rest of the world 12%



Which objectives are you pursuing in visiting this trade exhibition?

(all figures in %)





Visitor's view



The majority of visitors were very satisfied with their visit to the exhibition, with 94% 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, the exhibition has been rated by the visitors as follows:

Do you intend to visit the show again next year?

(all figures in %)

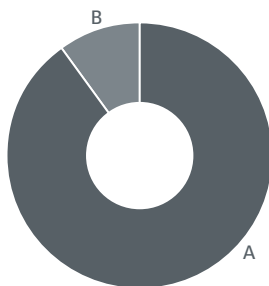
Yes	91.0%
Would recommend a visit to H&T to a colleague	82.0%

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

(all figures in %)

With new supplier(s)	80.0%
With existing supplier(s)	57.0%

How do you rate the following aspects of the event?



A Average to very good 90%
B Below average 10%

Overall, how satisfied are you with your visit?

(all figures in %)

Very Satisfied	52.38%
It met my expectations	24.60%
I cannot judge yet	12.70%
It failed to meet my expectations	10.32%



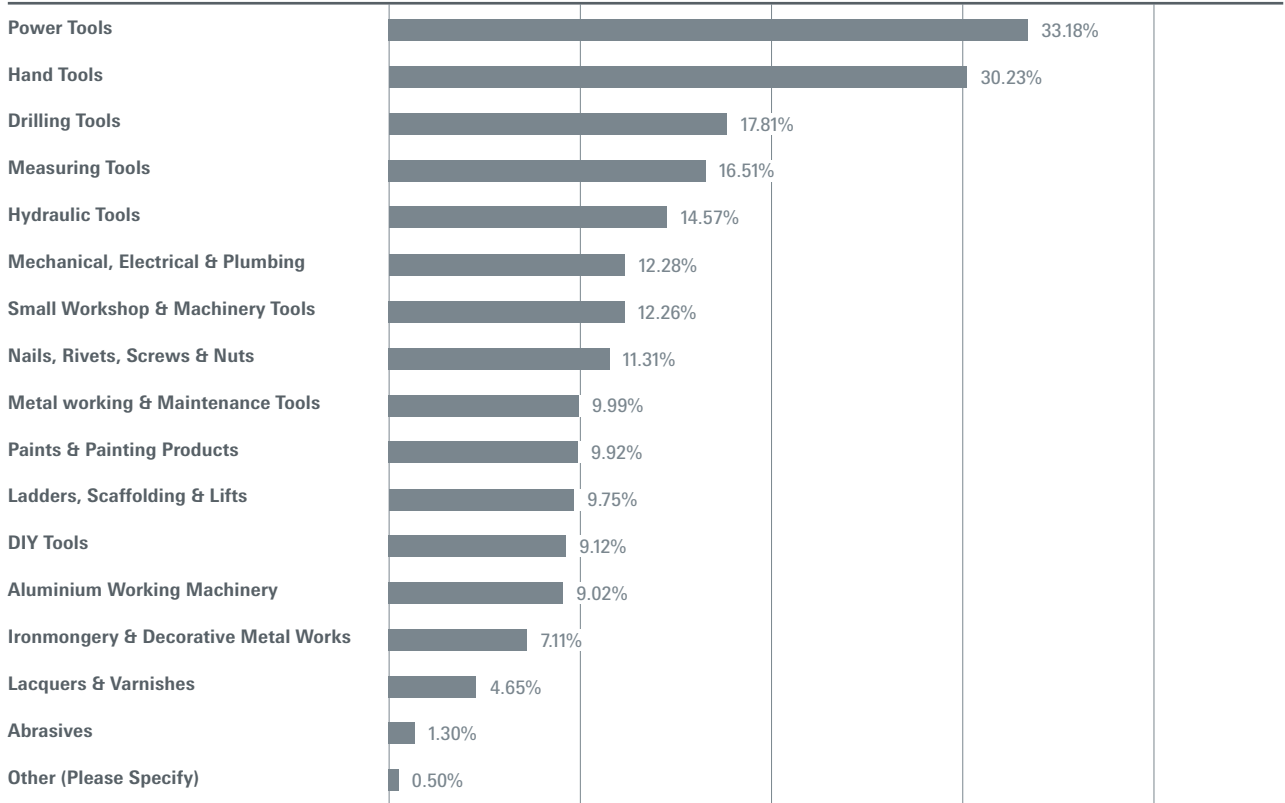
Visitor's view



Power Tools continue to enjoy a lot of interest amongst the Hardware & Tools visitors.

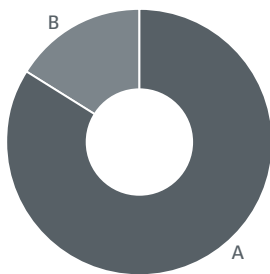
What are your main areas of interest? (multiple choice answers)

(all figures in %)



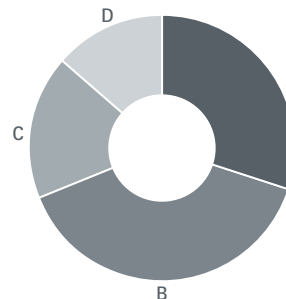
A high percentage of the visitors present at the exhibition were decision makers – a fact which highlights that Hardware & Tools Middle East is the ideal trading platform in this industry on the regional market. Asked what level of influence the visitors have in the purchasing process, they replied as follows:

Are you visiting Hardware & Tools Middle East for professional / business reasons or rather out of private interest?



A Professional /Business reasons 84.0%
B Private Interest 16.0%

What is your involvement in purchasing?



A Advisory Role 30.03%
B Decisive Role 38.98%
C Contributing Role 17.63%
D Not Involved 13.37%

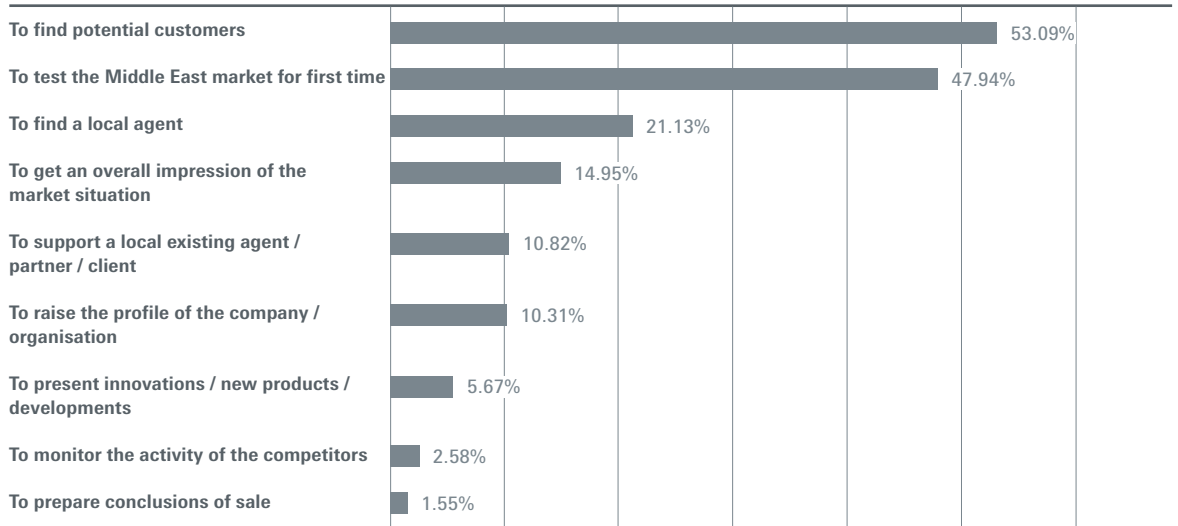
Exhibitor's view

To seek contacts for future business was the exhibitors prevailing objective for taking part in Hardware & Tools Middle East 2009. Second most frequently reason indicated that many companies see in the Middle East market a potential for expanding their business, as almost half of the exhibitors had participated in the fair for first time.



Primary reasons for exhibiting

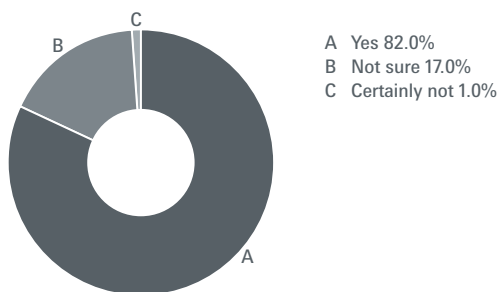
(all figures in %)



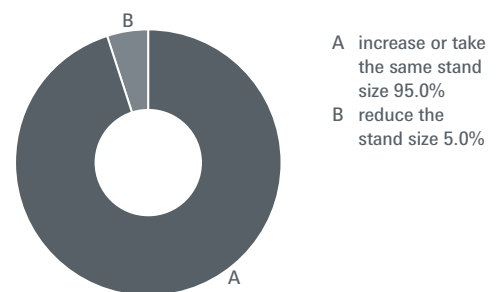
73% of the exhibitors stated that participating in Exhibitions / Conferences is their key source in identifying trends and latest products in the industry; moreover being a good indicator in getting an overall impression of the market situation.

More than 78 % of all exhibitors met their objectives and rated their participation at the show adequate to very successful.

82% of the exhibitors decided to be back for Hardware & Tools Middle East 2010. Only 1% stated that they would not participate in the next edition for different reasons.



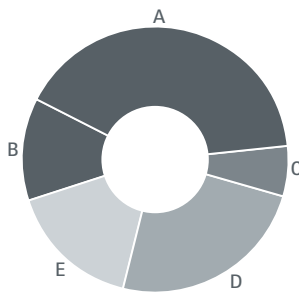
95% of these exhibitors intend to either increase or take the same stand size in 2010 while 5% will reduce their stand size.



While some of the exhibitors acknowledged that there are signs of improvement of the industry, others showed that such observations should be laced with caution.

The assessment made by Hardware & Tools Middle East 2009 exhibitors on the current economic situation based on recent signs of the economy has been done with both optimistic and pessimistic approach:

Irrespective of your participation at this exhibition, how do you assess the current economic situation in your sector?



- A It helps us growing the business 40.99%
- B It presents a few opportunities 12.42%
- C The business is linear, no impact 6.21%
- D We are slightly affected 24.22%
- E We are heavily affected 16.15%



Testimonials

"Hardware & Tools Middle East is a good forum for various target groups related to tools and hardware. The industry professionals can meet and project their capabilities to their prospective customers. The exhibition is the right launch pad for new innovations and technologies."

Sumit K. Chordia – Business Head – Power Tools – BOSCH

"For us this is the first exhibition in the UAE that we have participated in. We are really surprised of how many industry contacts we made within these three days and we think we have a good chance to start business in the UAE thanks to our participation at Hardware and Tools Middle East. We look forward to come back again in 2010!"

Michael Schuldt – Vice President – Sales & Marketing – Gunter Wendt

"We have decided to participate at Hardware & Tools Middle East for the first time as we are trying to invest in markets that represent potential in the construction field. We made contacts from UAE, Korea and India and hope that they will become our possible future clients. I think this exhibition is very good, especially for European manufacturers to present their quality products to this region."

Carlos Sousa – Commercial Department – Carlos Sousa Lda., Portugal

"Hardware & Tools Middle East exhibition is a good meeting point for professionals interested in tools. It is important to bridge the manufacturer – distributor and end users in one place and exchange information, meeting both the requirements of end users and the technical innovations of the manufacturers."

Hani Arwani – Manager – Arwani Trading

"Hardware & Tools Middle East 2009 has helped us meet our objectives of the Middle East market penetration as we now have new entrants to this market with unique products."

R.V. Girish – Director – Maxrite Impex Pvt. Ltd., India



About the Organiser:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt. Messe Frankfurt is Germany's largest trade fair organiser, with 440 million Euros in sales in 2008 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.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, Automechanika Middle East, and the Middle East Toy Fair.

For more information, please visit our website at:
www.uae.messefrankfurt.com

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