

11th Annual Sign and Graphic Imaging Middle East 2009

POST SHOW REPORT



FEBRUARY 15 - 17, 2009

DUBAI AIRPORT EXPO

**CENTRAL, EAST & WEST HALLS
DUBAI, UNITED ARAB EMIRATES**

www.signmiddleeast.com

Organised by



INTERNATIONAL EXPO-CONSULTS L.L.C.

Connecting Opportunities

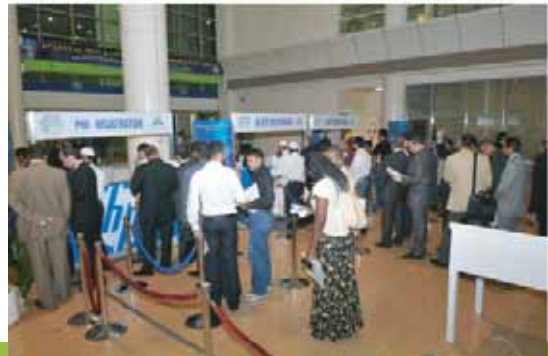
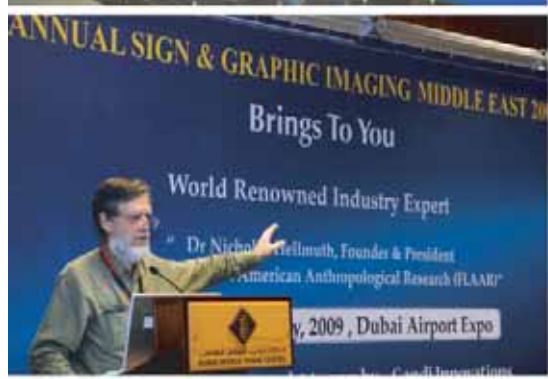
A member of Falak Holding

P.O.Box 50006, Dubai, U.A.E. Tel: +971 4 3435777 Fax: +971 4 3436115

Email: signme@iec.ae Website: www.signmiddleeast.com

Sign & Graphic Imaging Middle East is an established B2B exhibition catering to the highly lucrative signage industry across the Middle East. This being its 11th successful year has proven its business worthiness in times of global recession in terms of networking opportunities, generating leads, business, sales & distributorship generated by participants.

The show was inaugurated by HH Sheikh Hasher Bin Maktoum, Director General of Dubai Information Department.



SGI 2009 AT A Glance :

Edition: 11th

Growth: 10%

Number of Companies: 255

Number of Countries: 29

Official Pavilion: Romania

Highest Exhibitors Participation from: China

Organised By : International Expo Consults LLC

International Supporting Associations:

- 1) European Screen Manufacturers Association (ESMA) &
- 2) Visual Industries Suppliers Association(VISA)

Official Media partner: Me Printer

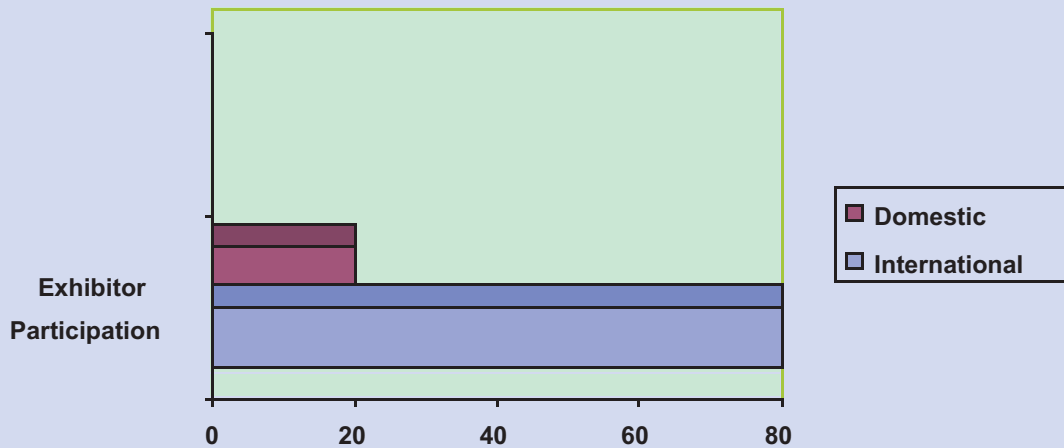
Endorsed By: Advertisement Department of Dubai Municipality

Seminar Gold Sponsor : Gandi Innovations

New activities at SGI'09:

- Seminar Session with Dr. Nicholas Hellmuth, Sponsored by Gandi Innovations
- Show Daily in association with Oki Printing solutions & Me Printer

Exhibitors at SGI 2009 :

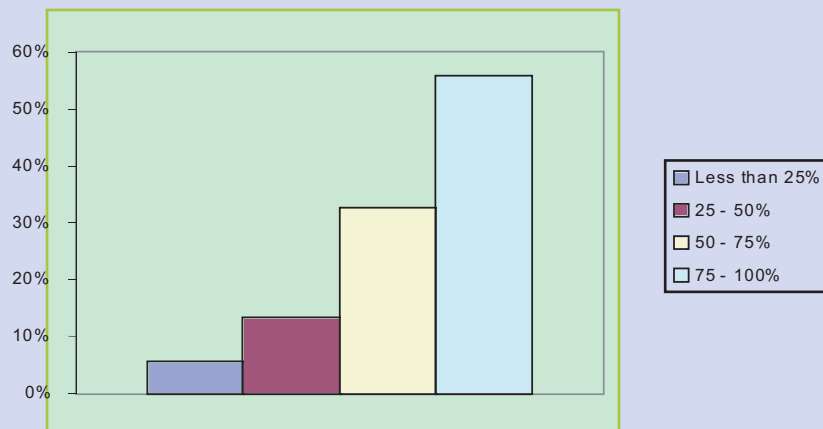


Graph Explained :

International participation: 80%

Local participation: 20 %

Exhibitor Objectives Met :



Graph explained :

55% Exhibitors met 75% - 100%,

30% Exhibitors met 50% - 75%

10% Exhibitors met 25% - 50%

5% Exhibitors met 0 - 25% of their objectives

Exhibitors Feedback and Quotes :

The show was very well organized & positioned itself to be one of the best in the region attracting more quality visitors.. We had a positive response & great volume of business was generated during the show.

- Kunal Avari,Regional LFP Business Manager.HP

I have personally been participating with the S&GI for 11 years now. The show has always been worth the investment for me. This year the world has been hit with an economic slowdown. Nonetheless, the number of real deals and real potential deals have not slowed down for us over last year. This tells me that the show organizers know how to advertise and promote the show very well and effectively. I look forward to year 12 with S&GI"

- Abdallah Ghalayini, Regional Managing Director ME & A, Gandi Innovations

The event looked well organized. The quality of everything was at the international level and comparable to sign trade shows in America

- Dr.Nicholas Hellmuth, Founder & President, Foundation of Latin American Anthropological Research(FLAAR)

As a major player in the signage field, and despite the economy situation, Flex-Europa could achieve an excellent result of the SGI 2009, the event of which become the ceremony of the Sign and Graphics Imaging calendar, thanks to our customers, SGI organizers and our loyal team.

- Jihad Abdeljalil, Managing Director, Flex Europa

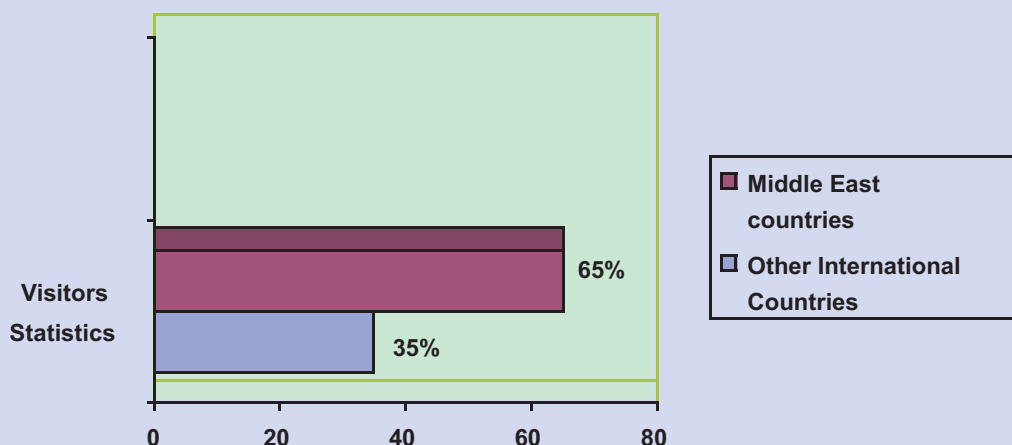
Great show, we had a fantastic response to our Tekcel routers, the positive attitude in the industry around the gulf is very encouraging. Our dealers here have a huge amount of leads to follow up on in the coming weeks, but they are likely to gain great sales & exposure from the show contacts.

- Tim Loader, Sales ManagerTommotek Pty Ltd (Australia)

The organizers did a terrific job of putting the show together. The show itself had a better balance of visitors with fewer people from the UAE and more from the surrounding region.

- Mukesh Shah, Managing Director, Cube Graphics

Visitor Statistics :

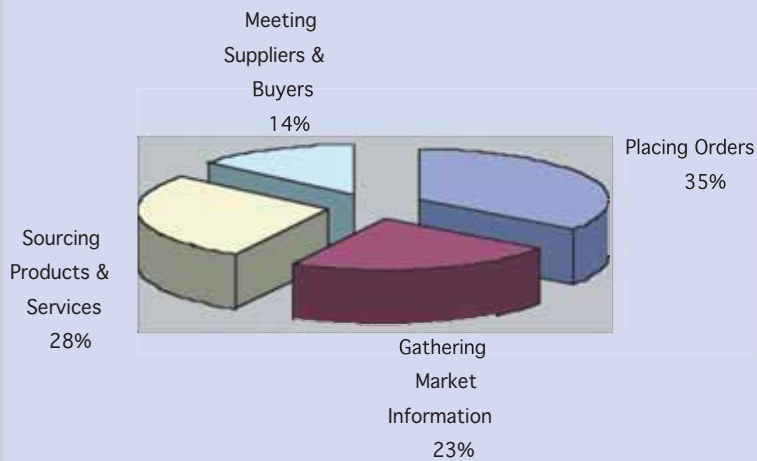


Graph Explained :

Other International Countries: 35%

Middle East countries: 65%

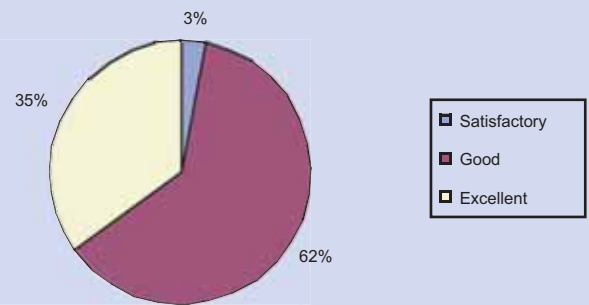
Objectives for Visiting SGI 2009:



Graph Explained :

- Placing Orders: 35%
- Gathering Market Information: 23%
- Sourcing Products & Services: 28%
- Meeting Suppliers & Buyers : 14%

Overall Opinion of the Exhibitors & Visitors at SGI 2009:



Graph Explained:

- Good - 62%
- Excellent- 35%
- Satisfactory - 3%

SGI 2009 Highlights :

- Dr. Nicholas Hellmuth, Founder & President Of FLAAR conducted a two day interactive seminar sessions. The seminar series were sponsored by Gandi Innovations
- Launched the official Show Daily in association with Me Printer & Oki Printing Solutions which updated the exhibitors & visitors with the highlights of the day. The show daily was very well received by all.
- Online Business Matching was introduced for all pre booked exhibitors, two months prior to the show and they were able to interact with the pre-registered visitors.
- International Industry association support ie European Screen Manufacturers Association (ESMA) and Visual Industries Suppliers Association(VISA)
- The show was also endorsed by the Advertisement section of Dubai Municipality

Marketing,Advertising & Promotional Campaign

- Radio Ad Campaigns
- Direct Mailings
- Email Shot
- Fax campaign
- Press Releases in prominent newspapers
- Outdoor Advertising – Bus stop benches with SGI'09 branding at strategic locations

See you at Sign and Graphic Imaging Middle East 2010!!!

For further enquiries, please contact

Mr. Marcello Barretto - Marketing Manager / Ms. Jennie Chacko - Project Manager
International Expo Consults LLC

Tel: +971 4 3435777

Fax: +971 4 3436115

Email: signme@iec.ae

Website: www.signmiddleeast.com

