

SITL DUBAI 2009

THE INTERNATIONAL WEEK OF TRANSPORT AND LOGISTICS IN DUBAI

POST SHOW REPORT



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1. FACT SHEET

SITL 2009 "Linking the world of Logistics in Dubai"

SITL Dubai 2009, a unique world-class event, organized in one of the most dynamic emerging market in the world; Dubai – UAE

SITL Dubai 2009, an innovative networking platform for the Asian, European, Middle Eastern and North Africa's Logistic and Transport markets, attracting the world's most-known authorities, decision makers, shippers and specialists through its Global Shippers' Conference, the Hosted Buyer program, the RFID demonstration area and the Business and Investment Forum.

SITL DUBAI 2009; Linking the World of Logistics in Dubai	
Date	3-5 November 2009
Location	Dubai Intl Convention and Exhibition Centre
Hall	Rashid Hall
Supported by	H.H Sheikh Ahmed bin Saeed Al Maktoum, President Dubai Civil Aviation Authority & Chairman of the Emirates Group
Opening Ceremony	November 3, 2009 – 11h00
Visiting hours	10h00 to 18h00
Edition	First edition
Show Frequency	Every 2 years
Total Attendance	2,423
Number of Exhibitors & Co-Exhibitors	79
Number of Hosted Buyers	31
Total Net Space	SQM 7,700
Total gross space	SQM 2,456

2. SPONSORS, SUPPORTERS AND MEDIA PARTNERS

2.1 Gold Sponsor



2.2 Sponsor



2.3 Supporters



2.4 Official Show Daily



2.5 Official Media partner



2.6 Media Partners



3. EXHIBITORS

Total Exhibitors & Co-exhibitors: 79

National UAE: 26

International: 53

Number of countries: 13

Countries: Belgium, England, France, India, Italy, Oman, Russia, Saudi Arabia, Singapore, Spain, UAE, UK, USA



3.1 Exhibitors Profile



1. Transport and Logistics Services



2. Logistics Infrastructure



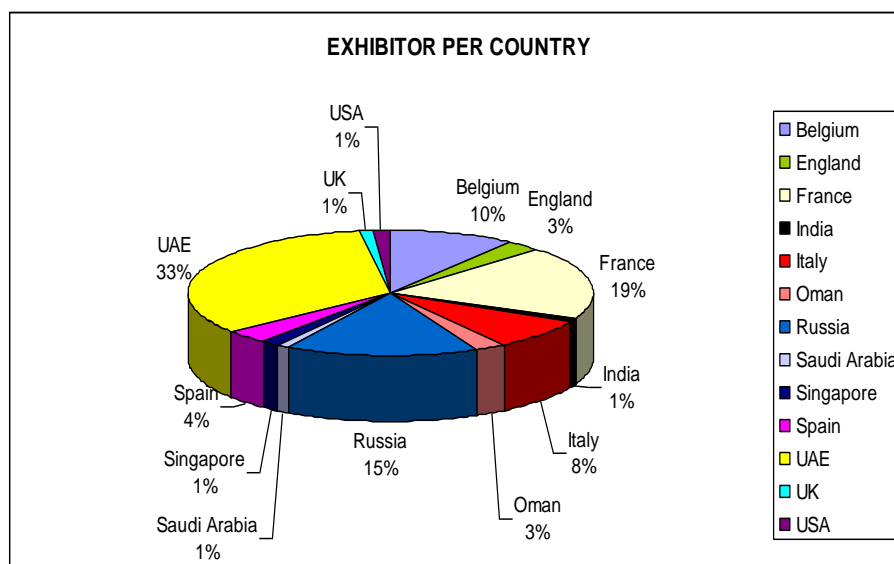
3. Logistics Real Estate



4. Transport and Logistics Information system and technologies



3.2 Exhibitors per Country



3.3 Exhibitors & Co-Exhibitors List

	Company Name	Country
1	Absortech Asia Pacific PTE Ltd	Singapore
2	AFL NV (ALLROUND FORWARDING & LOGISTICS)	Belgium
3	Agility	UAE
4	Ahlers	Belgium
5	Al-Futtaim Logistics	UAE
6	Asociacion Madrid Plataforma Logistica	Spain
7	Ayuntamiento de El Alamo	Spain
8	BMI Cargo	England
9	CITIZEN SYSTEMS EUROPE	England
10	Datalogic Scanning Spa	Italy
11	DP World	UAE
12	DPD	UAE
13	Dubai Airport Freezone	UAE
14	Dubai Logistics City	UAE
15	Dubai Shipping Agents Association	UAE
16	Emirates Transport	UAE
17	Flanders Investment & Trade	Belgium
18	Fujairah Free Zone	UAE
19	Gaussin Manugistique	France
	Gaussin Manugistique	France
20	Geodis	France
21	Herbert Watson (Belgium) NV	Belgium
22	JAFZA - Jebel Ali Free Zone	UAE
23	Logfret	UAE
24	Modern Freight Company	UAE
25	Mohebi Logistics	UAE
26	NAFL - National Association of Freight & Logistics	UAE
27	Oldendorff Express Lines	Belgium
28	Port Authority Zeebrugge	Belgium
29	Port of Antwerp	Belgium
30	Port of Ghent	Belgium
31	PromoMadrid	Spain
32	RAK International Airport	UAE
33	Ras Al Khaimah Free Trade Zone Authority	UAE
34	Salalah Free Zone	Oman
35	Saudi Trade and Export Development Co.- TUSDEER	Saudi Arabia
36	Schenker	UAE
37	Sohar Industrial Port Company	Oman
38	Supply Chain and Logistics Group	UAE
39	TNT Express	UAE
40	UNASCO	UAE
41	WAHA CAPITAL - WAHA LAND	UAE

42	Wared Logistics	USA
	FRENCH PAVILION	
43	UBIFRANCE	France
44	Chambre Regionale De Commerce Et Industrie De Haute Normandie	France
45	Generix Group	France
46	Hayat SAS Groupe	France
47	ITL France	France
48	Novalog	France
49	Port De Rouen	France
50	Port Du Havre	France
51	Storax Equipments	France
52	Tepmare SAS	France
53	TGD SAS	France
	ITALIAN PAVILION	
54	Italian Institute for Foreign Trade	Italy
55	Brescia Airport G.d' Annunzio SpA	Italy
56	Inlog S.p.A.	Italy
57	Logica	Italy
58	Naples Port Authority	Italy
59	PORT OF TARANTO	Italy
	RUSSIAN PAVILION	
60	Vneshaviakosmos	Russia
61	CJSC Marine Trade Port Olya	Russia
62	Daghestan Airlines	Russia
63	Federal Air Transport Agency Rosaviatsia	Russia
64	FSUE Administration of the civil airports (airdromes)	Russia
65	Government of Republic Dagestan	Russia
66	JSC "Airport Astrakhan" International Astrakhan Airport	Russia
67	Ministry Of Transport of The Russian Federation	Russia
68	Polet Airlines	Russia
69	The Ministry of Investments and Foreign Economic Relations of Republic Dagestan	Russia
70	Ust-Luga Company JSC	Russia
71	Volga - Dnepr Group	Russia
	MEDIA PARTNER	
72	Cargo Village News - Media One LLC	UAE
73	D V V Media Middle East	UAE
74	ISLI -BEM - Supply Chain Forum	France
75	Logistics Business Magazine Ltd	UK
76	Logistics Middle East	UAE
77	MELA / Middleeastlogistics.com	UAE
78	SAP Media Worldwide Ltd	India
79	The Security Review	UAE

4. VISITORS

Visitors: Press, Hosted Buyers, Delegates, RFID, Speakers, VIP, regular visitors

Total Visitors: 2203

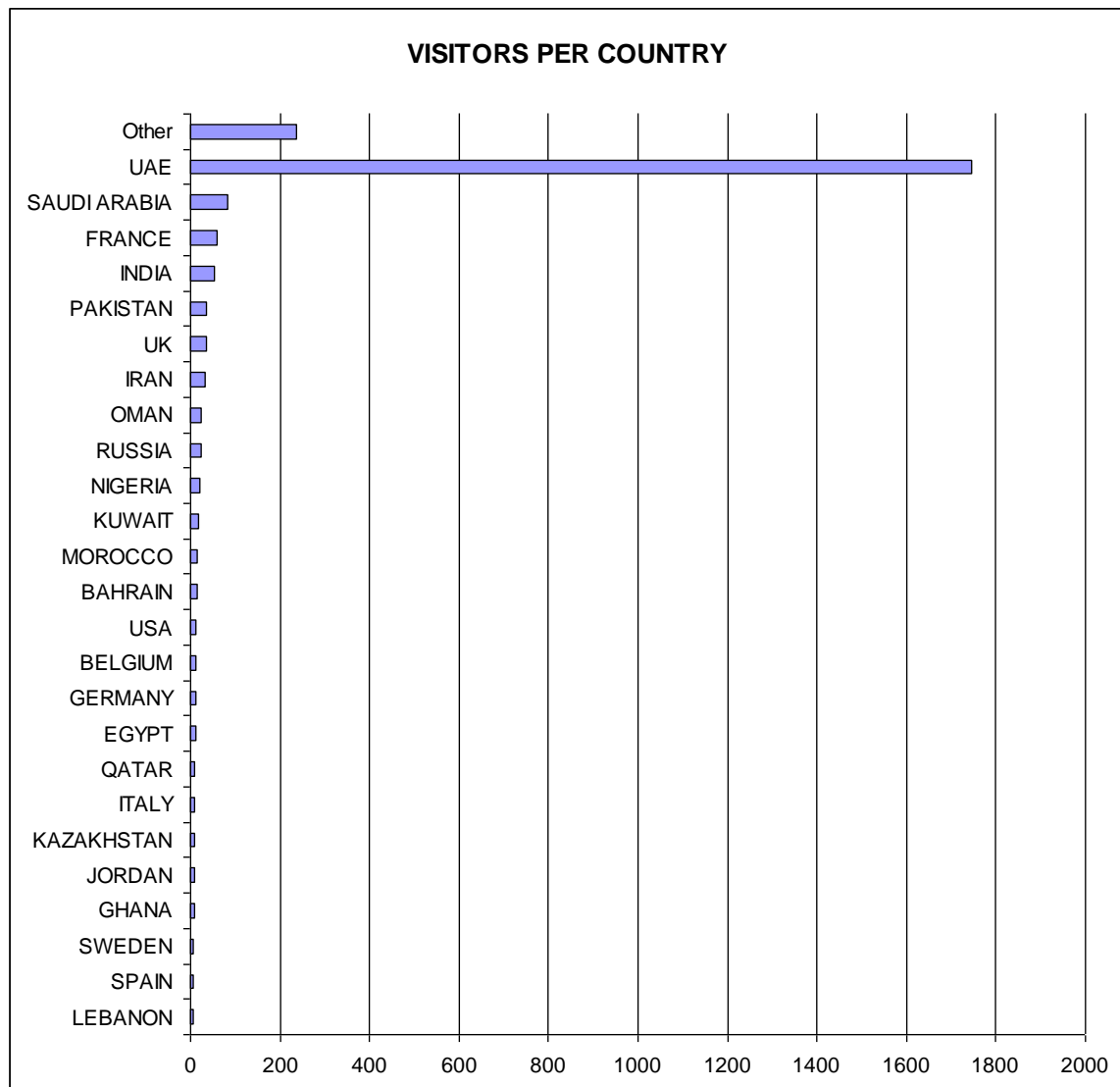
National Visitors UAE: 1660

International Visitors: 543

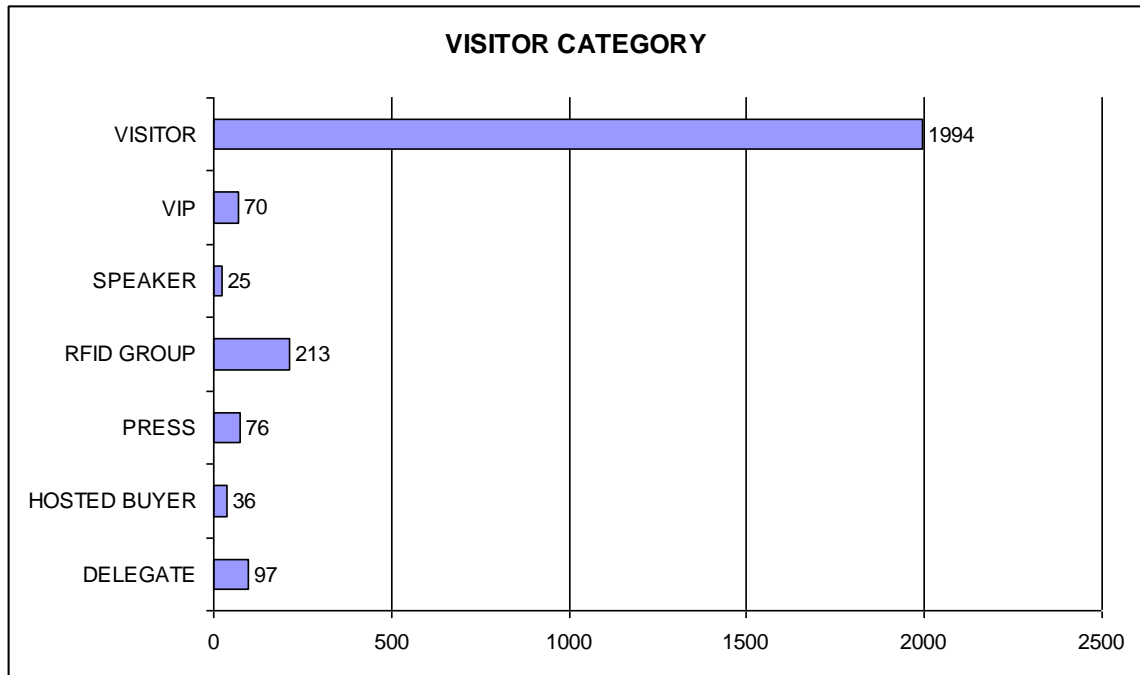
Number of Countries: 69



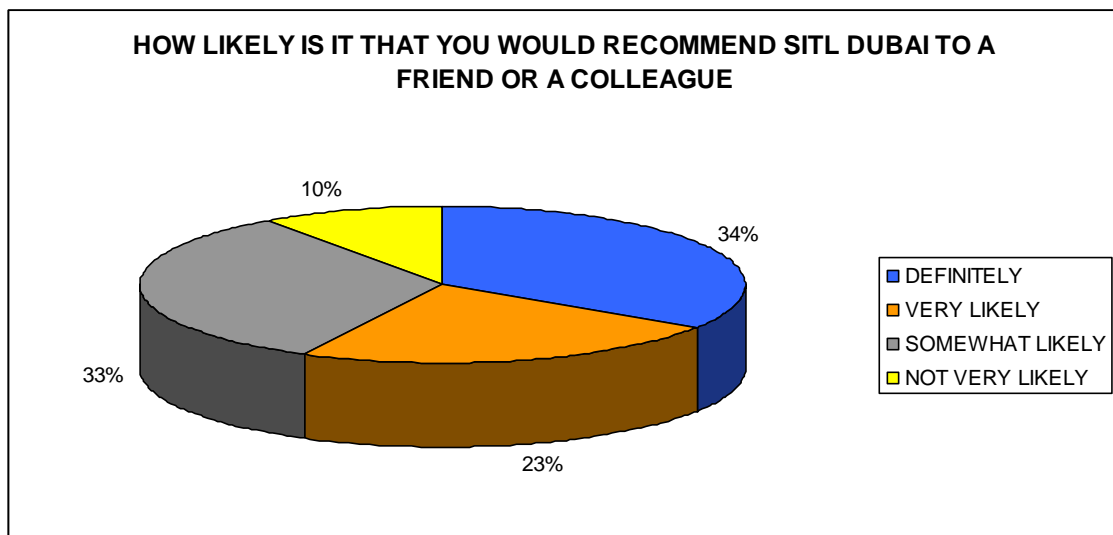
4.1 Attendance by Country



4.2 Attendance by Category



4.3 On-Site Surveyed



5. GLOBAL SHIPPERS' CONFERENCE

5.1 General Scope

Conference Organiser – Reed Exhibitions

The world's leading organiser of trade and consumer events Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions and events to establish and maintain business relations, and generate new business. Every year Reed Exhibitions runs over 470 events in 37 countries, bringing together over 7 million active event participants worldwide. With over 2,700 employees in 38 offices around the globe we serve 44 industries worldwide. Their network of offices and promoters extends to 65 countries. With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.



5.2 Programme Organiser - European Shippers' Council

The European Shippers' Council (ESC) is the Brussels based organization representing the interests of European industry as users of freight transport services in all modes of freight transport (deep sea shipping, short sea shipping, air transport, road transport, rail, inland waterways both within Europe and overseas). Shippers are primarily producers of goods and services which they market, sell and distribute to their customers. As such ESC represents the interests of some 100,000 companies involved in international trade, within, to and from the EU. The aim of ESC is to promote efficient and competitive freight transport services to enhance the competitiveness of companies conducting business in Europe.

5.3 Conference Derivation - Global Shippers' Forum

The Global Shippers' Forum (GSF) is recognized in the international world of freight transportation and trade as the voice for shipper groups whose respective members are responsible for supply chain and freight logistics operations and purchasing transportation services on behalf of their respective companies. Originally comprised of organizations from three major trade regions of the world, the GSF today represents numerous shipper groups from over 40 countries from the Americas, Asia, Africa and Europe. The main focus of GSF members' current policy activities relate to maritime transport but also cover all aspects international trade and commerce related to the movement of goods.

5.4 Conference - Global Shippers' Conference

The Global Shippers' Conference, organized in partnership with the Global Shippers' Forum, gathers shippers from various trade regions of the world for a two-day conference to discuss essential business issues facing shippers today - to improve business operations and opportunities. The conference called 'Local Options for Global Solutions' is organized by the European Shippers' Council on behalf of the GSF. The aim of the conference is to reveal how

the issues that affect shippers may differ. If you ship to Europe, you will learn what you need to be aware of; if you ship to Asia, experts will talk you through the experiences you are likely to encounter; if you ship into or through the Middle East, you will learn what local issues to be aware of. This conference will cover liner shipping; air freight; co-modal, intermodal and multimodal, options over land and sea; specific issues like security rules and measures, environmental pressures and economic forces.

5.5 Conference Structure

5.5.1 Challenges I see – Solutions I look for!

The demands and challenges facing shippers and the logistics industry are growing daily and it is difficult to know what to do for the best. Economic uncertainty prevails, new security regulations and requirements and environmental pressures face every shipper.

Drawing from the experiences of seasoned shippers supplemented by critical analysis from leading experts, we take a look at the obstacles and challenges in Europe, Asia and the Middle East which impede efficient logistics and supply chain management and what could be done to overcome them.

5.5.2 Intermodal alternatives: Faster, cheaper, better?

As the supply chain and logistics sector becomes increasingly competitive, shippers are looking more and more at different modal models, ways to help cut their logistics costs, improve efficiency and streamline with their supply chains. What alternatives are there for shippers and forwarders? What are their challenges and how can they be overcome? Do they still generate cost savings in the current economical environment?

5.5.3 Transporting freight to, from and through the Middle East

How similar are the problems facing those doing business in or with countries in the Middle East to those encountered elsewhere?

- Are there lessons and practices that can be shared? Are there any issues which are specific to the Middle East?

- Is Dubai a safe haven? Dubai is a regional hub for many companies and as manufacturing moves more into the Far East, the emirate's location remains an advantage for many shippers.

This session discusses a number of cases and examples of best practices and also highlights some pitfalls. This session aims to draw on the experiences of shippers and the logistics industry and other leading experts in the field.

5.5.4 Ending liner shipping conferences to improve service quality: Has it worked yet?

One year after the repeal how do shippers assess the impact? Has service quality improved? We get a regional perspective and learn what further developments in competition legislation affecting the liner shipping sector are coming forward and how that may affect shippers.

5.5.5 Supply chains in air freight - Is the Shipper being left out?

How many shippers understand how airfreight really works? So much air freight is managed and controlled by freight forwarders and LSPs that it is surely little wonder that shippers are

rarely involved in the enhancement of service performance among carriers. But would their involvement prove beneficial for the industry and shippers alike?

This session explores whether shippers are willing and able to become more involved and what difference this might make.

5.6 Conference Programme

North, South, East and West: Finding Local Options for Global freight solutions

Tuesday, November 3	
10:00 AM – 11:30 AM	Welcome Registration
11:30 AM – 11:55 AM	Opening Ceremony Dick van den Broek Humphreij, Chairman, European Shippers' Council on behalf of GSF Frederic Theux, President, Reed Exhibitions Khalifa Al Zaffin, Executive Chairman, Dubai World Central
12:00 PM – 1:15 PM	1- Challenges I see – Solutions I look for! Ben Hackett, Principal, Hackett Associates Ltd A market overview on trends in liner shipping; uncertain oil/commodity prices; plummeting freight rates – is there light at the end of the tunnel? Ram Menen, Divisional Senior Vice President - Cargo, Emirates SkyCargo Robbert Jan van Trooijen - Chief Executive, Maersk West and Central Asia Ltd, United Arab Emirates Dirk Van Den Bosch, Chief Commercial Officer, DP World Bernd Herrmann Director Account Management Mobility, Siemens AG
1:30 PM – 2:30 PM	Lunch
2:30 PM – 3:45 PM	2- Intermodal alternatives: Faster, cheaper, better? Moderator: Dick van den Broek Humphreij, Chairman European Shippers' Council on behalf of GSF Bernd Herrmann Director Account Management Mobility, Siemens AG (Future scenarios commercial transportation, logistics and intermodality) Peter Knopf, CEO, SAT Albatros sea-air Transport FZE Willem Buitenkamp, Director, Corporate Logistics – Europe, Sun Chemical Corporation Roy Bufton, Transportation & DGSA Manager, 3M United Kingdom , 3M Healthcare & 3M Ireland
3:45 PM – 4:00 PM	Coffee Break
4:00 PM – 5:15 PM	3- Transporting freight to, from and through the Middle East Moderator: Andrew Traill, ESC Biji Thomas, Transport Manager, Schneider Electric FZE Ruwana Senanayake, Member, Sri Lanka Shippers' Council Deon Pillay, Logistics Commercial Manager, MARS GCC FZE Shankar Subramoniam, General Manager, Clarion Shipping Services LLC
Wednesday, November 4	
10:00 AM – 10:30 AM	Welcome Registration
10:30 AM – 11:45 AM	4- Ending liner shipping conferences to improve service quality: Has it worked yet? Moderator: Andrew Traill, Policy Director, ESC Ben Hackett, Principal, Hackett Associates Ltd – How have THC's developed following the repeal of the EU liner shipping block

	<p>exemption? Jean Louis Cambon, Head, Michelin Ocean Management Committee Michelin John Lu, Chairman, Asian Shippers' Council/Singapore National Shipper's Council Michael Berzon, President, Mar-Log, Inc. Venkatesh Ramachandran, President, Western India Shippers Association</p>
11:45 AM – 12:00 PM	Coffee Break
12:00 PM – 1:15 PM	<p>5- Supply chains in air freight - Is the Shipper being left out? Moderator: Andrew Traill Ramiro Dias, Development Director, 4POLE Willy Lin, Chairman Hong Kong Shippers' Council Rohan Masakorala, Secretary General, Asian Shippers Council Lothar Moehle, Regional Director, EMEA CARGO 2000 Ram Menen, Divisional Senior Vice President - Cargo, Emirates SkyCargo</p>
1:15 PM – 1:30 PM	Closing speech
1:30 PM – 2:30 PM	Lunch

5.7 Conference Speakers

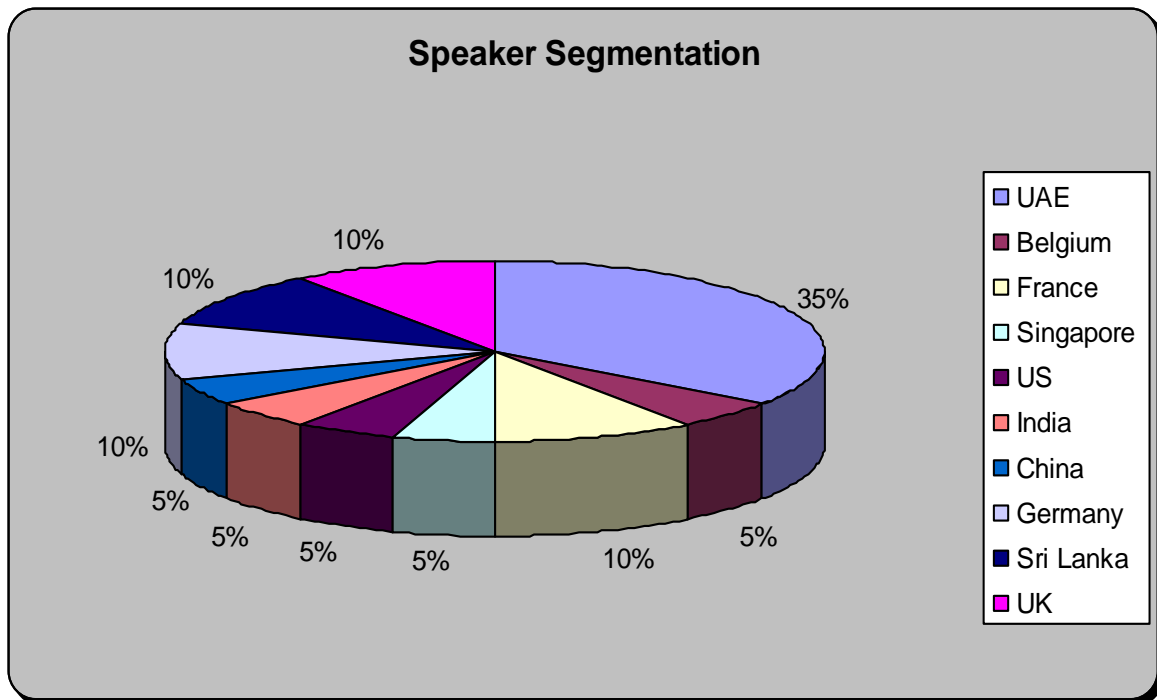
Opening Ceremony Speakers	Conference Session Moderators
<p>Dick Van Den Broek Humphreij, Chairman, European Shippers' Council</p> <p>Khalifa Al Zaffin, Executive Chairman, Dubai World Central</p>	<p>Andrew Traill, Policy Director, European Shippers' Council</p> <p>Dick van den Broek Humphreij, Chairman, European Shippers' Council</p>

5.8 Panelists

Name	Company	Position	Country
Ram Menen	Emirates SkyCargo	Chief Commercial	UAE
Dirk Van Den Bosch	DP World UAE	CEO	UAE
Peter Knopf	S.A.T. ALBATROS SEA-AIR TRANSPORT FZE	Transport Manager	UAE
Biji Thomas	Schneider Electric FZE	Chief Executive	UAE
Robbert Jan Van Trooijen	Maersk West & Central Asia Ltd	General Manager -UAE	UAE
Shankar Subramoniam	Clarion Shipping Services LLC	Logistics Commercial Manager	UAE
Deon Pillay	MARS GCC FZE	Policy Director	UAE
Willem Buitenkamp	Sun Chemical Corporation	Head	Belgium
Jean-Louis Cambon	Michelin Ocean Management Committee Manufacture Française	Chairman	France
John Y. Lu	Asian Shippers' Council, Singapore National Shippers' Council	President	Singapore

Michael Berzon	Ocean Transportation Committee, NITL, Mar-Log, Inc.	Vice President	US
Venkatesh Ramachandran	Western India Shippers Association	Development Director	India
Ramiro Dias	4POLE	Chairman	France
Willy Lin	Hong Kong Shippers' Council	Regional Director EMEA	China
Lothar Moehle	Cargo 2000	Director Account Management Mobility	Germany
Bernd Herrmann	Siemens AG	Member	Germany
Ruwan Senanayake	Sri Lanka Shippers' Council	Secretary General	Sri Lanka
Rohan Masakorala	Asian Shippers Council	Transportation Manager and DGSA, UK & Ireland Region	Sri Lanka
Roy G. Bufton	3M United Kingdom PLC	Chief Commercial Officer – UAE Region	UK
Ben Hackett	Hackett Associates Ltd	Director, Corporate Logistics-Europe	UK

5.9 Speaker Segmentation



5.10 Social Activities for Speakers & Delegates

Field Trip to DP World / JAFZA: A field trip was organized for the international guests to visit some of the leading Transport & Logistics companies in the UAE on Wednesday, 4 November, 2009.

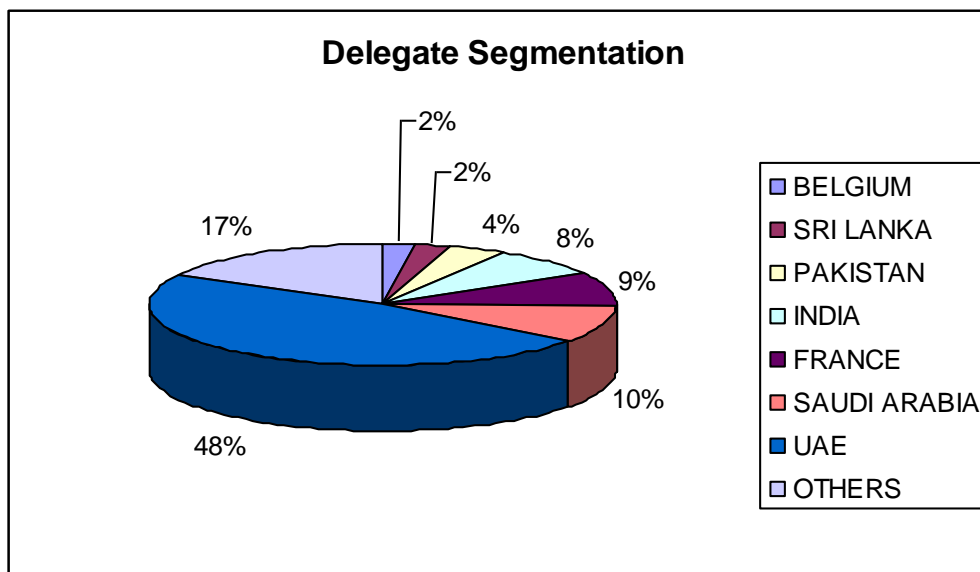
5.11 Participation Statistics

Opening Ceremony: over 250 attendees

Conference Sessions Multiple Entrees: 315 attendees

Conference Sessions Individual Entrees: 129 attendees

5.12 Delegate Segmentation by country



5.13 Testimonials

European Shippers' Council Testimonial

The SITL-Dubai Global Shippers' Conference proved to be a great success. The setting in Dubai was extremely apt for this inaugural conference show-casing the Global Shippers' Forum and the issues affecting shippers around the world: Dubai is an emerging centre of commerce and global trade; the GSF is an emerging influence on global freight transport policy. Speakers and panel members from all parts of the freight industry – leaders in their own right, shared a platform that embraced the occasion and laid the foundations for closer collaboration with shippers to overcome the many obstacles and seize the opportunities that lie ahead.

Well organised, well managed, good location and an excellent team from SITL-Dubai ensured the smooth running and success of this event for delegates and participants alike.

Speaker Testimonials - Following the Thank you letter

'I enjoyed participating in the event'
Ram Menen, Emirates SkyCargo, Chief Commercial

'I believe this was a great start for the GSF'
Rohan Masakorala, Asian Shippers Council , Transportation Manager and DGSA, UK & Ireland Region

'I think it's me who should be doing the thanking. The hospitality shown over my stay was excellent and made the whole conference so much easier. For a first time in Dubai, it left a fantastic impression - many thanks.'
Roy G Bufton, Transportation & DGSA Manager, 3M United Kingdom , 3M Healthcare & 3M Ireland

'The enjoyment is mutual! I looked forward to attend future Reed's conference.'
Willy Lin, Hong Kong Shippers' Council, Regional Director EMEA

'I must say that it was indeed a great start to a wonderful exhibition & conference. I must congratulate you & the entire Reed team for this excellent show.'
Venkatesh Ramachandran, Western India Shippers Association, Development Director

'This is to express my most sincere thanks to you for the kind cooperation extended during my stay in Dubai for GSC. I wish you success and happiness in your future endeavors.'
Ruwan Senanayake, Sri Lanka Shippers' Council, Secretary General

6. BUSINESS AND INVESTMENT FORUM

			
International Week of Transport and Logistics			
 Transport and logistics	 Logistics Infrastructure	 Logistics Real Estate	 Transport and logistics Information system
Seminar Programme		برنامج المحاضرات	
WEDNESDAY, NOVEMBER 4, 2009			
2:00 PM - 2:20 PM	Dubai Airport Freezone <i>Holly Aldhebaiei, Sales Executive, Dubai Airport Freezone</i>		
2:25 PM - 2:45 PM	ATT (Automotive Terminal Trailer) <i>Smaine Nasri, Sales Director Port Activity and Middle East Area, Gaussin</i>		
2:50 PM - 3:10 PM	Freezone Sohar shooting off in Oman <i>Neelima Vyas, Deputy Chief Operating Officer, Sohar International Development Company, Port of Sohar</i>		
3:10 PM - 3:20 PM	NETWORKING BREAK		
3:20 PM - 3:40 PM	Port of Ghent: Large Enough to Cope, Small Enough to Care <i>Dirk Bequaert, Commercial Director, Port of Ghent</i>		
3:45 PM - 4:05 PM	The Multifunctional port of Europe <i>Xavier Vanrolleghem, Commercial Manager Antwerp Chemical Cluster, Antwerp Port Authority</i>		
4:10 PM - 4:30 PM	New Terminal – King Abdul Aziz International Airport <i>Adnan Zuhairy, General Director of King Abdul Aziz International Airport Development Project, General Authority of Civil Aviation – Ministry of Defence – Saudi Arabia</i>		
4:30 PM - 4:40 PM	NETWORKING BREAK		
4:40 PM - 5:00 PM	LE HAVRE: "Reasons for being optimistic" <i>LE GURUN Bruno, Area Manager, Le Havre Port</i>		
5:05 PM - 5:25 PM	Europe, Your Market through Zeebrugge <i>Vincent De Saedeleer, Vice President, Port Authority Zeebrugge</i>		
5:30 PM - 5:50 PM	The port of Naples: a modern logistic centre <i>Luigi Ricciardi, Promoter, Naples Port Authority</i>		
THURSDAY, NOVEMBER 5, 2009			
10:00 AM - 10:20 AM	Connecting The Dots – Providing End to End Supply Chain Solutions in Middle East & Africa <i>Mohammed Esa, Senior Vice President Sales & Marketing, Middle East & Africa, Agility</i>		
10:25 AM - 10:45 AM	The Regional Challenges and Opportunities of a Global Logistics Company <i>Michael Barber, Regional Sales Manager – Near/Middle East & East Africa, DB Schenker</i>		
10:50 AM - 11:10 AM	UNASCO and its services <i>Nadia Abdul Aziz, Managing Director/Partner, UNASCO (Union National Air Land and Sea Shipping Co.)</i>		
11:10 AM - 11:20 AM	NETWORKING BREAK		
11:20 AM - 11:40 AM	How To Do Business With EZW Economic Zones World <i>Mansoor Al Bastaki, Sales Manager, Jafza- Jebel Ali Free Zone</i>		
11:45 AM - 12:05 PM	Build-to-suit warehouses in the UAE <i>Nick Cook, VP – Commercial, Gazeley</i>		
12:10 PM - 1:10 PM	Dubai Logistics Corridor: Fuelling Dubai's Economy <i>Patrick McGillicuddy, CEO, Economic Zones World</i> <i>Michael Canon, COO – Corporate Central, Dubai World Central</i>		
1:10 PM - 2:10 PM	NETWORKING BREAK		
2:10 PM - 2:30 PM	The Material and Immaterial Investments of Logistics in Normandy <i>Dieder Koolenn, Vice-president Events & International, Novalog</i>		
2:35 PM - 2:55 PM	A Logistics Future with Al Futtaim <i>Tom Nauwelaerts, Head of Logistics, Al Futtaim Group</i>		
3:00 PM - 3:20 PM	Emirates Transport Services <i>Badr Altar, Manager, Suhail Al Timan, Business Development Manager; Jacob Mathew, Business Development Manager; Sami Rassamny, Business Development Manager, Emirates Transport</i>		
3:20 PM - 3:30 PM	NETWORKING BREAK		
3:30 PM - 3:50 PM	Ras Al Khaimah Free Trade Zone <i>Oussama El Omari, CEO / Director General, Ras Al Khaimah Free Trade Zone</i>		
3:55 PM - 4:15 PM	Asia Industrial & Logistics Park <i>Chaudhry Iqbal Ahmed Khan, GM Administration & Transportation, Asia Industrial & Logistic Park (Asia Group)</i>		
4:20 PM - 4:40 PM	Clarion Shipping Services LLC <i>Shankar Subramoniam, General Manager –UAE, Clarion Shipping Services LLC</i>		
4:40 PM - 4:50 PM	NETWORKING BREAK		
4:50 PM - 5:10 PM	Dubai's ambition is to become one of the leading global logistics hubs: Generix Group offers a full range of collaborative software for Supply Chain Management <i>Fernand Damotte, International Development Director, Generix Group</i>		
5:15 PM - 5:35 PM	Safe Drive Training <i>Wael Mubarak, Senior Security Advisor for National Project, Home Land Security Specialist Middle East</i>		
5:40 PM - 6:00 PM	Ust-Luga Port: Strategic choice of Russia <i>Alexander Lipatov, Project Leader, JSC "Ust-Luga Company"</i>		

Total Count of Seminar attendees: 175 unique entrees

7. HOSTED BUYER PROGRAMME

Country	Attended
France	7
Saudi Arabia	10
Pakistan	5
India	2
Belgium	4
Sri Lanka	1
South Africa	1
Oman	1
Total	31



Country	Non Attendees
Hong Kong	1
Saudi Arabia	2
UAE	3
Kuwait	1
Cameroon	1
Total	8



7.1 No Show Reasons

- Hong Kong-Missed his flight
- Kuwait-had to cancel due to a late meeting in Asia.
- Saudi Arabia-Saudi airport cancelled due to busy schedule
- Cameroon had to cancel due to a shipment he was waiting for.
- UAE-Hosted Buyers decided on first day of show they did not want to attend any more.

From the attendees, we had a positive feedback, most of our hosted buyers were very satisfied to be here, and almost 95% would come back next year for SITL Dubai Show 2010

7.2 Things to improve

Unfortunately, some matters could have been handled in a more professional way.

Problem: Hosted Buyers were not been identified by the exhibitor

Solution: Have a special badge made for the HB in order to stand out from the crowd

7.3 Briefing

Meeting where arranged on a excel sheet which was given to the Hosted Buyer and the exhibitors, they would then setup a time with each other and do business either at the exhibitors booth or at the Hosted Buyers booth.

The Hosted Buyers where very happy with the meetings they had most Hosted Buyers did more then 8 meetings a day. They second day was short as we planned a Field trip for our Hosted Buyers to go visit Jafza and DP World which was a great success as they had the opportunity to see some of the latest logistics technology the UAE had to offer. Some Buyers met 85% of exhibitors in two days were as they had three days to complete the show. They where very pleases with the type of exhibitors that where show casing. And many deals where to been done in the near future.

A Hosted buyer lounge was provided for meeting and internet usage but the hosted buyer preferred going to the exhibitors stand to have the meetings and have a look at what they had to offer.

7.4 Quotes

Mr.NadeemQureshi-SaudiTrading&Export Developers" Tusdeer"

"I was deeply impressed with the well-organized, regular, and punctual programs during the conference and exhibition. The Hosted Buyer Program was a great success for us as we got to make new business for our company."

Mr.Russell Juriansz

"It was an honor to be part of such a successful exhibition, I had the opportunity to connect with many companies that will be a great help to our tea company in Sir Lanka. We are looking forward to being part of the next SITL show"

Mr. Ryan Davy-Pioneer Foods,

Benefit for me and our business more specifically

- Networking and picking up leads to grow business, especially in Dubai and Middle East Region (more specifically Tusdeer gave great leads and we are talking big business)
- Port of Antwerp mentioned about tax cash flow benefits and guarantees that other ports don't have, therefore value added information to our customers
- Port of Sohar Oman, vision of expansions and networking with them to obtain business in Oman

Through seminars, obtained new knowledge of Dubai and Middle East region, together with logistical information and trend of Logistics that could impact our business positively

Mr. Abid Ruhi-Maharashtra airport

"we were pleased to attend the first transport and logistics show in Dubai. We have interacted to about more than 20 agencies from the various field and specially transport and logistic. We have found their product and services very pertinent to us. During the exhibition we have shared our experience of project development and lot of agency shown their interest towards our project. We look forward to the next SITL Logistics show."

7.5 Hosted Buyers Companies Ratings

Below, you will find a List of the Hosted Buyers Companies with a rating from 1 to 5 (* Poor- → * * * * * Excellent) stars. Please note that I have rated them according to their level involvement in the Hosted buyer Program. This should help us for the next editions of SITL show Hosted Buyer Program for our selection and priority.

Company	Rating
Elizabeth Arden/France	* * * * *
L'Oreal / France	* * * * *
Saudi Trade & Export Development Co/ KSA	* * * * *
Pioneer foods/ south Africa	* * * * *
Abdul Latif Jameel Co.LTD-Toyota-KSA	* * * * *
Flowserve / France	* * * * *
Asia Group / Pakistan	* * * * *
Schneider Electric / France	* * * * *
Total /France	* * * * *
Port of Sohar /Oman	* * * *
Mabroc teas / Sir Lanka	* * * *
Alsorayai group / KSA	* * * * *
Logistics in Wallonia / Belgium	* * * *
Maharashtra Airport / India	* * * * *
Michelin / France	* * * * *
ATCO Group / KSA	* * * * *
International Maritime Agency	* * * * *

In conclusion, the Hosted Buyer Program was a success. I suggest that we enlarge this program for SITL show 2010 and bring more awareness to our Exhibitors. Try to bring more of international as well as regional visitors to be able to attract more Hosted Buyers.