

# Press

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ISH Kitchen and Bath Middle East  
The Leading Middle East Design & Exhibition for Kitchens and  
Bathrooms

Autumn 2010  
Dubai International Convention and Exhibition Center, Dubai, UAE

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ISHME 09 Re-scheduled to 2010 PR.doc

## **The upcoming edition of ISH Kitchen and Bath Middle East has been re-scheduled to autumn 2010**

(Dubai, July 2009) - Individual talks and strategic sessions with the key players in the sanitary and kitchen industries led to the conclusion that the timing for the upcoming ISH Kitchen and Bath Middle East edition, which was to be held at the Dubai International Convention & Exhibition Centre from September 27-29, 2009, would instead be preferred in 2010. ISH Kitchen and Bath Middle East is the region's leading design exhibition for kitchens and bathrooms.

Committed to delivering focused and high quality events to its clients, Epic Messe Frankfurt GmbH based in Dubai, UAE, an independent subsidiary of the Messe Frankfurt Group headquartered in Germany, will continue to strive towards offering a combined and synergised platform for ISH Kitchen and Bath Middle East collocated with the Light Middle East exhibition in the autumn of 2010.

According to Dr. Michael Peters, CEO of the Messe Frankfurt Group, "Dubai remains an important business hub for the Middle East region necessitating a presence by Messe Frankfurt in key industries. Leading companies in the sanitary ware and kitchen field as well as regional market indicators confirm the continued need for a regional platform in Dubai catering to interior and architectural design-oriented

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solutions. Messe Frankfurt has the know-how in niche product exhibitions and is committed to providing a specialized platform in the region.”

According to Elisabeth Brehl, Managing Director of Epoc Messe Frankfurt GmbH, “Running ISH Kitchen and Bath Middle East in Autumn 2010 together with the Light Middle East exhibition, will enable key buyers in the real estate, architectural and design sectors to source new products and network within a specialized exhibition environment.”

“While we regret any possible inconveniences caused to exhibitors signed up and already promoting their participation”, commented Ms. Brehl, “we are pleased to know that Roca, Geberit, Palmon Group, Nolte Kuechen, Teka Kuechentechnik and several other key accounts are considering participating in the show in 2010”.

Confirming their support to ISH Kitchen and Bath Middle East, in recent statement, Nolte Kuechen said, “Although Nolte Kuechen has remained a loyal supporter to the ISH Kitchen and Bath exhibition for some years now, we remain committed to exhibiting our products in the Middle East and the prime region of Dubai especially in these tougher times. Nolte Kuechen is dedicated to providing long term partnerships especially during times of crisis and was NOT one of the loyal partners to pull out of the exhibition for 2009. We will be happy to remain a committed partner in 2010 as well.”

“Palmon Group, the Dubai based representative for high-end designer brands such as Valcucine, Ernestomeda and Keller is looking forward to exhibiting its newly acquired kitchen and home ware collections at ISH Kitchen and Bath Middle East 2010. Following the recent opening of a new showroom, Palmon Group is committed to

providing high-end kitchen and interior design solutions to its Middle East clients and will continue to service Dubai as well as other key GCC (Gulf Cooperation Council) markets in the Middle East," said Palmon Group, long standing supporter of the exhibition.

Ms. Brehl added, "Designed to cater to outfitting development projects in the GCC (Gulf Cooperation Council) region and to enhance interior and exterior architectural, design, and functionality aspects, ISH Kitchen and Bath Middle East offers the perfect specialized solutions, as Dubai remains the natural business hub and travel destination for the region".

Epoc Messe Frankfurt GmbH's continued collaboration with Sesam Business Consultants, organizers of the Green Dubai Conference, a conference series initiated in 2008 to promote increased awareness about green building standards and sustainability issues in the region, will contribute to an enhanced exhibition experience. Supporting organizations and media partners in the interior design sectors such as the Association of Professional Interior Designers (APID) and Edge kitchens & bathrooms magazine will also contribute to the expanded promotion of the show.

Furthermore, a state-of-the-art conference program complementing both exhibitions will continue to provide an educational and awareness platform tailored to the industry's needs. Details on speakers and format will be made available in the coming months, as the 2010 annual show cycle sales and promotional activities get underway.

While the Middle East has witnessed a considerable slow-down in real estate development projects as an indirect result of the global crisis, a postponement of the exhibition to 2010 will benefit all involved participants. Many new projects needing bath and kitchen outfitting are on the horizon in the surrounding regions within the GCC

(Gulf Cooperation Council) and wider Middle East, in particular Abu Dhabi, Qatar, and Saudi Arabia.

ISH Kitchen and Bath Middle East is part of the architecture and technology fairs of Messe Frankfurt, headed by the biennial world-leading ISH Frankfurt, The Bathroom Experience, Building, Energy, Air-conditioning Technology, and Renewable Energies. For more information, please visit [www.ishdubai.com](http://www.ishdubai.com). You can also contact the organizer at [info@uae.messefrankfurt.com](mailto:info@uae.messefrankfurt.com).

**Company profile:**

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt. Messe Frankfurt is Germany's largest trade fair organiser, with 436 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 and 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](http://www.uae.messefrankfurt.com)