

Press

ISH kitchen + bath Middle East

Dubai International Convention and Exhibition Center, Dubai, UAE
October 31st to November 2nd

ISH Kitchen + Bath Middle East postponed to reflect market sentiment

(Dubai, April 2010) - Individual talks and strategic sessions with the key players in the sanitary and kitchen industries have led to the postponement of the ISH Kitchen + Bath Middle East edition, which was to be held at the Dubai International Convention & Exhibition Centre from October 31st to November 2nd.

Committed to delivering focused and high quality events to its clients, Epoc Messe Frankfurt based in Dubai, UAE, an independent subsidiary of the Messe Frankfurt Group headquartered in Germany, will concentrate its efforts on ensuring the other ten events under its portfolio continue to grow and flourish. Amongst its portfolio of exhibitions are Automechanika Middle East, Hardware+Tools Middle East, Beautyworld Middle East, Garden+Landscaping Middle East, Light Middle East, Materials Handling and Intersec trade fair and conference. The launch of three new events for March 2011 was also recently announced under its portfolio namely Paperworld, Playworld and Festivalworld Middle East.

According to Mr Ahmed Pauwels, CEO of Epoc Messe Frankfurt, "We have thought long and hard about this and after speaking with the key players in the market, it is clear that the time is not right to hold this event. We are in the business of executing focused, high quality events and rather than compromise on this for ISH Kitchen + Bath we have decided that a postponement is the best option for all."

April 2010

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He added: "We are hopeful that there will be demand in the market once again, but while budgets remain tight as companies recover from the losses caused indirectly by the global financial crisis, the climate is not currently right to give the event the justice it deserves. As soon as there is a change in market sentiment from key players we will re-evaluate this and new show dates will be announced."

Mr Victor Schoone, Country Manager (Middle East), Roca Sanitario, S.A., said: "Roca has been in frequent touch with Messe Frankfurt to discuss the market conditions and the possibilities for the ISH Kitchen + Bath exhibition. We understand the decision made not to hold this year's edition. By the end of the year we will discuss further about the opportunities for 2011."

Rania Lahori, Marketing Director, Palmon Group, said: "Palmon Group has supported ISH Kitchen + Bath ME in the past. While we considered renewed support of ISH Kitchen + Bath ME, we felt that current market conditions are still too variable to justify participation. We will not exclude future involvement and look forward to improved market conditions calling for a quality, specialized, common platform such as ISH Kitchen + Bath ME."

Guy Wilson, Head of Gulf Region, Geberit International Sales AG – Dubai Branch, said: "Geberit has been in favor of a specialized sanitary and bathroom platform for the Middle East. While we considered supporting ISH Kitchen + Bath ME, we believe that in light of the 2009 economic crisis the market is still too uncertain and not stable enough to validate an industry-wide supported specialized exhibition. We look forward to exploring participation options in the ISH Kitchen + Bath ME exhibition in the future."

Any exhibitors that have already signed up for ISH Kitchen + Bath Middle East 2010 will receive a full refund and the show team is on hand for any queries or concerns they may have. Mr Pauwels added: "We regret any inconvenience this may cause, but we do not want to host the event until we are confident the market is once again ready for it."

ISH Kitchen + 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. You can also contact the organiser at info@uae.messefrankfurt.com.

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Company profile:

EpoC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt. Messe Frankfurt is Germany's largest trade fair organiser, with 424 million euros in sales in 2009 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 now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

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

* Preliminary figures for 2009 financial year