

Press

March 2010

October 31 – November 2, 2010
Dubai International Convention and Exhibition Centre, Dubai, UAE

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Three shows running concurrently 2010.doc

SUSTAINABLE PRODUCTS TO BE A FOCUS AT EPOC MESSE FRANKFURT'S THREE AUTUMN EXHIBITIONS

**Garden + Landscaping, ISH kitchen + bath and Light Middle East
to run concurrently from October 31 to November 2, 2010**

**Budget value of building projects in the bidding in the GCC is
estimated at US\$299 billion**

**Conferences entitled: 'Light Focus Conference' and 'Green ME:
How Green Are You?' focusing on Innovation and Sustainability
in Design**

(Dubai, 22 March 2010) – The budget value of building projects in the bidding in the GCC is estimated at US\$299 billion which will provide a steady stream of contract awards, reviving the construction business, including interior products business. This is good news for Epic Messe Frankfurt GmbH who recently announced the dates for three of its exhibitions which will run concurrently from October 31 to November 2 at the Dubai International Convention and Exhibition Centre.

With these figures in mind, as well as the new highlights on sustainable products being introduced by the three trade fairs, show organisers are confident that the exhibitions in October will meet healthy demand. The shows, which service the building construction sector, share synergies in terms of product categories and visitor profiles. Running concurrently, they will provide the ideal platform for networking amongst industry professionals.

EPOC Messe Frankfurt GmbH
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According to Mr Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt GmbH: "Following strategy sessions with key players in the market we choose these high-end trade shows to co-locate in Autumn. The visitors to these shows will benefit from the synergy in the exhibits on display."

Mr Wilbert Heijmans, Group Exhibitions Director, Epoc Messe Frankfurt GmbH added: "These three trade fairs are highly specialised in their nature, featuring high-end exhibits replete with design oriented products. The trade fairs will provide an ideal networking opportunity between our exhibitors who trade in specialised products and the trade only visitors that are specifically looking at these niche markets."

The three shows will share conference facilities dedicated to Green Building Seminar sessions and workshops entitled 'Green ME: How Green Are You?' as well as the 'Light Focus Conference'. Exhibitors and visitors will have the opportunity to learn more about the latest green building standards and sustainability topics in the region. In addition, Green Talks will focus on the latest innovations and green technology available in the garden and landscaping industry.

The 'Light Focus Conference', co-supported by the PLDA (Professional Lighting Design Association) will feature several well renowned authorities in the lighting field. The Exhibitor Experts' Forums being introduced for the first time will provide exhibitors with a voice on the showfloor and enable visitors to connect with key corporate representatives and learn about current industry innovations.

Architects, designers, consultants, developers, distributors, wholesalers, retailers, contractors, government and municipality officials are

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amongst key professionals who will benefit from the synergies these shows have to offer.

Garden + Landscaping Middle East is the region's largest dedicated trade event for the garden, landscaping and outdoor living industries. ISH kitchen + bath and Light ME are the region's leading shows in their respective industries, with ISH kitchen and bath dealing in design showcases for kitchens and bathrooms and Light ME dealing in urban, architectural, theatrical and retail lighting solutions. For further information on any of the three shows please visit:
www.messefrankfurtme.com

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Epic Messe Frankfurt Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organizer. With 424 million Euros in sales in 2009 and more than 1,500 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region.

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, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.