

Three exhibitions, one venue

*Texpo, Arab Asia Trade Fair, and Food Festival concurrently held at Expo Centre Sharjah
Events attract over 16,000 visitors*

Three major exhibitions – Texpo, Arab Asia Trade Fair, and Food Festival, got underway at Expo Centre Sharjah on Monday, September 18, 2006.

The events were inaugurated by H.E. Sheikh Tariq bin Faisal Al Qassimi, Chairman of Sharjah Economic Development Department.

The opening ceremonies were attended by Mr. Ahmed Mohammed Al Midfa, Chairman of the Sharjah Chamber of Commerce and Industry (SCCI), Mr. Mohammed Salem Al Mosharrekh – Expo Centre Sharjah Board Member, Mr. Saif Al Midfa – Director General of Expo Centre Sharjah, directors of various government departments, and members of the diplomatic corps and trade associations.

The four-day Texpo, which was in its twelfth edition this year, displayed a wide range of equipment, machinery, and technology, for the regional garment manufacturing and textile industry. The event was aimed at boosting the automation process in the UAE garment manufacturing and textile industry.

Among the displays at Texpo were garment machinery, design/styling/textile dyeing and finishing equipment, industrial sewing machines, cutting machinery, inspection and testing equipment for the garments and textile industry, press machines including steam irons, micro steam generators and components, accessories including trimmings, tailoring items, plastic and metal zippers, laces and buttons, and technology covering CAD/CAM/CIM, software for designing, data monitoring and processing.



H.E. Sheikh Tariq bin Faisal Al Qassimi, Chairman of Sharjah Economic Development Department, inaugurating Texpo, Arab Asia Trade Fair, and Food Festival at Expo Centre Sharjah on September 18, 2006

A major attraction of Texpo this year was Fabtex, a dedicated display of commercial textile, fabric, and linen that is being held on the sidelines. An exclusive range of yarns and fabrics, accessories, trimmings, and other embellishments were showcased at the event.

The other two exhibitions that opened alongside Texpo were Arab Asia Trade Fair and Food Festival.

The four-day Arab Asia Trade Fair displayed a large variety of high quality and affordable consumer goods and services by Asian and Arab manufacturers.

Products on display included crystal wares and chandeliers, watches and clocks, toys, games and stationery, promotional giveaways and plaques, artificial flowers and plants, art and antiques, ceramics, porcelain and glass, pictures and paintings, bags and travel goods, ready made garments, sports and leisure goods, imitation and fashion

jewellery, perfumes and beauty products, furniture, carpets, wall coverings, lights, lamps and fixtures, electronic and electrical appliances, plastics and melamine wares.

This year's Arab Asia Trade Fair hosted three national pavilions. These were from Libya, Sudan, and Vietnam.

The Food Festival displayed fresh, frozen, processed, and packed food, dairy products, beverages, spices, grains, and cereals, health food, and restaurant services.

The three shows together attracted 16,496 visitors from the MENA (Middle East and North Africa) region as well as the Indian sub-continent and CIS countries.

Texpo, Arab Asia Trade Fair, and Food Festival were organized by Expo Centre Sharjah with the support of the Sharjah Chamber of Commerce and Industry (SCCI).



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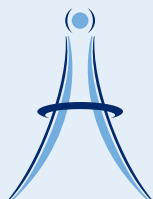
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MICE sector a major catalyst in UAE's economic growth

The UAE is fast becoming a hub for meetings, incentives, conventions, and exhibitions in the Middle East region. In fact, a large number of companies including multi-national entities based in the region, have already started considering the UAE as the most suitable and convenient MICE (meetings, incentives, conferences, and exhibitions) destination. Excellent infrastructure, superior hotel and conference facilities, tax-free benefits, and its strategic regional and global gateway position, are some of the reasons why the UAE is preferred as a MICE host.

Today, the MICE sector is an important constituent of the UAE's business and tourism expansion plans and is a major catalyst in its economic growth. Within the UAE, Sharjah is one of the emirates that has been at the forefront in developing its MICE industry.

Sharjah, which pioneered the exhibition industry in the Gulf with the establishment of an Expo Centre in 1977, continues to be one of the region's leading organizers of B2B, B2C, and Solo Country Shows.

In September 2002, the Middle East MICE sector received a considerable boost when Expo Centre Sharjah moved to a new state of the art facility.

The world-class exhibition centre was inaugurated by His Highness Dr Sheikh Sultan bin Mohammed Al Qassimi, Member of the Supreme Council and Ruler of Sharjah. The new exhibition and meeting facility was a spectacular tribute

to the growing importance of UAE as the commercial hub of Middle East, and the Centre has since then established itself as a prime meetings destination that offers the perfect combination of sophisticated technical facilities and professional services across a broad spectrum of events.



In 2005, Expo Centre Sharjah hosted a total 19 events attracting over 609,270 visitors. Of this, more than 10,000 visitors were from overseas. As far as trade shows at Expo Centre Sharjah are concerned, in 2005, there was an increase of 26% in visitor turnout from the surrounding region.

It is estimated that during this period, the exhibitions had generated Dhs. 180 million in revenues for the hospitality and tourism sectors in Sharjah. Across the UAE, exhibitions in Sharjah is estimated to have created a total of 825,000 room nights during the year.

The MICE sector in the UAE is currently booming, and with no signs of any let up in buoyancy in the region's economies, it is bound to reach even greater heights in the not so distant future.

Saif Mohammed Al Midfa

Director General
Expo Centre Sharjah

? What's new

Expo Centre Sharjah unveils Momayaz membership programme

Expo Centre Sharjah recently introduced the Momayaz membership scheme for a very special category of its elite members. The word "Momayaz" means "Very Special" in Arabic. True to its meaning, Momayaz is an exclusive membership programme and is offered to a very few select important people in

appreciation for their continued patronage as well as for their contribution towards the success of Expo Centre Sharjah. In other words, the Momayaz membership is restricted to the elite in the society, namely leading businessmen, senior executives, top government officials, diplomats, and other high net



worth individuals in the region. The primary aim of the Momayaz membership programme is to make every visit of its members to Expo Centre Sharjah truly special and memorable by offering a host of exclusive benefits and privileges. Benefits that are currently offered to Momayaz members include access to Expo Centre Sharjah VIP lounge, automated pre-registration, exclusive car parking, and access to the Expo Forum, which is a quarterly meeting place for the regional industry sponsored by Sharjah Chamber of Commerce & Industry and Expo Centre Sharjah.

Two new shows to be launched at Expo Centre Sharjah in Nov.

Expo Centre Sharjah will launch two new trade exhibitions in the month of November this year. MEPOL, which will debut on November 6, will be the region's first specialized trade show for Internal Site Security, Police Equipment, Industrial Site Security, and Civil Defence in the Middle East. The three-day event will provide a privileged closed-door environment to display and demonstrate the latest products, technology and services to the key buyers of security equipment and technology in the region.

Access to MEPOL will be strictly limited to decision makers from the various security sectors in the Middle East.

The second exhibition that will be launched during the same month is Conmex. Conmex, the Middle East's first exclusive trade exhibition for the construction industry, will be held from November 25 - 28, 2006. The four-day exhibition will display the entire range of construction related machinery, equipment, and vehicles used in the construction process including plant and machinery, commercial vehicles, lifting and conveying equipment, construction equipment, tools and special systems, formwork and scaffolding, construction site facilities, spare parts and accessories, communication and navigation equipment, and safety equipment.

Demand for construction machinery, equipment and vehicles seen rising in the Middle East

Region's first dedicated exhibition for construction machinery to debut at Expo Centre Sharjah in November

Demand for construction related machinery, equipment, and vehicles is expected to further shoot up in the Middle East, especially the UAE, in the coming months due to the continuing construction and real estate boom in the region.

As of April 2006, there were almost USD \$ 300 billion worth of active projects across the UAE, according to a recently published report. Though the real concentration of the ongoing construction activities within the UAE is in Dubai and Abu Dhabi, the other emirates too are not far behind.

Dubai, which is the centre of heightened construction activities, has witnessed an increase in real estate investment from Dhs. 11 billion in 2000 to Dhs. 165 billion at present. Major projects currently underway in Abu Dhabi include the Dhs. 54 billion Al Raha Beach development, the Dhs. 35 billion Al Reem Island development, the Dhs. 100 billion Saadiyat project, and the Dhs. 25 billion Abu Dhabi Airport Expansion project among others. The emirate is expected to spend another Dhs. 47 billion on construction related activities in the next two years.

Within the Northern Emirates, Sharjah

has been at the helm of the construction frenzy. The emirate recently committed Dhs. 3.5 billion towards developing its infrastructure.

In 2003, the UAE's total market size of Heavy Construction Machinery stood at USD \$ 165 million, Road Construction Machinery at USD \$ 142 million, and Earth Moving Machinery at USD \$ 125 million. The size has increased by 15-20% since then.

As per available statistics, currently, in Dubai alone there are over 30,000 towering cranes in operation. A total of 125,000 tower cranes are in operations globally meaning that 24% of the world's tower cranes are in Dubai.

"Conmex, which will make its debut at Expo Centre Sharjah on November 25th this year, will be the region's first exclusive trade event for the construction industry to display the complete range of construction related machinery, equipment, and vehicles," said Mr. Saif Al Midfa, Director General, Expo Centre Sharjah.

The four-day Conmex exhibition will display the entire range of construction related machinery, equipment, and vehicles used in the construction process.

 Lensview

With over USD \$ 300 billion worth of ongoing projects, the UAE is currently undergoing a construction frenzy.

Photo by: Sadaqat Pervaiz





From the Newsdesk

Delegation from Italy's Padova PromEX visits Expo Centre Sharjah



Mr. Ahmed Mohammed Al Midfa, Chairman of the Sharjah Chamber of Commerce and Industry (SCCI) and Mr. Saif Al Midfa, Director General of Expo Centre Sharjah with the delegation from Padova PromEX, the Special Agency of the Padua Chamber of Commerce for International Activities

A two-member delegation from Italy's Padova PromEX, the Special Agency of the Padua Chamber of Commerce for International Activities, called on Mr. Ahmed Mohammed Al Midfa, Chairman of the Sharjah Chamber of Commerce and Industry (SCCI), and Mr. Saif Al Midfa, Director General of Expo Centre Sharjah, in the month of June.

Mr. Franco Conzato, Chief Executive of Padova PromEX, who was accompanied by Dr.ssa Lynda Bonaguro of the same organisation, threw light on the various activities of Padova PromEX during the meeting. Padua is located in the centre of the north-eastern regions of Italy, at just 45 kms from Venice.

Mr. Ahmed Mohammed Al Midfa, Mr. Saif Al Midfa, and Mr. Franco Conzato, and Dr.ssa Lynda Bonaguro explored in detail the various opportunities that exist for collaboration between Expo Centre Sharjah and Padova PromEX during the meeting. The team later toured the Expo Centre Sharjah complex and was given a briefing on the facilities available at the venue.

Expo Centre Sharjah DG receives UAE Red Crescent Authority delegation



Mr. Khamis Mohammed Khamis Al Suwadi, General Manager, UAE Red Crescent Authority, Sharjah branch, presenting a memento to Mr. Saif Al Midfa, Director General, Expo Centre Sharjah. Mr. Khamis Mohammed Khamis Al Suwadi had called on Mr. Saif Al Midfa on Sept. 28, 2006. During the meeting, the two discussed scope for cooperation between the two organisations.

News in brief

Germany's Koelnmesse and Expo Centre Sharjah explore scope for cooperation

Dr. Gerd Weber, Executive Vice President of Koelnmesse, Germany's biggest exhibitions organiser, called on Mr. Saif Al Midfa, Director General of Expo Centre Sharjah, at his office on July 1, 2006. Dr. Weber was accompanied by Mrs. Claudia Requard from Koelnmesse's corporate development section. Mr. Binu Pillai, Business Development Manager, Expo Centre Sharjah, also attended the meeting. Issues that were discussed during the meeting included scope for cooperation between the two organisations and also rapid growth of the exhibitions industry in the Middle East.

Visit by Secretary General of Assocham

Mr. D.S. Rawat, Secretary General of India's Associated Chambers of Commerce and Industry (Assocham), called on Mr. Marwan Al Suwaidi, Director of Finance and Administration, Expo Centre Sharjah, on August 5, 2006. The two expressed interest in and discussed ways and means for cooperation between the two organisations. Mr. Rawat was later given a tour of Expo's exhibition and conference facilities. Assocham is India's premier apex chamber and covers a membership of over 100,000 companies and professionals across the country.

Forthcoming exhibitions



Education Show

30 October – 2 November 2006

An education platform solely dedicated to provide undergraduate, postgraduate and other higher educational opportunities for the UAE students.



MidEast Watch & Jewellery Autumn Show

30 October – 3 November 2006

The Middle East's premier bi-annual exhibition showcasing the latest designs and trends in watches, jewellery, gold, precious stones and diamonds.



MEPOL

6 – 8 November 2006

The Middle East's first international specialised event for internal state security, police equipment, industrial site security and civil defence.



Automobile Show

14 – 18 November 2006

The international biennial trade exhibition for the automobile industry.



Construction Machinery Show

25 – 28 November 2006

Middle East's exclusive trade show for machinery, equipment and vehicles used in the construction industry.



Autoparts Re-export

25 to 28 November 2006

International trade exhibition for the Autoparts Re-export business in the Middle East



Chinese Commodities Fair

25 – 29 November 2006

China's biggest trade fair in the Middle East, featuring a wide range of consumer, household and industrial goods.



Sharjah World Book Fair

05 to 15 December 2006

International book fair organized by the Department of Cultural & Information, Government of Sharjah