

hardware+tools

MIDDLE EAST

The 12th edition of Hardware+Tools Middle East reflected the latest trends and developments in the Hardware, Tools, Materials and Machinery industry.

4,316 trade visitors from **64** countries attended the exhibition.

250 Exhibitors from **12** countries presented over **450** brands, products and services to key buyers, decision makers and industry professionals.

This year's exhibition was officially opened by **Eng. Essa Al Maidoor, Chairman, Society of Engineers – UAE.**

Once again the **Demo Area** attracted great attention at the event where visitors were given the opportunity to experiment with a range of drilling, grinding, welding and cutting tools.

The Middle East Construction Forum was organised in association with the Society of Engineers – UAE, for the first time in 2011. The event took place over two days of the exhibition and enjoyed great success among the construction professionals, with an impressive **173** delegates in attendance.



Visitor's Feedback

4,316 trade visitors attended this year's exhibition. The top **5** visiting countries outside of UAE confirmed as: Saudi Arabia, Iran, Oman, India and Bahrain.

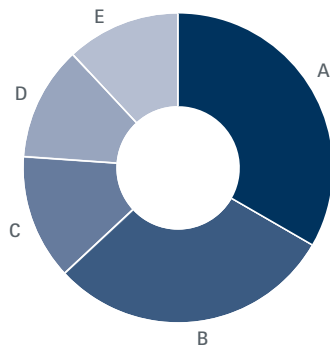
75% of the visitors are involved in the purchasing process.

"The quality of the visitors was better than expected. It was interesting to see new products and innovations at the show. It's a great opportunity for visitors to see a variety of products and to try them out for themselves."

Arwani Trading
Mr. Hani Arwani, Sales Manager



Top 5 reasons to visit Hardware+Tools

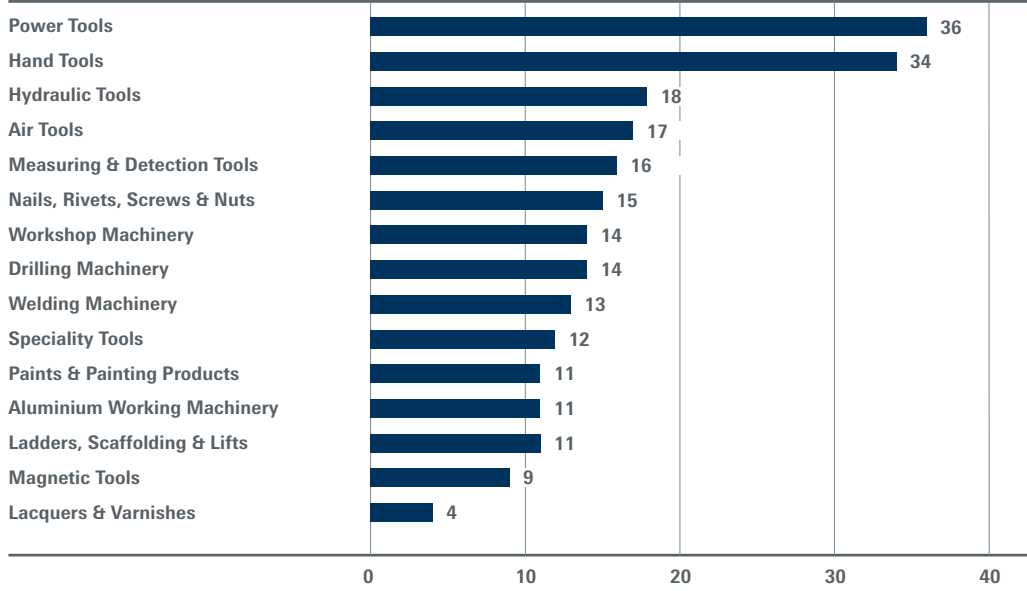


- A 28% To find a specific product or services
- B 25% To be up to date with new products and trends
- C 11% To meet new / potential business partners
- D 10% To meet existing business partners
- E 10% To prepare purchasing decisions

71% of the visitors have initiated business with new or existing suppliers.

What are your main areas of interest?

Figures in %



72% of all visitors met their expectations and were very satisfied.

92% of them will visit the exhibition again in 2012.



Exhibitor's Feedback



250 Exhibitors showcased their products and services and the latest trends and developments in the industry.

Main reasons for exhibiting

(all figures in %)



71% of the exhibitors stated adequate to very successful in meeting their objectives.

73% of the exhibitors intend to either increase or take the same stand size in 2012.





Demo Area



The Live Demo Area on the show floor proved to be a big success with **Makita, Einhell, Leica Geosystems** and **3M** using the platform as a way to demonstrate their products to trade visitors in a more interactive environment. The Demo Area featured demonstrations by Makita, who showed off their wood working tools, rotary hammer, demolition hammer and breakers. A demo by 3M which featured the benefits of combining 3M Accessories and Abrasives with 3M's Power Tools. The entire range of Laser Distance Meters were on show by Leica; while Einhill showed off their wood working machinery and various types of saws.



"We got much attention with the live demo area." Makita featured a new range of garden tools as well as new lithium ion cordless tools which are environmentally friendly products, at the exhibition.

Makita

Mr. Reji George, General Manager, A/C, Ref & Tools Division

"We launched a new range of power tools and we wanted to showcase this range. The demo helped to attract more attention."

3M Gulf Ltd.

Mr. Prashant Sadalgekar, Technical Services, Abrasive Systems Division



Powered by:





Eng. Essa Al Madoor
Chairman
Society of Engineers - UAE



John Mills
Project Director for Burj Khalifa
Hyder Consulting



Middle East Construction Forum



جمعية المهندسين - الإمارات العربية المتحدة
SOCIETY of ENGINEERS - UAE

The widely anticipated Middle East Construction Forum, organised in association with Society of Engineers – UAE, aimed to throw light on new developments, innovations and legislation that are changing the way the industry functions in the international arena.

The Middle East Construction Forum had been very well received by 173 construction professionals, project managers, engineers, contractors, consultants, developers, facility managers, architects and designers.

The programme included a presentation on the make up of the world's tallest tower, an overview on best practices in construction projects and an analysis on the causes of project delays in the Gulf region.

The Forum looked at the latest trends and developments within the regional construction industry and also dealt with some of the real challenges faced by the industry.

The forum ran for two days and added feature to this year's edition of Hardware+Tools Middle East. Each participant was awarded certificates for attaining PDU's (Professional Development Units) from PMI (Project Management Institute).



About the Organiser:

Epoc Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's largest trade fair organiser, with 450 million* euros in sales and more than 1,700 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany.

* Preliminary figures (2010)

For more information, please visit our website at:
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