

garden+landscaping

MIDDLE EAST



POST SHOW REPORT 2010

The 7th edition of Garden+Landscaping ME, the region's only dedicated international trade fair for the garden, landscaping and outdoor living industry, took place between 31st October – 2nd November 2010.

This year Garden+Landscaping Middle East ran in conjunction with Light Middle East and was inaugurated by Her Excellency Dr. Mariam El Shenasi from the UAE Ministry of Environment and Water. The show focused on "innovation and sustainability in design" and was the ideal platform to meet with the industrial professionals from the Middle East.

Visitors came from 76 countries to meet with an international variety of exhibitors. Attendance crossed 5714 trade visitors, who gathered to search for business opportunities and increase their market exposure in the Middle East.

One of the key new features of 2010 edition was Green Talks conference, which was organized for the first time along with the Garden+Landscaping ME 2010 exhibition.

The following pages provide you with an extensive overview of the 2010 edition of Garden+Landscaping Middle East. Should you require any further assistance, please do not hesitate to contact us.

Garden+Landscaping ME Team

The 2010 Garden+Landscaping Middle East exhibition was supported by:

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Exhibitors' Feedback

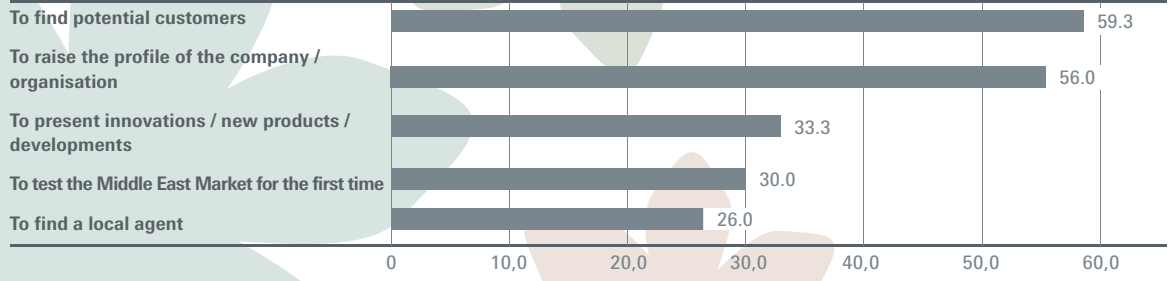
"The media attention was great and the live radio broadcast which we participated in on the 1st day brought visitors to our stand. People to our stand have been much better than in previous years. We met a lot of landscapers, architects – the end users who are actually using the products and were quite interested in our products. We launched a whole range of new products and the exhibition was brilliant for the brand building and awareness for these new products."

Mohammed Namil, Area Sales Manager, Key Accounts, Home and Garden - Kaercher

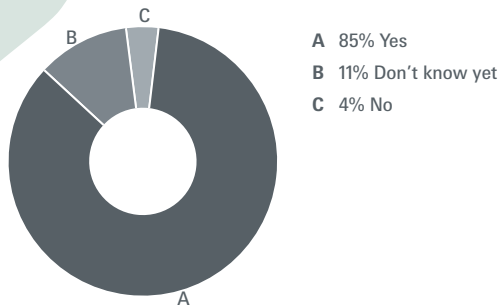
Exhibitors came from 17 countries, and showcased the latest trends and products available to the garden, landscaping and outdoor living industry. To find a potential customer was the exhibitors' prevailing objective for taking part at Garden+Landscaping Middle East 2010.

Top 5 reasons for exhibiting

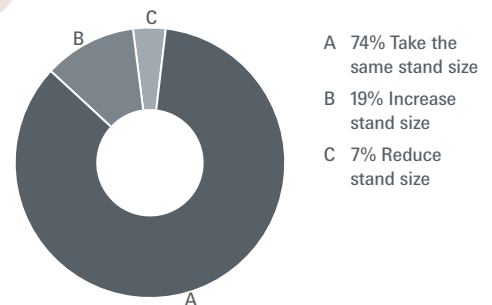
(all figures in %)



Will you exhibit again in 2011?



93% of the exhibitors of this year's Garden+Landscaping Middle East intend to either increase or take the same stand size



89% of the exhibitors met with their objectives participating at GLME 2010.

77% of the exhibitors rated the return of the investment from very good to adequate.

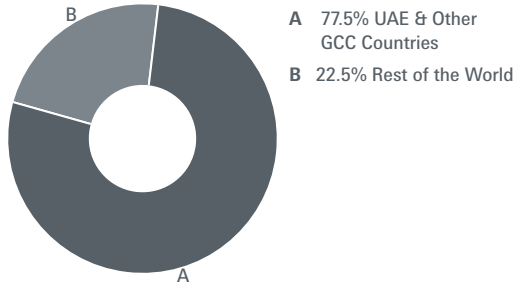


Visitors' Feedback

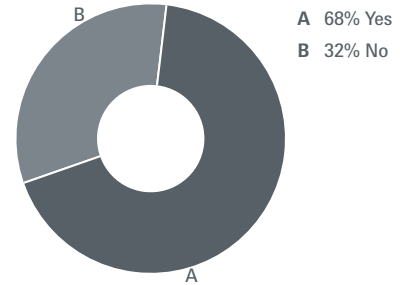


5714 trade visitors attended the exhibition this year. The majority of visitors were very satisfied with their visits to the exhibition, with 90% wanting to come back next year according to the independent survey conducted by Info Salons (Middle East) Pty.Ltd. LLC on behalf of Epoc Messe Frankfurt GmbH.

Where is your company/office located?

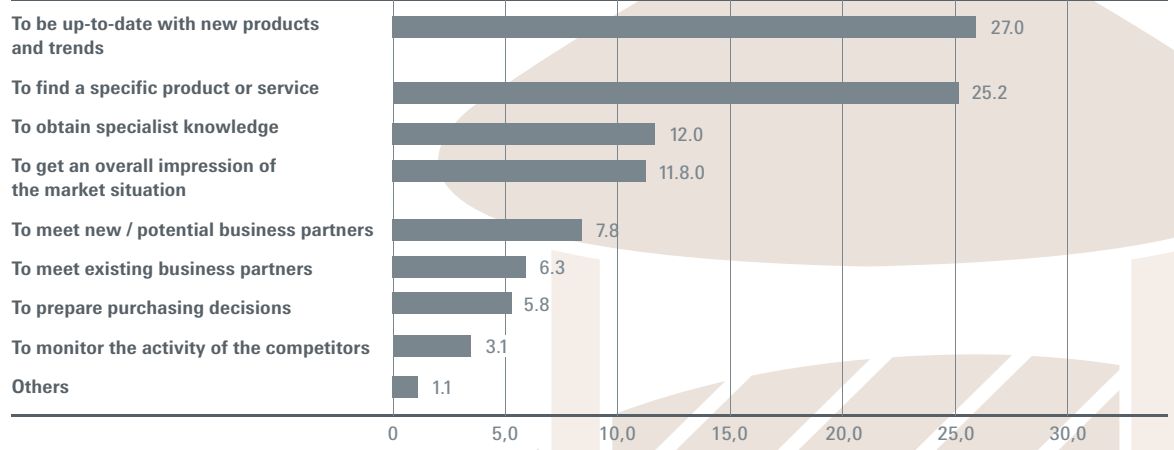


Have you come across any new products or services of interest during the show?



Which objectives are you pursuing in visiting this trade show?

(all figures in %)



"Brilliant show. Best show I have ever done. I do 20 trade shows across the GCC every year and this one has far exceeded all expectations both with the volume and quality of the professional visitor that attended the show. Not only did we get numerous enquiries but also actually took orders at the exhibition for projects in connection with landscaping for our wooden timber decking with a projected value exceeding US\$ 2 mn."

Mr. Albert Douglas, CEO , Alomi

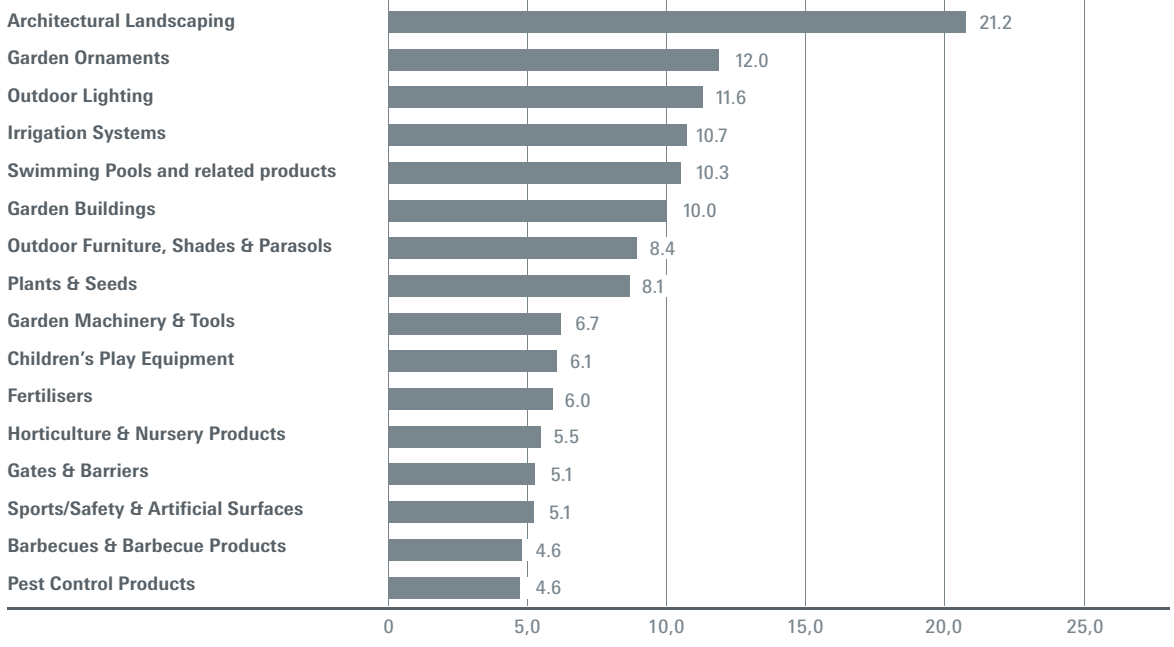


Visitors' Feedback



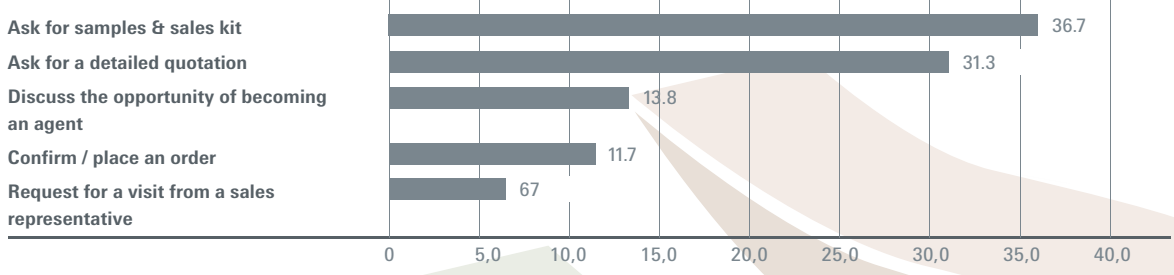
What are your main areas of interest?

(all figures in %)

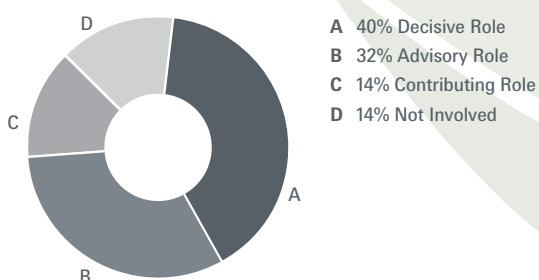


As a result of your visit at Garden+Landscaping ME, what actions are you likely to take?

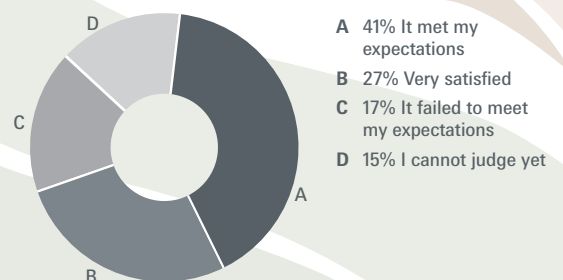
(all figures in %)



What is your involvement in purchasing?



Overall, how satisfied are you with your visit?





Green Talks



One of the key new features in the 2010 edition was Green Talks. Keynote speakers focused on the latest innovations and green technology available in the garden and landscaping industry. Green Talks was a part of the Green ME: "What Makes you Green?" Conference is co-organized by Sesam Business Consultants.

Among the renowned experts making presentations at Green Talks was Karl Heinz Braun, Export Manager Eastern Europe, Middle East, Africa and South America for ZinCo – Al Yousuf Agricultural and Landscaping LLC and Mohammed Hassan Al Fardan, Head of Promotion and Recreation Office Public Parks and Horticulture Department, Dubai Municipality.

"It's our first time exhibiting at Garden+Landscaping Middle East and we're very satisfied with the clients we have had. I think we got clients from everywhere. The exhibition is an opportunity to build the brand and establish ourselves as a landscaping company and we've achieved that. For brand building it helped us a lot."

Paul Toscana, Director - Toscana Landscaping



About the Organiser

Epic 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.

The successful portfolio of events of Epic Messe Frankfurt GmbH in Dubai includes: Intersec Trade Fair and Conference, Hardware+Tools Middle East, Beautyworld Middle East, Automechanika Middle East, Materials Handling Middle East, Garden+Landscaping Middle East and now also Paperworld Middle East and Playworld Middle East.

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

* Preliminary figures (2010)

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