

playworld

MIDDLE EAST

7–9 March, 2011

Dubai International Convention and Exhibition Centre
Dubai, United Arab Emirates

The world of kids –
toys, games and
children's lifestyle

Playworld Middle East:

Enter the world of kids – everything from toys, hobbies and baby products to children's furniture and more...

The Exhibition

Playworld Middle East is the re-branded trade exhibition formerly known as Middle East Toy Fair which Epoc Messe Frankfurt GmbH has run since 2002 in Dubai.

The product portfolio for Playworld Middle East has expanded, and in addition to toys, games and baby products it now also includes children's furniture, clothing, playground equipment and so much more.

The Market

The trading market in the Middle East is characterised by its distributors' network. Their contacts and knowledge of the local market are of great value to any international company wanting to sell their products in this region, where personal contacts still play a vital role in business life.

The main countries of re-export are Africa (North, West and East Africa), Iran, Iraq, Afghanistan and other countries which are difficult to reach directly from the manufacturing countries.

Dubai continues to be a promising market serving the Middle East, Africa and Asian region for trade fairs and other events. The Dubai economy is expected to rebound with 2% growth in 2010, according to a December 2009 report by Merrill Lynch Wealth Management. The gross domestic product, or GDP, of

Whether you are a buyer searching for the hottest trends, an exhibitor ready to showcase your innovative products, or a trade professional wanting to discover the next great product for kids, Playworld will bring together a large number of worldwide professionals, especially from the Middle East region.

Make sure you are a part of it!

the United Arab Emirates (UAE) is forecast to record a stronger growth of 4.5% in 2011 in tandem with the same growth pace set by Saudi Arabia and Kuwait.

According to NPD Group, sales in the UAE toy market increased 17% in 2008, while the market worldwide shrank 0.8%. The toy market in the UAE grew up to US\$379 million as people spent more on their children.

The proportion of board games sales and outdoor games over other toys increased to 17% in 2008 from 15% in 2007. The UAE toy market is ranked 15th in the world in 2008 in terms of growth, and 31st in terms of overall market share.



Why exhibit at Playworld Middle East?

Decision makers prefer trade shows.

Creating the ideal business-to-business environment, Playworld Middle East brings prospects directly to you! Given the value of their time, what does it say about a prospect who invests a day to visit an exhibition? It says they have a reason to be there. It says they are serious buyers in active buying mode.

So, book your stand and harness all five senses to make your company's products and services come to life.

Exhibitor Product Profile



Baby, Infant & Pre-School Toys & Products:

High chairs, cots, strollers, car seats, baby fashion, baby furniture, children's personal grooming products and cosmetics, soft toys, learning products, wooden toys



Children's Lifestyle:

Children's furniture, children's clothing, shoes & bags, children's entertainment, children's watches, travel and holidays



Booking Details

Raw space starting at US\$ 365 per sqm

Shell scheme full package starting at US\$ 415 per sqm

Marketing and Sponsorship Opportunities

Ensure that you reach your marketing goals!

Our team has put together a number of interesting marketing tools and features that can be sponsored by our participants, in order to ensure they receive maximum exposure to their target audience.

Please contact the show team for more information at playworld@uae.messefrankfurt.com

Visitor Profile

- Toy stores
- Baby product stores
- Pre-school stores
- Home & household stores
- Department stores, supermarkets, hypermarkets
- Sports stores
- Nursery schools, kindergartens, play centres, playgrounds
- Doctors, health care centres, pharmacies
- Sports clubs
- Book / stationery stores
- Schools, teachers
- Gift shops
- Duty-free shops
- Toys and leisure products shops and distributors

NEW in 2011

Playworld Middle East runs together with Paperworld Middle East and Festivalworld Middle East. This set of shows brings together a wide variety of exhibitors and visitors that will shape the industry in the Middle East and beyond. Make sure you are part of it!

paperworld

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festivalworld

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Toys and Games:

Licensing, cartoon characters and accessories, board games, video / computer games, musical instruments, magic sets, joke products, collecting kits



Bicycles and Sport Equipment:

Tricycles, scooters, skateboards, sports toys, outdoor toys, outside playground equipment, kindergarten & playground equipment



Dolls:

Baby dolls, plush, play houses, dolls' clothing & accessories, puppets, super hero and action figure toys



Models and Electronics:

Model kits, building blocks, mechanical toys, electronic / battery operated toys, electronics for children (radios, stereos, clocks), recorded music CDs, cassettes), radio controlled kits and cars, car tracks & accessories

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