

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

Fair Date	07– 09. March 2011
Opening Hours	10:00– 19:00
Location	Dubai International Convention and Exhibition Centre, United Arab Emirates
Exhibition Space	3,850 sqm gross (2011)
Exhibitors	95 (2011)
Visitors	6,000 (2011)

Product Groups	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 Toys and Games Licensing, cartoon characters and accessories, plush toys, 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, 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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Participation Fee	1 side open: US\$ 365.00 per sqm 2 side open: US\$ 375.00 per sqm 3 side open: US\$ 385.00 per sqm 4 side open: US\$ 395.00 per sqm Shell Scheme build: additional US\$ 50 per sqm No VAT is currently charged in the United Arab Emirates. If VAT tax is introduced by the UAE government, these charges need to be added retroactively and paid by the exhibitor.
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Admission Fee	Free admission. Trade visitors only.
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Organiser	Epoc Messe Frankfurt GmbH, Dubai
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Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.