

# SPECIAL REPORT 2017

Book a stand in our Playworld zone and meet the major players in the industry! This is a boutique area dedicated to all things kids, within Paperworld Middle East, our show for the stationery and back to school markets.

## SHOW PROFILE

- Edition** : 8<sup>th</sup>
- Date** : 27 Feb – 1 Mar 2018
- Time** : 10:00 am - 6:00 pm
- Venue** : Dubai International Convention and Exhibition Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Total Gross Sqm.** : 10,532 sqm.\*
- Exhibitors** : 313\*
- Visitors** : 6,443\*

\*2017 results, co-located with Paperworld Middle East

### BUSINESS MATCHMAKING PROGRAM

Connect with the right exhibitors prior to your visit and set up appointments during the show dates.

1. Pre-Register online
2. Look out for your Username and Password
3. View your personalised exhibitor matching report
4. Access and schedule meetings via the online diary
5. Plan your visit to the exhibition

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

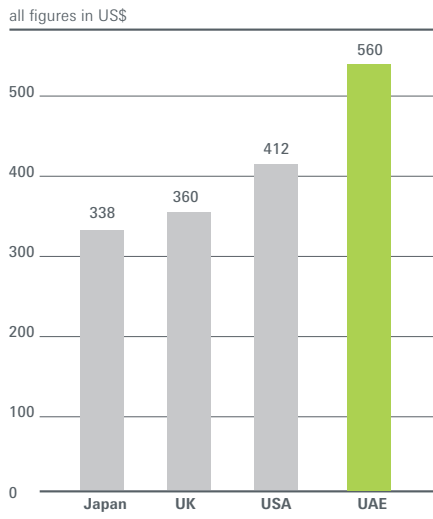


[www.playworldME.com](http://www.playworldME.com)

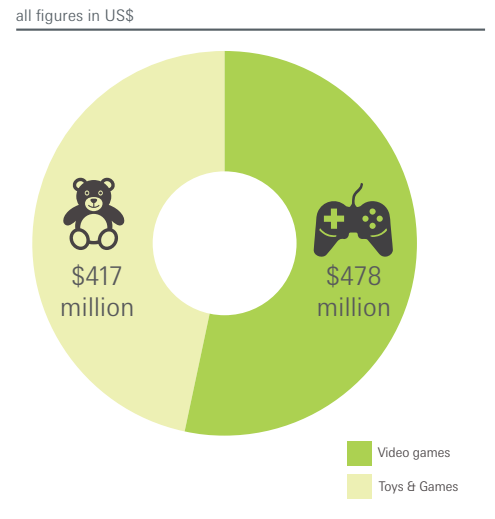
The 2016 Per household spend on toys and games in the UAE was \$560, which puts it ahead of leading markets such as The USA, UK and Japan.

In 2016 the retail value of \$895 million was split almost equally between traditional games and video game hardware and software.

### Countrywise per capita spend



### Retail Value in the UAE, 2016



### THE BENEFITS OF DOING BUSINESS IN THE UAE

- Zero taxes on earnings
- Strategic geographical location
- Popular hub for trade & commerce
- Comparatively low export duty
- World-class infrastructure
- Stable and diversified economy

According to a recent report compiled by Euromonitor, international toy manufacturers are beginning to consider the UAE as a prime base to establish their presence within the GCC region.

Some of the region's major retailers and buyers who attended the last show included:



Organised by: messe frankfurt