

hardware+tools

MIDDLE EAST

19 – 21 October 2020

Dubai World Trade Centre, UAE

**The 21st edition of the International Trade Fair
for Tools, Hardware, Materials and Machinery**

www.hardwaretoolsME.com



Be at the forefront of cutting-edge possibilities

Galvanise your business presence in key emerging markets at the region's only dedicated show for the construction, fabrication and technical industries.

Now in its 21st year, Hardware+Tools Middle East is the ultimate platform to meet buyers from a wide range of industries who are eager to source innovative solutions for projects of varying scale and complexity.

Get ready to display your latest product ranges, explore promising new trends and make valuable connections to grow your business in the region at the show's upcoming 2020 edition.

Reasons to exhibit

- The only exhibition of its kind in the region for the hardware, tools, materials and machinery industry
- Your opportunity to reach beyond the UAE, as the show attracts targeted buyers from the GCC, Middle East, Indian Subcontinent and Africa (61 countries in the 2019 edition)
- Dubai, the hub for the MENA region, is the ideal location to educate the market about your products, as it gives you easy access to major players in the regional construction and infrastructure industries
- A way to monitor competitors and collect market information
- A great platform for brand exposure and recognition

Show figures 2019

160 Exhibitors

2,482* Trade Visitors

3 Country Pavilions

61* Countries

130+ Brands

**Total includes Hardware+Tools Middle East visitors and Automechanika Dubai crossovers*



"The benefit for us is the networking opportunity to spread our message."

"We secured a couple of promising business leads at the show."

Neil Harrington
Kingsbury

"This year we had a good result networking with potential partners and distributors."

Nobuyuki Sasaki
Muratec



Middle East's Best Welder Competition

Knowledge Partner



In collaboration with the Middle East Industrial Training Institute (MEITI), Hardware+Tools Middle East 2020 will bring together the most skilled welding professionals in the UAE for the Middle East's Best Welder Competition.

Participants will showcase their welding skills over three rounds during the show to win an Institutional Certificate, trophies and recognition for their company.

www.hardwaretoolsME.com/Best-welder



Additive Manufacturing Middle East Conference

Recent advancements in 3D Printing have transformed the Additive Manufacturing industry into one of the most dynamic areas of innovation which presents exciting possibilities for construction, manufacturing, automotive and many other critical industries.

The Additive Manufacturing Middle East Conference will return at Hardware+Tools Middle East 2020 to discuss the massive potential of this industry and its significance for Dubai Industrial Strategy 2030.

www.hardwaretoolsME.com/Conference

Speakers at the 2019 Additive Manufacturing Middle East Conference



Bashar El-Khasawneh
Associate Professor of Mechanical Engineering, Khalifa University



Dr. Rashid K. Abu Al-Rub, Ph.D.
Director, Advanced Digital & Additive Manufacturing (ADAM) Center, Khalifa University



Rami AlAhqar
Business Development Manager, Bosch Rexroth



Dr. Mohsen Seifi, Ph.D.
Director, Global Additive Manufacturing Programs, ASTM INTERNATIONAL



Ruba Al-Nashash
Founder, 3DNova



Dr. Ahmed Dabbagh
Director, Technology Transfer & Partnership, Sharjah Research, Technology and Innovation Park



Dr. Ghanim Kashwani, Ph.D., CEng, MICE, Post-Doctoral Associate / Civil Engineering, NYUAD



Mohamad El Khatib
Plant Manager, Consolidated Contractors Company



Dr. Fathi Finaish,
Aerospace Specialist, Mubadala



Ahmad Saleh
Partner & Head of Patents & Designs (R&D and Innovations), Al Tamimi & Co.



Julien Callanan
Managing Director, Sinterex



Sachin Halbe
Director, PWC



Martin Hamill
Business Development Manager, Kingsbury Gulf



Ashish Panjabi
COO, Jacky's Business Solutions



Dr. Bandar AlMangour
Researcher, SABIC



Paul Guillaumot
CEO, Spare Parts 3D – Singapore



Dominic Wright
Co-Founder, Generation 3D



Ahmad Rajie
Senior Manager of Design, Production and Innovation, Etihad Engineering



Yazen Sheqem
Regional Director, General Electric



Jaspreet Sidhu
Business Head, Jumbo 3D Manufacturing



Arch. Stephen Munyao Mwilu
General Manager - Construction Research, Training & Capacity Building, National Construction Authority, Kenya



Fahmi Al-Shawwa
CEO, Immensa Technology Labs



Vincent Maillet
Operations Manager, Concreate Concrete 3D Printing LLC



Karthik Ramamurthy
Regional Director & Head – Consulting, MEA & India, IPSOS



Ashok Varma
CEO, Efesto US



Suneel Kashyap
COO & Business Development Manager, Immensa Technology Labs



Dr. Oraib Al-Ketan
Post-Doctoral Fellow - Department of Mechanical Engineering, Advanced Digital and Additive Manufacturing Center (ADAM) - Khalifa University



Trent Mackenzie
Senior Consultant, KTM Consultants



Axel Fernandes
Additive Manufacturing Production Manager, Immensa Technology Labs

Visitor overview

Hardware+Tools Middle East puts you directly in touch with buyers from the region.

Visitor profile

- Import / Export
- Manufacturer
- Wholesaler
- Distributor
- Trade Agent
- Contractor: HVAC, MEP, Civil, and Fire Proofing
- Engineer
- Facility Manager
- Consultant
- Fabricator

"Within a short span of 3 days, we were able to meet more people than individually going and meeting in your premises."

Pradeep Joshi
Arwani

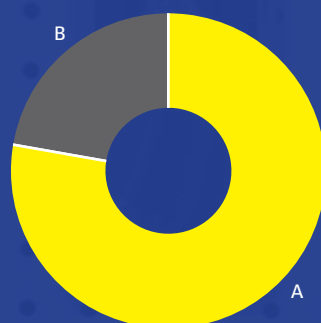
Top 10 visiting countries

- United Arab Emirates
- India
- Saudi Arabia
- China
- Oman
- Pakistan
- Bahrain
- Iran
- Jordan
- Kuwait

"We got good leads and the response was good."

Shikku Philip
Yes Machinery

Regional breakdown of visitors

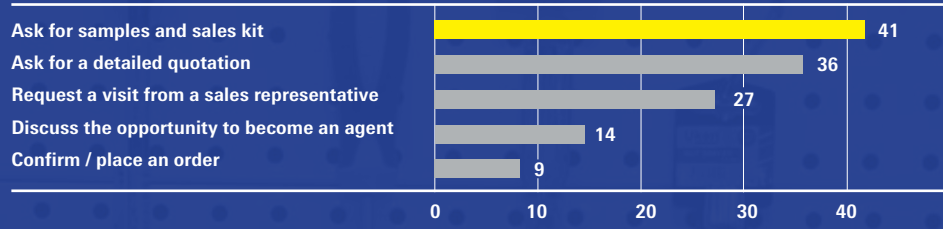


A 78% Domestic
B 22% International



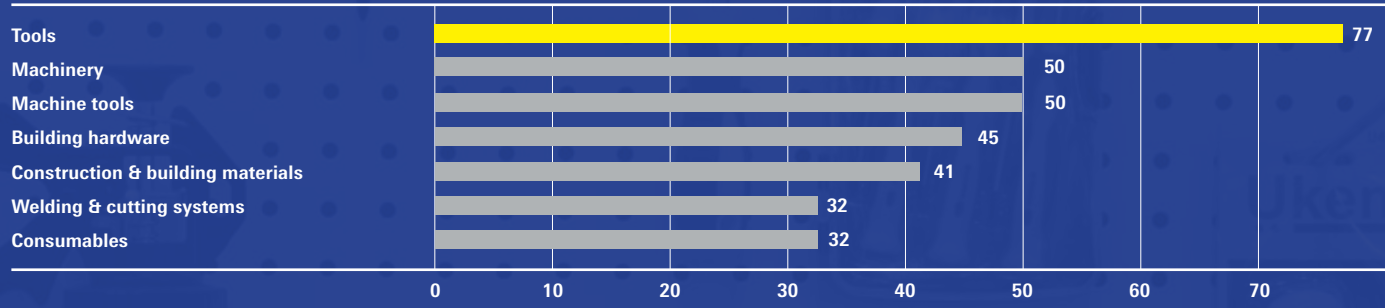
Visitors' main reasons for attending the show

(all figures in %)



Visitors' main areas of interest

(all figures in %)



"Response was very good and there were quality visitors."

Amylto Rios
Bloom

"Good event to showcase your products and services. Very decent profile of visitors. We met quality visitors who were interested in our products."

Jacob Mato
Seabery

Visitors at Hardware+Tools Middle East 2019

A to Z For Waterproofing Works	UAE
Abbas Fida Husain LLC	UAE
Abdul Latif Jameel Company Ltd	UAE
Abu Dhabi National Oil Company	UAE
Abu Dhabi Police	UAE
Abu Dhabi Quality and Conformity Council	UAE
ADNOC	UAE
Aerogulf Services	UAE
Air Win Shipping LLC	UAE
Al Ain Distribution Company	UAE
Al Dhafrah Region Municipality	UAE
Al Fajer Information and Services	UAE
Al Farid Metal works	UAE
Al Fatah Consulting engineering	UAE
Al-Futtaim engineering	UAE
Al Habtoor Group	UAE
Al Iqtan Factory LLC	UAE
Al Kawkab Al Durri Electromechanical Works	UAE
Al Mansoor Contracting	UAE
Al Mawarid General Contracting	UAE
Al Naboodah	UAE
Al Rawabi Dairy	UAE
Al Redwan Construction Co	UAE
Al Rolla Eng. Turning Workshop	UAE
Al Suwaidi Computer Co LLC	UAE
Ali & Sons Contracting Co. LLC	UAE
Alrabea Hardware trading	UAE
Altawareq Construction	UAE
Alufab Aluminium & Glass Company LLC	UAE
American University of Sharjah	UAE
Amjaad Contracting & Building	Saudi Arabia
Arkitektnik International Consulting Eng.	UAE
ASD Interior Building Contracting LLC	UAE
ASGC Group	UAE
Assets Care	UAE
Avant Consulting	UAE
Azaiba Building Contractor	UAE
Bart Engineering & Trade	Lebanon
Bauer International	UAE
Berg Industries	UAE
Bin Nawi Group	UAE
Brooklyn Metal Construction	UAE
Brothersgas Bottling & Distribution L.L.C	UAE
CIS	Lebanon
City walk Estate	UAE
Concretec	UAE

Daimler	UAE
Dapco Oman	Oman
Department of Energy - Abu Dhabi	UAE
Dewan Engineering	UAE
Drydocks World Dubai	UAE
Dubai Aluminium	UAE
Dubai Autodrome	UAE
Dubai Electricity & Water Authority (DEWA)	UAE
Dubai Government Workshop	UAE
Dubai Municipality	UAE
Dubai Police	UAE
E-Pixels	UAE
Efm	UAE
EIDA	UAE
Emaar Properties, Burj Khalifa	UAE
Emirates Airlines	UAE
Emirates Global Aluminium	UAE
Engineering Office	UAE
Etihad Airways	UAE
Etisalat Telecommunication	UAE
Eurogulf Fabrication	UAE
Fabricators Kenya	Kenya
Farhan Niaz construction company	UAE
Federal Electricity and Water Authority	UAE
Federal University of Technology Akure	Nigeria
Ford Motor Company	UAE
Fujseng Construction LLC	UAE
Future Power - MEP	UAE
Galadari Engineering Works	UAE
Galfar Engineering & Contracting	UAE
Ghurair Construction Aluminium LLC	UAE
Global Shipping and Logistics	UAE
Green Oasis General Contracting	UAE
Gulf Gas Pipelines Installations & Supply Co.	UAE
Gulf Gas pipelines Intsallation + Supply	UAE
H H The Rulers Court	UAE
High Jump Logistics	UAE
I J Tobacco Industry	UAE
IFFCO	UAE
Imdaad	UAE
Indian Oil Corporation	India
International Expertise Wood Industries	UAE
Intertractor CO LTD	Kenya
JA Resorts & Hotels	UAE
Johnson Controls	UAE
Juma Al Majid LLC	UAE
Jumeirah Golf Estate	UAE

Kanoo Logistics	UAE
Kimoha Ent. Ltd.	UAE
Layah Motors	UAE
Legacy Fabrication L.L.C.	UAE
Link Middle East Indus LLC	UAE
Lulu Group International	UAE
Mano Technical Services	UAE
Mario Associates	UAE
Marriott International	UAE
Matar Star Technical Works LLC	UAE
MC Dermot International	UAE
Meeras	UAE
Meydan Hotels and Hospitality	UAE
Ministry of Climate Change & Enivronment	UAE
Moscow Marine Eng LLC	UAE
Najmat Al Najah Buses Transport	UAE
Nasir Hussain Equipment Trading LLC	UAE
Omega Homes Building Contracting L.L.C	UAE
Paramed Intl FZCO	UAE
Petrotech Oil industries	UAE
Prestige Constructions LLC	UAE
Proconnect Logistics	UAE
Reckitt Benckiser Arabia	UAE

Road Transport Authority Dubai	UAE
Rochana Industries	UAE
SAAL Engineering Company	UAE
Sabt Industry LLC	UAE
Saver Glass	UAE
Savetech General Trading LLC	UAE
Scada Systems	UAE
Seed Engineering Consultants	UAE
Sohar Aluminium	UAE
Speedex International L.L.C	UAE
Tawazun	UAE
Tecom	UAE
Telcon International Group	UAE
The Mechanic Store	India
Toolsway Trading LLC	UAE
Top Line Furniture Industry	UAE
Unique Engineering and Manufacturing LLC	UAE
United General Engineering Works Ltd	UAE
Wade Adams Contracting LLC	UAE
White Ocean Technical Works	UAE
Yosh Hospitality Llc	UAE



Exhibitor overview

160 Exhibitors

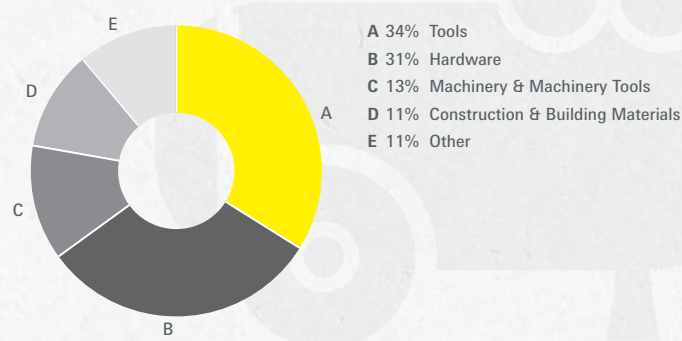
10 Exhibiting Countries

3 Country Pavilions

2019 featured brands

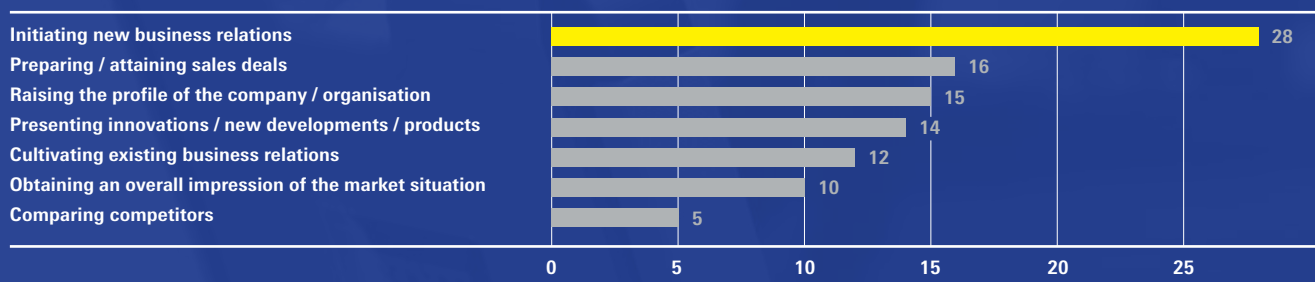


Exhibitor product categories



Exhibitors' main objectives for participating at the show

(all figures in %)



Products on display

TOOLS

- Power tools & accessories
- Hand tools & accessories
- Air tools & accessories
- Measuring & detection tools & accessories
- Hydraulic tools & accessories
- Specialty tools & accessories
- Magnetic tools & accessories

BUILDING HARDWARE

- Door hardware
- Furniture hardware
- Locks & accessories
- Window hardware

CONSUMABLES

- Abrasives
- Adhesives
- Anchors
- Fasteners
- Fittings
- Lacquers & varnishes
- Nails & rivets
- Paints & painting products
- Sealants
- Screws & nuts

CONSTRUCTION & BUILDING MATERIALS

- Aluminium
- Doors, windows & gates
- Floors & flooring
- Ladders, scaffolding & lifts

- Metal, iron & steel materials
- Plastic & rubber materials
- Wood materials

MACHINE TOOLS & MACHINERY

- Aluminium working machinery
- Woodworking machinery
- Cleaning machinery
- Workshop machineries
- Components
- Safety & PPE products
- Parts
- Moulding machinery
- Drilling machinery
- Cutting machinery
- Welding machinery
- Soldering machinery

We grow with your success

The Hardware+Tools Middle East Team values your presence at the show.

To support you in your preparation, we offer all our confirmed exhibitors various marketing tools to promote their participation at the exhibition. We hope you will make the best use of these tools!

Free marketing tools for our exhibitors

Leverage our powerful promotional tools to publicise your participation at the show and attract more quality visitors to your stand.

Exhibitors can take advantage of a variety of simple online tools for FREE marketing activities, which can be downloaded or requested easily. These can be used to communicate directly with your clients and invite them to visit you at your stand.

- Web banners
- E-newsletter presence
- Email signature
- English / Arabic e-card invitation

To avail these items, contact maria.panesa@uae.messefrankfurt.com

Public Relations

Use the power of Public Relations to increase your trade show visibility!

Our in-house Public Relations officer runs a PR campaign throughout the year with increasing activity closer to the show. Take advantage of our network of media contacts and send us your product and show-related press releases, so we can assist you in reaching a wider audience. This is an easy way to ensure maximum media coverage – in local newspapers as well as online.

Sponsorship opportunities

Be seen at the right place, at the right time.

This is a great opportunity for a company to separate itself from its competitors and stand out! As an exhibitor, you can make an outstanding impression at Hardware+Tools Middle East 2019 by taking advantage of our various sponsorship opportunities.

As a platform for sponsorship, it is unrivalled in terms of enhanced brand exposure and being increasingly visible to the most powerful decision makers, government organisations and international corporations.

- Pre-show, sponsors will be visible on our website and through our engaging e-newsletters and innovative event marketing campaigns
- During the show, our on-site and exhibition area branding opportunities reinforce the impact of your brand and create a strong association with professionals within the industry
- Post-show, the visibility continues as a compelling reminder to this esteemed audience

Contact leslie.failano@uae.messefrankfurt.com to maximise your returns from the show.

Travel Desk

For a one-stop shop for your travel and accommodation requirements, please contact our in-house travel department at tasneem.sayed@uae.messefrankfurt.com.

fairconstruction

Take advantage of our in-house stand design and construction service.

This high quality service is exclusively available to our exhibitors, starting from US\$ 90 per sqm. The range of services include design and construction of a variety of stands, from small system stands and custom-built stands to large Pavilion designs and a wide choice of rental furniture.

Fairconstruction is at your service from the beginning of your preparations till the end of the exhibition.

We can react flexibly to all challenges – giving you and your company a real home advantage.

Please contact fairconstruction@uae.messefrankfurt.com for further information.

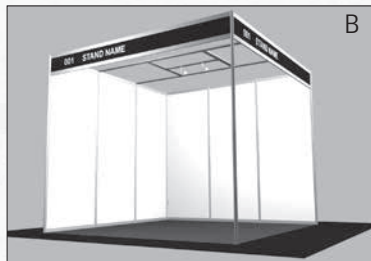
Making your participation easier.

Reserve your space now!



Space Only (A)

Choosing this option will give you plenty of opportunities to represent your company by getting a stand contractor to create a dedicated design for you. Cost: Starts from US\$ 410 per sqm. It includes editorial entry in the official show catalogue. Space-only stands are required to be a minimum of 21 sqm.



Shell Scheme (B)

The shell scheme option includes: modern Octanorm shell scheme panels, carpeting, fascia name board, one power point, lighting (3 spotlights for every 9 sqm) and an editorial in the official show catalogue.

Cost: Starts from US\$ 500 per sqm.

Shell scheme stands are required to be a minimum of 9 sqm and a maximum of 21 sqm.

Major Presence Discount:

The more space you book, the more discounts you can enjoy. Below are the discounts offered for major space bookings:

72 sqm or above - 5% off Space Rental
90 sqm or above - 10% off Space Rental
120 sqm or above - 15% off Space Rental

New Product Launch Discount: Receive 5% off if you are launching a product at the show.

Stand Costs:

Row Stand (one open side)	US\$ 420 per sqm
Corner Stand (two open sides)	US\$ 430 per sqm
Peninsula (Head-) Stand (three open sides)	US\$ 440 per sqm
Island Stand (four open sides)	US\$ 450 per sqm

Background information on Messe Frankfurt



Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensure that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries.

For more information, please visit our website at www.messefrankfurtme.com

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