

The 5th edition of the Middle East's leading showcase for Toys, Baby & Pre-school Products, Games, Hobbies, Books, Gifts, Stationery, Apparel and Licensing

May 22 - 24, 2006
Dubai World Trade Centre



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THE 2005 MIDDLE EAST TOY FAIR

The 2005 event took place at the Dubai World Trade Centre and was opened by his Highness Sheikh Hasher bin Juma Al Maktoum. Exhibitors participated from more than 30 countries including Germany, Italy, France, Spain, Netherlands, UK, Greece, Thailand, China, Taiwan, Hong Kong, Turkey, United Arab Emirates, Qatar, Jordan, Philippines, Lebanon, Malaysia, Australia, Saudi Arabia, Korea, Egypt, India, Syria and Brazil.

The show featured many national pavilions including the German Toy Association who returned to the event for their fourth time in 2004 with an excellent pavilion of leading names.

Ms Mele Hassold, German Toy Association stated, *"The Middle East Toy Fair 2005 was a great success for the exhibitors of the German Pavilion to cultivate existing contacts and prepare new business connections in the Middle East and the surrounding region. Our participants are very satisfied with the great organization and the profile of the Toy Fair and we are looking forward to returning again in 2006."*

Ms Cinzia Forlani, ASSOGIOCATTOLI, Italy said, *"We are delighted at the result of our first time participation at the Middle East Toy Fair in Dubai. The most important factor for the*

Italian companies participating in this exhibition is the broad regional visitor spread, which offered good opportunities to establishing contacts with all the Middle East market."

Mr. Vicken Setrakian, The Party Centre, Dubai commented, *"The Middle East Toy Fair 2005 was a successful platform for the Party Centre to Launch our Amscan and Anagram brands in regional markets. We had the opportunity to meet a number of serious regional business people from various trade segments. We view this show as integral part of our marketing activities for the Middle East."*

MARKET INFORMATION

■ The Middle East Toy Market is worth approx. US\$1.35 Billion per year with growth running at a level of 11.8% per annum.

■ The average yearly expenditure per child on toys and video games in the Middle East is US\$327 which makes it twice the level of children in Europe and the second largest spend after North America.

■ Dubai is the distribution hub of the region and is a gateway to 1.5 Billion consumers. The Dubai Ports Authority is ranked number 13 in the world demonstrating the volumes of consumer products that come via Dubai for distribution throughout the region.

■ The region has one of the world's fastest growing populations, rising at over 6% annually.

■ The Gulf provides a wealthy market as it has over 45% of the world's total oil supplies.

■ Shopping mall space in the Gulf has been increasing by nearly 50% each year for the last few years. Leading chains such as Toys R Us are planning a number of major new stores to be opened in many of the major new mall projects.

■ There are currently plans to spend over US\$26 Billion on building new shopping malls in the Arabian Gulf States over the next five years with

projects such as the Mall of the Emirates being built to offer 2.4 Million Square Feet of Retail Space and the Mall of the Emirates with 3.2 million square feet. In the next five years the United Arab Emirates will have over 100 Billion square feet of retail space.

■ The number of kindergartens and play centres has more than trebled in the past five years and the number of available places for primary school education has grown by 37%.

■ Over 50% of the national populations of the Arabian Gulf States are under 16 years old and the average number of children of the families of national citizens is five children.





VISITOR PROMOTION FOR THE 2006 EVENT WILL BE REGION WIDE AND WILL INCLUDE:

■ Advertising in over 30 newspapers around the region including:

Gulf States

United Arab Emirates

Gulf News
Khaleej Times
Al Khaleej
Al Ithiad
Al Bayan

Saudi Arabia

Al Sharq Al Awasat
Saudi Gazette

Oman

Al Watan
Times Of Oman

Kuwait

Al Anbaa
Arab Times

Qatar

Arrayah
Gulf Times

Bahrain

Al Ayam
Gulf Daily News

Africa

Kenya

The Daily

Nigeria

The Guardian

Tanzania

The Guardian

Ethiopia

Ethiopian Herald

Middle East

Iraq

Al Shams

Iran

Hamsharri

Libya

Al Shams

Indian Sub-Continent

India

Business India

Pakistan

Dawn

Caspian & Black Sea

Turkmenistan

Neyrainy

Azerbaijan

Serkal

Kazakistan

Karavan

Uzbekistan

Pravda Vostoka

- Direct mail of visitor invitations and full colour newsletters throughout the region to over 96,000 key buyers and specifiers.
- Colour poster campaign.
- Over 300 Radio Commercials at business drive time on English, Arabic and Hindi radio stations.
- E-mail shots to over 30,000 major purchasers.
- Fax shots to over 10,000 major purchasers.
- Full page colour advertising and visitor invitation inserts in leading regional hardware, construction and business magazines.
- A press relations campaign covering over 50 major newspapers with full supplements in 3 leading Gulf newspapers.
- Personalised invitations sent to over 3000 VIP's.

Incorporating:



RUNNING ALONG SIDE HOUSEWARES & HOMESTYLE

The Housewares & Homestyle exhibition which regularly attracts over 6,500 regional visitors will take place at the same time in the adjacent halls to the Middle East Toy Fair.

Housewares & Homestyle attracts a high volume of senior buyers from Supermarkets and Department stores who are of course major volume buyers of toys.

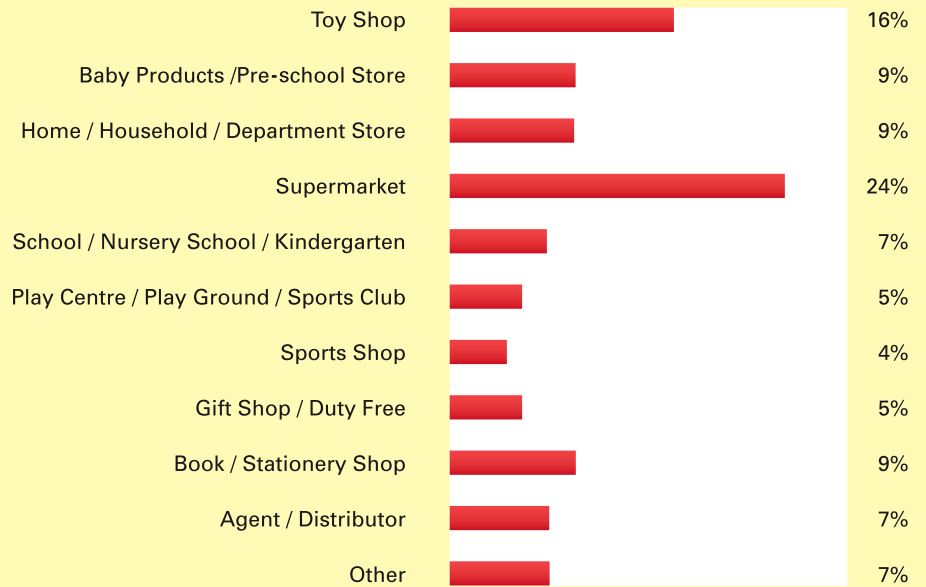
Housewares
& Homestyle
MIDDLE EAST



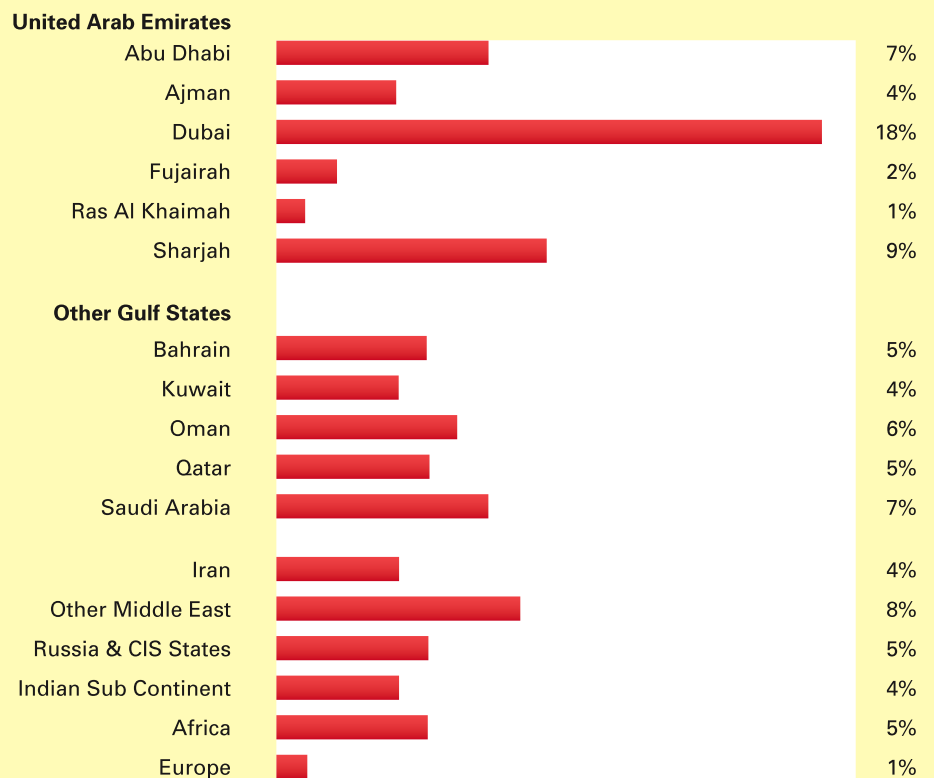


2005 VISITOR BREAKDOWN

Visitors By Business Sector



Visitors By Location





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BOOKING DETAILS

Space only - US\$365 per square metre. Includes editorial entry in the official showguide.

Shell Scheme – US\$395 per square metre. Includes modern octanorm shell scheme with white panels, fascia name board, one power point, two spotlights (per 9sqm), carpet and an editorial entry in the official showguide.



PRODUCTS ON DISPLAY AT MIDDLE EAST TOY FAIR WILL INCLUDE:-

- Baby, Infant & Pre-School Toys & Products
- Bicycles, Tricycles & Scooters
- Board Games
- Books
- Car Tracks & Accessories
- Carnival Items
- Cartoon
- Characters and Accessories
- Child Safety Products
- Children's Clothing, Shoes, & Bags
- Children's Entertainment
- Children's Furniture
- Children's Holidays
- Children's Personal Grooming Products & Cosmetics
- Children's School Equipment
- Children's Sweets, Confectionery & Soft Drinks
- Children's Watches
- Collecting Kits
- Costumes
- Dolls
- Dolls Houses & Accessories
- Electronic/Battery Operated Toys
- Electronics for Children (Radio's, Stereos, Clocks etc)
- Experimental Kits
- Festive Decorations & Products
- Garden Play Equipment
- Gifts
- Handicraft Kits
- Hobby Products
- Home Computers & Products
- Household Toys
- Inflatable Toys
- Joke Products
- Learning/Educational Toys
- Magazines
- Magic Sets
- Mechanical Toys
- Model Kits
- Models
- Musical Instruments
- Outdoor Games
- Party Supplies
- Play Ground Equipment
- Play Houses
- Puppets
- Puzzles
- Recorded Music (CD's, Cassettes etc)
- Ride On Toys
- Skate Boards, Roller Blades, & Roller Skates
- Soft Toys
- Sports Toys
- Sporting Goods
- Stationery
- Super Hero & Action Figure Toys
- Toy Parts & Accessories
- Train Sets & Accessories
- Travel & Holidays
- Uniforms
- Video/Computer Games
- Videos
- Wooden Toys

Fax Coupon

We are interested in the Middle East Toy Fair

☐ Exhibiting

☐ Visiting

Company _____

Name _____

Job Title _____

Address _____



**Epoc
Messe
Frankfurt**

City/State _____ Postal Code _____

Country _____

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Field of Company activity _____

Supported by:





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EPOC MESSE FRANKFURT GmbH

The Epoc Messe Frankfurt Dubai team has over 20 years experience of organising international trade fairs throughout the world. Their successful portfolio of events that they organise in Dubai include Materials Handling, Hardware & Tools, Automechanika Gulf, Garden, Landscaping & Outdoor Living, Housewares & Homestyle, Hometech Middle East, Beautyworld Middle East, Intersec, ISH Kitchen + Bathroom Gulf, Lightstyle - Gulf Light, The Middle East Toy Fair and the Gulf News Dubai Ideal Home Exhibition.

Epoc Messe Frankfurt is a subsidiary of Messe Frankfurt the world's third largest trade fair organiser conducting over 100 events worldwide via 15 subsidiaries. They own the fairground in Frankfurt where they own and operate many of the world's largest and most successful trade fairs such as Automechanika, Beautyworld, ISH, Lightstyle and Light & Building.

THE VENUE

The Dubai World Trade Centre is the most successful trade exhibition centre in the Middle East. It has superb facilities and is situated in the heart of the city, close to most shops and leading hotels and a short drive from the airport.

The Dubai World Trade Centre is the most well known venue in the whole of the region and holds the largest and best attended events within the Middle East.

DUBAI

Dubai is a wonderful modern and well managed city, that offers world class hotels, bars, restaurants, leisure facilities and beaches as a gateway to 1.5 Billion regional consumers.

In 2003 Dubai was voted as the safest city in the world by readers of the influential consumer travel magazine "Conde Naste Traveler".



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