



The Middle East's Leading Trade Show for Toys, Games, Hobbies, Books, Gifts, Apparel and Baby & Infant Products, Stationery & Back to School Products

28-30 May 2005

Post Show Report

Epoc Messe Frankfurt Dubai Branch GmbH

Exhibitors in 2005

The Middle East Toy Fair took place in May 2005 at the Dubai International Exhibition Centre and was opened by His Highness Sheikh Hasher bin Juma Al Maktoum, Director of Dubai Information Department.

The exhibitors came from 30 countries including Germany, Thailand, Italy, Spain, Greece, Hong Kong, UK, The Netherlands, France, South Africa, Malaysia, Slovenia, New Zealand, Saudi Arabia and China.

The largest groups of exhibitors were from Germany, Thailand and China. The official German pavilion had 16 participants, among them many leading companies such as Ravensburger, Haba, Ernst Paul Lehmann, Happy Learning, NUK and Sterntaler. On the Thai pavilion the visitors could find a wide range of products from companies such as, Apache Industrial Corporation Co, Eddu Plush, Eddu Toy, Voila and Seethong 555 Co.

The show saw a huge increase of companies showing baby and infant products as well as stationery and school equipment for kids.

Ms. Cinzia Forlani, Assogiocattoli, Italy commented; "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."

Ms. Mele Hassold from the German Toy Manufacturers Association, who were exhibiting for the fourth time, said: "The Middle East Toy Fair 2005 was a good success for the exhibitors of the German Pavilion to cultivate existing contacts and prepare new business connections in the Middle East and the surrounding regions. Our participants are very satisfied with the great organization and the profile of the Toy Fair incorporation with the Baby & Infant Expo. We are looking forward to returning again in 2006 for our 6th time. "

Ms. Eva Segura of the Spanish Association of Toy Manufacturers said: "our participation at the Toy Fair was immensely vital, as it offered new avenues for us in the immensely lucrative market of Dubai and the rest of the Middle East. The turnout of visitors at the show has been very high indeed and we are pleased to announce that we have secured several significant leads".

Visitors came from throughout the region, Africa, Far East and Eastern Europe and once again several exhibitors completed major deals at the show and reported good business for the fair. Listed below are a few comments from some of the international participants.

Mr. Nicolas Nikitas, Procos commented: "The Middle East Toy Fair 2005 was a successful and future promising fair. The visitor rate was much higher than last year and we made many contacts with visitors from different Middle East countries. The meetings were very fruitful and promising."

Mr. Antonio Perenicuez, Comercial Persan, Spain said, "This was our first time for exhibiting and the show was very good for us with many visitors."

Mr. Baudouin Florent, Graupner, Germany, "The organization of the Toy Fair was very good, everything and everyone was very professional. The quality of the visitors was also very good and we collected good contacts for R/C Modeling shops and we hope now to see more of Graupner products distributed in the Middle East."

Visitors in 2005

Over 4,780 visitors came from over 30 countries, key buyers covered the whole Arabic world

Business Sector		%
Toy Shop	743	16
Baby Products / Pre School Retailer	433	9
Home/Household/Department Store	416	9
Supermarket/Grocery Store	1171	24
School/Nursery School	328	7
Play Centre / Play Ground / Sports Club	232	5
Sports Shop	191	4
Gift Shop / Duty Free	262	5
Book / Stationery/Card Shop	429	9
Agent/Distributor/Wholesaler	331	7
Other	355	7
TOTAL	4891	102

Note some people ticked more than one category above.

Job Title		%
Owner/Partner	756	16
Chief Executive/Chairman	242	5
Managing Director/General Manager	1289	27
Sales/Marketing Director/Manager	637	13
Finance Director/Manager	381	8
Store Manager	659	14
Buyer/Purchasing Director/Manager	286	6
Teacher / Nursery Care	321	7
Other	218	5
TOTAL	4789	100

COUNTRY		%
United Arab Emirates		
Abu Dhabi	339	7
Ajman	124	3
Dubai	846	18
Fujairah	103	2
Ras Al Khaimah	167	3
Sharjah	434	9
Um Al Quwain	61	1
Total	2074	43

Gulf States		%
Bahrain	227	5
Kuwait	203	4
Oman	276	6
Qatar	243	5
Saudi Arabia	341	7
Total	1290	27

Other Middle East		%
Egypt	73	2
Iraq	56	1
Jordan	49	1
Lebanon	82	2
Syria	35	1
Turkey	79	2
Libya	53	1
Total	427	8

		%
Iran	184	4

Africa		%
Kenya	64	1
Tanzania	48	1
Morocco	39	1
Nigeria	36	1
South Africa	52	1
Uganda	23	0
Zimbabwe	19	0
Total	281	5

Indian Sub-Continent		%
Bangladesh	11	0
India	152	3
Pakistan	41	1
Total	204	4

Russia & CIS Countries		%
Russia	73	2
Azerbaijan	48	1
Khazakstan	42	1
Turkmenistan	25	1
Uzbekistan	38	1
Tajikistan	19	0
Total	245	5

Far East		%
China	9	0
Indonesia	2	0
Korea	1	0
Malaysia	2	0
Singapore	3	0
Taiwan	8	0
Total	25	1

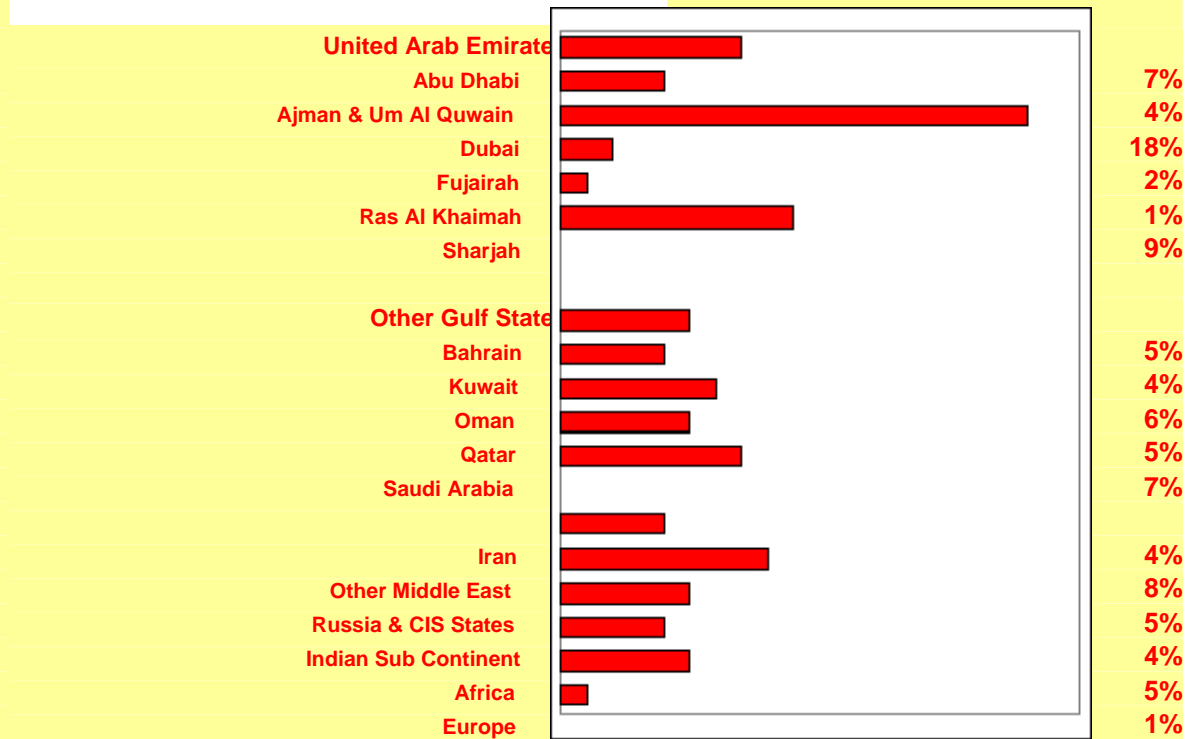
Europe		%
Belgium	2	0
Portugal	1	0
Greece	4	0
France	6	0
Germany	11	0
Italy	9	0
Netherlands	3	0
Poland	2	0
Switzerland	2	0
Spain	5	0
Sweden	2	0
UK	8	0
Total	55	1

USA	4	0
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Visitors By Business Sector



Visitors By Location



Market Facts

- The Middle East Toy Market is worth approx. US\$1.2 Billion per year.
- The average yearly expenditure per child on toys and video games in the Middle East is US\$316, which makes it twice the level of children in Europe and the second largest spending 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 the 13th largest ports facility in the world. This reflects the fact that millions of tons of consumer goods are brought in to Dubai each and re distributed throughout the region.
- The region has one of the world's fastest growing populations, rising at over 4% annually.
- The Gulf is a wealthy region as it possesses over 45% of global oil wealth.
- Shopping mall space in the Gulf has been increasing by nearly 50% each year for the last few years. With current plans to spend over US\$26 Billion on further shopping malls throughout the Arabian Gulf.
- The number of Kindergartens in the region has more than trebled in the past five years and the number of primary schools has grown by over 35%.
- With growth of the economy and the infrastructure, new developments like Palm Island, Jumeirah Islands, the World Globe project to mention a few, all means an increase in the population, which currently is rising at over 5% a year. Making this one of the fastest growing countries in the world.
- In most countries in the region more than half of the population is under the age of 20. The average family size in the region is five (5) children.
- The GDP in Qatar and Kuwait is as high as in Switzerland.

MIDDLE EAST TOY FAIR 2005 Visitor Campaign

Newspaper Advertising Programme

Saudi Arabia	Kenya	United Arab Emirates
Al Sharq Al Awasat	The Daily	Gulf News
Saudi Gazette	Nigeria	Khaleej Times
Oman	The Guardian	Al Khaleej
Al Watan	Tanzania	Al Itihad
Times Of Oman	The Guardian	Al Bayan
Kuwait	Ethiopia	
Al Anbaa	Ethiopian Herald	
Arab Times		
Qatar	India	
Arrayah	Times Of India	
Gulf Times	Pakistan	
Bharain	Dawn	
Al Ayam		
Gulf Daily News	Turkmenistan	
Iraq	Neytrainy	
Al Shams	Azerbaijan	
Iran	Serkalo	
Hamsharri	Kazakstan	
Libya	Karavan	
Al Shams	Uzbekistan	
	Pravda Vostoka	

Regional Business Magazine Adverts

Gulf Business	cooperate add
Gulf Industry	cooperate add
Hotelier ME	

Radio Campaigns

Station	Commercial Length
Dubai 92 FM	6030 seconds
Dubai Eye	6030 seconds
Saut El-Asala	6030 seconds
Dubai Eye Arabic	6030 seconds
Hum FM	6030 seconds

Magazine Advertising

Hong Kong Productivity Council
Toys, Germany
Planet Toys, Germany
Papal & Arte, Brazil
Global Sources, Hong Kong

Maekyung Buyers Guide, Korea
Korea Stationery Industry Cooperation
Sino Trade, Hong Kong

Official Media Partners

Trade Arabia
AME Info

Public Relations Campaign

Full service PR company - Orient Planet conducted PR campaign in English and Arabic throughout whole Middle East and surrounding region. The campaign covered over 50 regional newspapers, 18 business magazines, 7 TV stations, 22 Radio Stations, and 14 web based media. There were 3 supplements, one in the top Arabic paper Al Khaleej and the others in the top English papers Gulf News & Khaleej Times.

We had over 60 editorials in newspapers and magazines throughout the region. Listings and information in a variety of Middle East Web Sites, 6 radio interviews and 4 TV interviews including Dubai TV, Channel 33 and the Business Programme.

Direct Mailings

Visitor information mailing

Over 70,000 invitations were mailed to key buyers and previous visitors from throughout the region.

Colour Newsletter

Over 20,000 of the visitor invitation mailings also contained full colour event newsletters giving advance details about the exhibitors and the show events.

VIP Mailings

VIP's including heads of major business interests in the region, government officials, sheikhs and foreign government officials such as commercial attaches, ambassadors, consuls etc were sent VIP invitations for the official VIP opening of the event. This list consisted of just over 1600 people.

Hand Delivery

Newsletters and visitor invitations to organisations in Dubai and Sharjah as listed below.

Toy Shops
Baby Shops
Home/Household/Department store
Supermarket
School/Nursery school
Play Centre
Sports Shops
Gift shop
Agent/Distributor/Wholesaler

Website

www.toyfairdubai.com was created to promote the event across the web.

Fax Shots

A fax shot is being mailed to all the UAE companies listed in the directory for the following categories.

Toy Shops
Baby Shops
Home/Household/Department store
Supermarket
School/Nursery school
Play Centre
Sports Shops
Gift shop
Agent/Distributor/Wholesaler

Email Shots

Over 14,000 toy retailers, schools and play centres were sent email promotions.

Exhibitor Promotions

Gulf based exhibitors were provided with full colour newsletters, posters and visitor invitations to promote the event to their customers.

Parallel Exhibition

The Housewares & Homestyle show that took place at the same time as the Middle East Toy Fair was promoted with a similar campaign to the one above and included details on the Middle East Toy Fair.

The Organiser

The EPOC Messe Frankfurt Dubai Team has over 20 years experience of organising international trade fairs throughout the world. The successful portfolio of events that they organise includes Materials Handling & Distribution, ISH, Gulf Lightstyle, Hardware & Tools, Garden Landscaping and Outdoor Living, Housewares & Homestyle, Hometech Middle East, Home Textile Middle East, Automechanika Gulf, Intersec and Beauty World Middle East.

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

Products on Display at the Middle East Toy Fair Include

Baby, Infant & Pre-School Toys & Products	Costumes
Batteries Electronic/Battery Operated Toys	Dolls
Bicycles, Tricycles & Scooters	Dolls Houses & Accessories
Board Games	Electronics for Children (Radio's, Stereos, Clocks etc)
Books	Experimental Kits
Car Tracks & Accessories	Festive Decorations & Products
Carnival Items * Cartoon	Garden Play Equipment
Characters and Accessories	Gifts
Child Safety Products	Handicraft Kits
Children's Clothing, Shoes, & Bags	Hobby Products
Children's Entertainment	Home Computers & Products
Children's Furniture	Household Toys
Children's Holidays	Inflatable Toys
Children's Personal Grooming Products & Cosmetics	Joke Products
Children's School Equipment	Learning/Educational Toys
Children's Sweets, Confectionery & Soft Drinks	Magazines
Children's Watches	Magic Sets
Collecting Kits	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

The Venue

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

Dubai

Dubai is a popular modern city with excellent transport facilities, world class hotels restaurants and bars, excellent leisure facilities and superb beaches. Visitors come from throughout the region to Dubai for trade fairs as they enjoy the city and they know Dubai has the reputation for hosting the largest and most successful shows in the region.

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, carpet and an editorial entry in the official showguide)

Next Event

May 22-24, 2006

Contact

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