



**middle east exclusive**

luxury goods and travel retail showcase

10-12 March 2009

The 6th luxury brand and travel retail exhibition  
Dubai International Convention and Exhibition Centre, United Arab Emirates  
[www.middleeastexclusive.com](http://www.middleeastexclusive.com)



## Welcome

We will be pleased to welcome exhibitors and visitors to the 6th **middle east exclusive** exhibition in Dubai next March. The event – the only one of its kind in the region – brings together international and regional representatives of the duty free, travel retail and luxury goods industries. The impressive airport expansion plans that are currently underway in the region, linked with airline investments and increasing passenger traffic, provide suppliers and buyers alike with continued business opportunities in a region which has become a trendsetter for the rest of the world.

**middle east exclusive** is supported by Dubai Duty Free, which, with sales of \$1 billion expected in 2008, is among the top three airport retailers in the world in terms of turnover. In the months ahead, the operation's retail space will more than double with the opening of Concourse 2 and Terminal 3 at Dubai International Airport. On behalf of the Government of Dubai, we welcome your support in **middle east exclusive** and look forward to seeing you next March.

HH Sheikh Ahmed Bin Saeed Al Maktoum,  
President, Dubai Civil Aviation Authority and  
Chairman, Dubai Airports Company



“**Middle east exclusive** offers something different to any other event in the travel retail and duty free calendar. Being part of the show enables top brands to have direct access to retail operators, buyers, and distributors, and we are delighted that it has become the melting pot for new business opportunities.”

Justin Boutros,  
Chief Executive, Channels Exhibitions



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# The event

**middle east exclusive 2009**  
bringing brands and buyers together

## **From east to west**

The Middle East has long been a trading hub between Europe and Asia. It has since established a reputation as the shopping centre of the world – with luxury items and travel retail goods at its core.

**middle east exclusive** is held in Dubai, the trade and commerce epicentre of the Middle East – bringing a wealth of business opportunities by pivoting your company into the nucleus of the region's luxury goods and travel retail sectors, which are enjoying a collective investment of over \$1 trillion.

The region's luxury market has a high net worth, because:

- the bulk of the population have high disposable incomes and a propensity to spend
- Saudi Arabia has 101,000 millionaires and the UAE has over 79,000 millionaires – some of the highest proportions in the world
- over \$43 billion is invested in airport projects and travel retail expansions
- a growing sector is aged under 30
- there is a strong awareness of international brands





## Trade support

**middle east exclusive** is pleased to have the continuing support of Dubai Duty Free and the Middle East Duty Free Association (MEDFA) whose members include operators and duty free/travel retail outlets.

**Dubai Duty Free** is among the top three airport retailers in the world in terms of turnover with revenues reaching \$880 million in 2007 and an expected \$1 billion for 2008. The support of this dynamic organisation and innovative retail operator continues to provide unparalleled business opportunities for exhibitors at MEE. ([www.dubaidutyfree.com](http://www.dubaidutyfree.com))

**MEDFA** was founded to raise international awareness of the region's duty free and travel retail businesses and to ensure that key issues related to operator needs in the Middle East, Africa and the Indian sub-continent are addressed. MEDFA members are supporters of MEE and visit the show every year, thus endorsing the need and importance of an industry-led event for the Middle East region. ([www.medfa.ae](http://www.medfa.ae))



## Luxury showcase

**middle east exclusive** is a unique event which brings 600 of the world's leading luxury brands to the region's key buyers and decision makers within the travel and luxury retail industries.

Luxury goods and travel retail items are the driving force behind the retail industry in the Middle East. Consequently global brands within the following categories participate at **middle east exclusive**:

- antiques
- audio equipment
- cameras + mobile phones
- tobacco + cigars + cigarettes
- confectionary
- cosmetics
- destination products
- electronics
- fashion clothing + accessories
- fragrances
- gifts
- fine foods
- jewellery
- leather goods
- liquor + fine wines
- luggage
- sportswear
- sunglasses
- tableware
- toys
- watches + clocks
- writing instruments  
and more...





## Networking and business made easy

**middle east exclusive** is both a source for the latest premier products and branded goods – and a crucial meeting point for buyers and board level decision makers from:

- duty free retailers
- border shops
- department stores
- agents / distributors
- restaurants / hotels
- ships chandlers
- airports
- airlines
- shopping malls
- cruise lines
- boutiques
- seaports

**middle east exclusive** effectively unites 2,000 board-level members from retail organisations and businesses in around 62 markets across the booming Middle East and Indian sub-continent, plus North Africa, Russia and its neighbouring countries.



# Why participate?

## middle east exclusive 2009

### A growing event in a growing region

The Middle East continues to be one of the tourism success stories of the decade, recording the largest increase in tourism visitors last year with 46 million arrivals. This growth in air travel is triggering unprecedented opportunities for travel and luxury retail.

Additionally, consumers in the region command huge amounts of wealth with some of the highest per capita incomes (Abu Dhabi \$42,000 and Qatar \$55,000) – which is spent on luxury brands and upmarket offerings.

In 2007, **middle east exclusive** hosted over 600 international luxury and travel retail brands – which attracted over 2,000 trade visitors from 62 countries, as follows: (figures in %)

#### Visitors by type of business



#### Visitors by product interest \*



#### Visitors came from



\* Greater than 100% total because of multiple interests

## Participating at **middle east exclusive** brings tangible benefits, including:

- the opportunity to appoint distributors and agents
- winning key accounts and closing high volume business with major customers
- gaining supplier listings with duty free operators and airlines
- showing your products and brand portfolio to key stakeholders

Dubai is the undisputed capital of international brands shopping in the region and being home to nearly 200 nationalities, is truly cosmopolitan. Fast follower markets include Qatar, Kuwait, Saudi Arabia and Bahrain, which are quickly making their presence felt.

A spate of new boutiques, shopping malls and duty free stores inside expanded airport terminals – is going to offer huge potential for luxury retail. Don't miss out!

**middle east exclusive is your platform to be part of this dynamic market and region.**





## The reviews

"The success of the show underlines Dubai's growth as the world's duty free capital." **Business Intelligence Middle East**

"Crucial for developing new business in the region." **Gulf Today**

"From high fashion jewellery to premium cigars and even hand-crafted model jets, middle east exclusive is the place to be seen." **TradeArabia.com**



## Golf tournament

Alongside the Exhibitor Gala Dinner, an additional networking opportunity is provided with the launch of the **middle east exclusive golf tournament**, supported by Dubai Duty Free, taking place on 9 March 2009. For further details, please contact the organisers.



## How to exhibit?

### Stand costs

- space only / custom made stand: US\$490 per m<sup>2</sup>
- shell scheme package stand: US\$610 per m<sup>2</sup>

### Shell scheme package includes:

- 2.5 metre high silver metal modular structure with quality wood finish infill panels, suitable for hanging graphics
  - carpet, 1 x table, 3 x chairs, 1 x 13 amp socket (all per 12 m<sup>2</sup>)
  - open shelf display unit with 3 x white timber shelves \*
  - glass fronted (acrylic) display unit (open on reverse) with 2 x glass shelves, 1 x white timber shelf, 2 x down lights \*
  - 1 metre x 1 metre lockable store (per 12 m<sup>2</sup>)
  - stand name and number applied to vertical fascias
- \* *The number and type of these units depends upon the number of open sides and the size of the stand.*

### Both stand options include:

- complimentary invitations for you to distribute to your own contacts and clients
- publicity and editorial support from our PR agency
- free editorial entry in the official show catalogue
- website entry including company/product information

## The organisers

**middle east exclusive** is presented by Channels Exhibitions, a leader in the Middle East's international trade fair industry, with over 20 years experience developing trade events that attract high quality trade professionals.

For further information, please contact  
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## Word of mouth

### Exhibitors and visitors

"The main reason we visit this show is to find new products... as we have to provide new products in our stores all the time. It is a good show."

**Haitham Al Majali**

**CEO, Duty Free Shops Co, Jordan**

"The overall decor and environment of the show was very good... including the quality of the stands and level of exhibitors."

**Kamal Toulan**

**International Duty Free Trading & Agencies, Egypt**

"Very promising leads... I should congratulate the organisers for putting up such a wonderful show."

**Jilly Brain,**

**Director, JAKK Jewellery, Australia**

"The exhibition provides a great networking opportunity."

**Mohammed Emadur Rahman**

**Director, Al Haramain Perfumes**

## The numbers

12% – the average annual growth in the Middle Eastern market over the next 5 years in duty free/travel-related sales – compared to the global average of 7.6%.

**Duty Free News International**

Over the next five years, the GCC will have more than 200 retail developments occupying in excess of 11 million square feet of space, accommodating more than 27,000 retailers. The region's retail industry is expected to exceed \$500 billion by 2010.

VENUE



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

SUPPORTED BY



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