

INDUSTRIAL AUTOMATION MIDDLE EAST 2010

International Trade Fair for Factory,
Process and Industrial Building Automation

Dubai International Convention
and Exhibition Centre

9-11 February 2010



Bringing industrial automation to Middle East manufacturing.



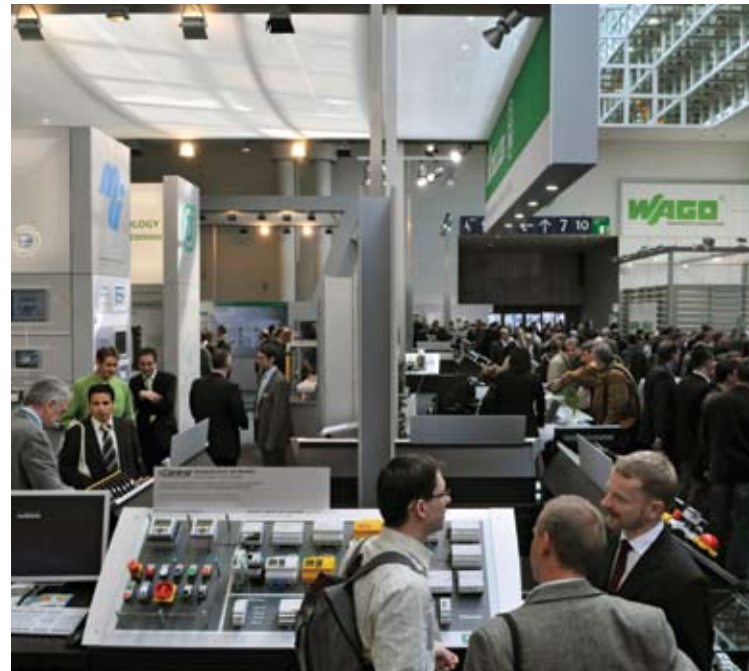
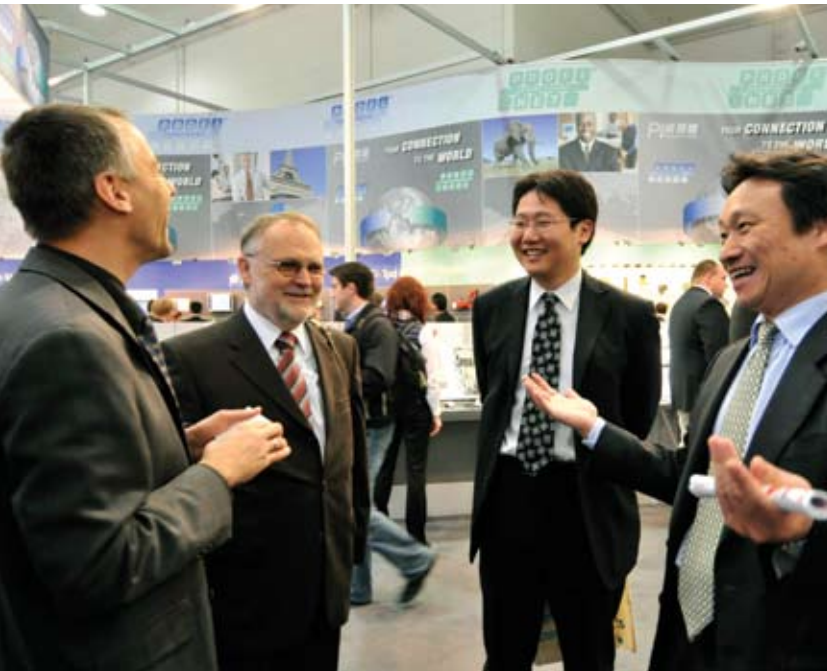
Automation is one of the main drivers to the growth of industry globally. Faster production, energy efficiency, better quality and safer production practices are foremost in the plans of industries that are incorporating automation rapidly within the entire manufacturing process. Today, Industrial Automation is an industry by itself and is growing rapidly to empower businesses worldwide, to offer a better product in a more cost effective manner.

IA MIDDLE EAST 2010 will bring for the first time to Dubai and the Middle East a unique opportunity to preview new developments in Industrial Automation. Industrial Building Automation, a key sector of the show demonstrates cutting-edge technologies that can optimize automation in all branches of industry deploying Ethernet-based control systems which enable constant communication, are highly individual and adaptable allowing for the smooth networking of manufacturing and process automation systems. Also on show will be emerging innovations in Robotics, Sensors, Electrical Systems, Measurement and Test technologies to name a few.

Organised by Deutsche Messe, IA MIDDLE EAST will be held alongside CeMAT MIDDLE EAST and Motion Drive Automation MIDDLE EAST. It will be the perfect platform and annual meeting place for key market players and leaders from technology areas to utilise the synergies that evolve from a combination of three trade shows in one venue for both visitors and exhibitors alike.



Your hunt for the best in process, factory and industrial automation ends here.



IA MIDDLE EAST 2010 is all set to be the perfect platform for companies connected with automation from around the world to showcase their products and innovations to a Middle East market that is already experiencing a manufacturing boom.

A wide cross section of investors, decision makers, professionals, engineers, technocrats, R&D managers and decision makers from the Middle East seeking industrial automation solutions to boost production processes are expected from industries like:

- Manufacturing
- Energy Industry
- Construction Machinery
- Textile Industry
- Chemical Industry
- Printing and Packaging Machinery
- Plastics & Rubber Machinery
- Machine Tools
- Food Processing
- Plant Engineering
- Communication Tools and Equipment
- Petroleum Machinery
- Government and Public Sector

Preview new directions at IA MIDDLE EAST 2010 in the following:

Factory Automation – The show will cover all aspects of integrated automation, showcasing the entire spectrum of integrated industrial solutions for manufacturing, and features a vast range of systems that combine mechanical engineering with robotics.

Robotics – The presence of Robot solutions have already proved to be a huge success at the other chapters of the exhibition and the same response is expected at IA MIDDLE EAST 2010.

Sensors – A vital application and technology in industry that is used by engineers, scientists and research professionals including academia in applying, selecting, specifying various system designs etc.

Measurement and Test Technologies – cutting edge technologies especially important for the oil and gas industry in UAE.

Why UAE and Dubai?

With the region's governments focusing on investments in the industrial manufacturing sectors, propelled by the need to diversify, providing increased employment opportunities for their nationals not only in the oil and gas industry but also in the industrial sector. Numerous industrial and manufacturing zones have been established that help stimulate the manufacturing sectors growth with visions for the future. Over 20 billion USD is the industrial capital value for sectors in the technology and industrial manufacturing areas in the GCC region and is forecasted to provide direct employment for over 300,000 individuals.

Abu Dhabi – the federal capital of the UAE and one of the world's largest oil producers have taken the lead to stimulate growth in the industrial sector with their first Industrial city (ICAD 1) that includes economic zones for building and construction. ADBIC – Abu Dhabi Basic Industries Corporation with their Polymers Park are focusing on the plastics industry. The electronics and automotive industry that is already attracting investments in excess of over 3 billion USD. The second phase (ICAD 2) has already gone on-stream with new investors in various key sectors establishing manufacturing units. Saudi Arabia, Qatar and Bahrain have similar initiatives with a combined value of over 50 billion USD.

Dubai initiatives

Dubai Industrial City (DIC): Set up on 560 million sq ft of land near Al-Maktoum International Airport and the Jebel Ali Free Zone and Port, Dubai Industrial City is designed with the aim of catalysing the growth and expansion of the industrial sector in Dubai.

TechnoPark: TechnoPark is being built on 226 million sq.ft. of land, and will function as a hub that enables research partners to access the resources of academic and research institutions, and international associations worldwide.

Dubai Maritime City: A project of phenomenal proportions, Dubai Maritime City is a peninsula reclaimed from the sea covering over 25 million sq ft with open sea access and a truly stunning location for maritime businesses.

Dubai - a global leader in commerce and the region's international trade show capital is the ideal venue for the launch of IA MIDDLE EAST 2010. Moreover, Dubai and the neighbouring GCC countries are fast developing into a large manufacturing base for numerous hi-profile industries like aviation, automotive, shipbuilding, pharmaceutical, petrochemical, cement, precious metals, machine parts and the food and agricultural sectors amongst many others.

IA MIDDLE EAST 2010 in Dubai will be the perfect annual meeting place for the region's major manufacturers to interact and do business with some of the world's leading industrial technology providers.

Why Industrial Automation is here to stay in the Middle East

- Rising awareness of quality manufacturing practices to offer a better product.
- Highly competitive market where cost effective manufacturing solutions are actively sought to ensure profitability.
- Dubai is the manufacturing hub for numerous local and international industries whose products can be cost effectively marketed across the Middle East, Africa and the CIS countries.

What you can find at IA MIDDLE EAST 2010?



PRODUCT CATEGORIES

INDUSTRIAL AUTOMATION SYSTEMS

- Assembly & handling systems, linear positioning systems
- Robotics
- Industrial image processing systems
- Control systems, PLC, SCADA
- Sensors and actuators
- Industrial PCs
- Communication, networks and field bus systems
- Embedded systems
- Measuring and test systems
- Industrial automatic data capturing and identification systems
- Laser technology
- Automation services
- Industrial building automation systems
- Safety and security systems

ELECTRICAL SYSTEMS

- Electronic and opto-electronic components
- Electric and electronic test and measuring equipment
- Lighting equipment

INDUSTRIAL IT AND SOFTWARE

- Operating systems
- Database systems, DBMS
- Program development systems
- Virtual reality systems
- Multimedia software
- Speech recognition software
- Video conferencing systems
- Internet & communication software
- Manufacturing execution systems, MES
- Product life cycle management software, PLM, computer aided design software, CAD
- Enterprise resource planning software, ERP
- Customer relationship management software, CRM
- Computer aided facility management software
- Supply chain & demand chain management systems
- Human resources software
- Quality management software
- Industrial IT services & outsourcing
- Industrial IT & software, others

Designed to grow your business.



Images of Hannover Messe 2008



Grow your business by exhibiting!

Amazing opportunity to grow your business: IA MIDDLE EAST offers you a complete platform to be seen as a solution provider and meet decision makers seeking your services in Industrial Automation industries.

Announce yourself to the target audience your business needs: Present your products and services to professionals, decision makers, representatives of Industrial Automation companies from across the region and beyond seeking to source new technology and solutions from a broad range of international products.

Take advantage of Dubai's development as a trade and business hub: As an exhibitor discover, meet and enhance your network regionally with officials from the numerous free zones, business parks and industrial cities offering investment opportunities the UAE and the neighbouring gulf countries are developing.

IA MIDDLE EAST is an industry renowned trade fair that is part of the largest technology show in the world Hannover Messe. The show also runs annually in Shanghai – China, Mumbai – India and Istanbul – Turkey.

Easily accessible to African, Asian, European and the Middle Eastern markets, the exhibition provides a unique launch pad to showcase your company's latest products and innovations.

Dedicated seminars specially designed to share new developments in Industrial Automation with participants will be a feature during the show.

The venue

IA MIDDLE EAST 2010 will be held at the Dubai International Convention & Exhibition Centre.

An enviable location in a dynamic city, flexible and versatile meeting and exhibition spaces, and impressive facilities - the Dubai International Convention and Exhibition Centre (DICEC) is a world-class venue that has it all.

More information about the venue can be found at: www.dicec.ae

Organisers

IA MIDDLE EAST 2010 is organised by Deutsche Messe, Hannover and Deutsche Messe Dubai Branch.

Powered by the Deutsche Messe international network in 70 countries, IA MIDDLE EAST will bring together leading companies of the region, professionals and decision makers along with technology seekers sourcing new business opportunities that are becoming available in the UAE and the wider Middle East.

With around 100 international trade exhibitions such as the world's largest IT show CeBIT and the annual industry event HANNOVER MESSE, Deutsche Messe is one of the largest trade fair organisers in the world.



Hannover Messe spin-offs now also in Dubai

	IAS, Shanghai/China	• 3 - 7 November 2009	www.industrial-automation-show.com
	IA India, Mumbai/India	• 10 - 13 December 2009	www.ia-india.com
	Win, Istanbul/Turkey	• 25 - 28 February 2010	www.win-fair.com
	HM, Hannover/Germany	• 19 - 23 April 2010	www.hannovermesse.de
	IA Russia, Moscow/Russia	• 28 Sept - 1 Oct 2010	

Generating interest for your success

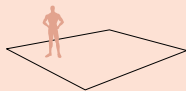
Deutsche Messe Dubai Branch has enlisted the support of national and international industry associations and media partners to promote the show and secure interest of the global business community.

Major advertising campaigns internationally and within the United Arab Emirates and the Middle East will be planned along with inserts in leading trade publications. The internet will also be used as an effective marketing tool via the show website www.ia-me.com offering online registrations. Furthermore, targeted e-newsletters and show updates will also be regularly emailed.

Last but not the least, all VIP's, trade associations and country delegations will be invited with personal invitations.

Showcase your products and services at the region's leading show for Industrial Automation

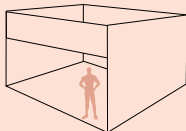
Raw Space



Stand area (minimum 21 sq m)

Price: 375 USD / sq m

Shell Scheme

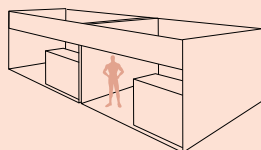


→ Stand area (min. 12 sq m)
→ Back walls and side walls (white)
→ Carpeting
→ 1 table
→ 2 chairs

→ 1 electrical socket
→ 1 name panel/fascia
→ 3 spotlights
→ 1 waste paper basket

Price: 410 USD/ sq m

International Pavilion



→ Stand area (min. 9 sq m)
→ Wall panels
→ Carpeting
→ 1 table
→ 2 chairs

→ 1 electrical socket
→ 1 name panel/fascia
→ 3 spotlights
→ 1 lockable cabinet
→ 1 waste paper basket

Additional services

A service centre will provide the following services to all exhibitors at the group stand.

- Information counter
- Contact person on site during the whole event
- Telephone and fax with IDD line, Internet access and photocopier (services will be invoiced on the basis of actual usage)
- Snacks and drinks
- Lounge area (tables and chairs)

Price: 460 USD / sq m

For further information, please contact:

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