



MDA MIDDLE EAST 2010

International Trade Fair for Motion,
Drive and Automation

Dubai International Convention
and Exhibition Centre

9-11 February 2010



Showcasing power transmission solutions in the Middle East



The demand for mechanical, electrical, hydraulic, and pneumatic power transmission systems has reached record levels. The power transmission market is becoming more and more international - and the pace of innovation is heating up.

The Middle East region's increasing demand for new technology and cost effective solutions is a huge business opportunity waiting to be tapped to its full potential. MDA MIDDLE EAST 2010 will bring for the first time to Dubai and the Middle East a not to be missed opportunity to see, meet and share the requirements of decision-makers from various user industries and to build up new networks beyond your existing sales markets.

Organised by Deutsche Messe, MDA MIDDLE EAST will be held alongside CeMAT MIDDLE EAST and IA 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.



*Strong combination with other trade fairs
Proven concept also in China, India and Turkey!*

Dubai - a global leader in commerce and the region's international trade show capital is the ideal venue for the launch of MDA MIDDLE EAST 2010. Moreover, Dubai is home to many industries like petroleum, chemicals, metals, cement, power generation, aviation and shipbuilding. Industries that can all benefit a great deal with the presence of a trade show like MDA MIDDLE EAST 2010.

Business drivers for Motion, Drive and Automation in the Middle East

- Fast growing industrial and engineering base.
- Huge dependence on power transmission and control technology from international providers
- Many international and regional industrial giants use Dubai as their base of operations for the Middle East. In fact in many cases, Dubai is the hub for Africa and the CIS countries as well.

Expect to meet with opportunity

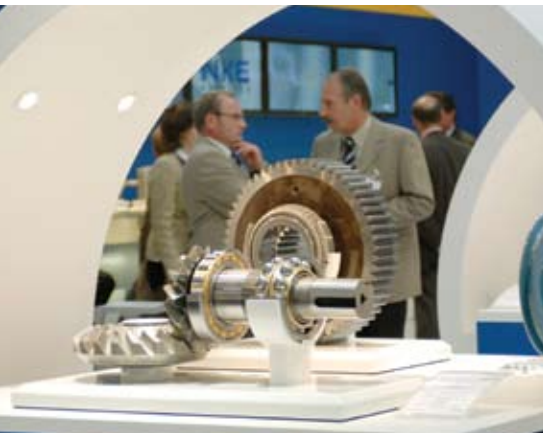
MDA MIDDLE EAST 2010 is the ideal platform for companies in the Motion, Drive and Automation industry to exhibit their products and services to a focussed audience of decision makers looking for new ideas and technology to invest in.

A wide cross section of professionals, engineers, technocrats, R&D managers and decision makers from across the Middle East is expected from industries like:

- Manufacturing
- Distributive trades
- Energy Industry
- Government and Public Sector
- 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



Who will exhibit at MDA MIDDLE EAST 2010?



PRODUCT CATEGORIES

LINEAR DRIVES, GEARS, MOTORS AND MECHANICAL TRANSMISSION SYSTEMS

- Linear motion systems
- Gears
- Electric motors & frequency inverters, motor drives
- Chain transmissions
- Belt transmissions
- Couplings and brakes
- Fasteners
- Springs

BEARINGS

- Floating bearings
- Roller bearings

HYDRAULICS AND PNEUMATICS

- Oil hydraulics
- Water hydraulics
- Pneumatics

CONDITION MONITORING AND VIBRATION REDUCTION SEALING TECHNOLOGY AND LUBRICATION

- Seals
- Lubrication systems
- Lubricants

PRODUCTION EQUIPMENT

- Equipment for production and machining of bearings
- Manufacturing equipment for mechanical transmission systems, motors and seals

SERVICES AND SOFTWARE FOR DRIVES, GEARS, HYDRAULICS AND PNEUMATICS

- Engineering services
- Software
- Support and maintenance services

COMPRESSED AIR AND VACUUM TECHNOLOGY

- Air compressors
- Compressor accessories and components
- Compressed air processing equipment, dryers, coolers, etc.
- Compressed air storage and distribution equipment
- Compressed air equipment
- Vacuum technology

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 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.

Designed to grow your business.



MDA 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 Motion Drive Automation will be a feature during the show.

The venue

MDA 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

Grow your business by exhibiting!

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

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

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.



Hannover Messe spin-offs now also in Dubai

	PTC Asia, Shanghai, China	• 26 - 29 October 2009	www.ptc-asia.com
	MDA India, Mumbai/India	• 10 - 13 December 2009	www.mda-india.com
	Win, Istanbul/Turkey	• 25 - 28 February 2010	www.win-fair.com
	HM, Hannover/Germany	• 19 - 23 April 2010	www.hannovermesse.de
	MDA Russia, Moscow/Russia	• 28 Sept - 1 Oct 2010	

Organisers

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

With around 100 international trade exhibitions such as the world's largest IT show CeBIT and the annual industry event HANNOVER MESSE, both located in Hannover, Germany. Deutsche Messe is one of the largest trade fair organisers in the world with six subsidiaries offices across the world and representatives in more than 70 countries located in every continent and offer the very best in niche international trade shows with unparalleled professional service at all times.

Generating interest for your success

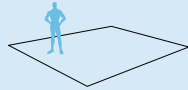
Deutsche Messe Dubai Branch has enlisted the support of national and international industry associations and media partners to promote the show and secure interest of the global business community.

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.mda-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 Motion, Drive and Automation, MDA MIDDLE EAST 2010

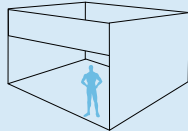
Raw Space



Stand area (minimum 21 sq m)

Price: 375 USD / sq m

Shell Scheme

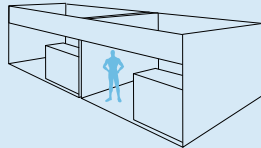


- Stand area (min. 12 sq m)
- Back walls and side walls (white)
- Carpeting
- 1 table
- 2 chairs

- 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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DUBAI CHAMBER