

# Press

Epoc Messe Frankfurt GmbH

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## **German exhibition organizer to launch three new international exhibitions in Dubai**

*Paperworld Middle East, Festivalworld Middle East, and Playworld Middle East to debut in March 2011*

Epoc Messe Frankfurt GmbH, a subsidiary of Messe Frankfurt Germany, will be introducing three new trade exhibitions to Dubai in March, 2011.

The exhibitions, to be held from March 7 to 9 at the Dubai International Convention and Exhibition Centre, are Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

“Paperworld is a proven success in its field organised by our parent company Messe Frankfurt in Germany, while Festivalworld Middle East is an adaptation of Christmasworld, another well established brand by Messe Frankfurt. We believe that there will be a significant market for these new trade shows in the Gulf and Middle East. In addition, Playworld Middle East fits well into our overall branding strategy and the three shows which are co-located share similar synergies,” said Mr. Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt.

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“Judging from the strong results we achieved for our trade fairs held in the spring-summer season the exhibitions market continues to look good for us. During the last exhibition season we achieved excellent results with three exhibitions together featuring 2,036 exhibitors and welcoming close to 40,000 visitors. These results point towards a positive outlook for the exhibitions industry.”

Paperworld Middle East is a new addition to the Paperworld brand family and a strong name to the region. Besides running the leading international trade fair for paper, office supplies and stationery in Frankfurt, the Paperworld global network also incorporates Paperworld China, which has been running in Shanghai since 2005 and is coming up shortly from September 15 – 17, and the Hong Kong International Stationery Fair.

Paperworld Middle East will be the first of its kind show to be introduced to Dubai and will focus on office supplies, office and household papers, gift articles and greeting cards, stationery and school articles.

Festivalworld Middle East, the world's leading trade fair for festive decorations will be held parallel to Paperworld Middle East. Festivalworld has been adapted to suit regional needs and covers the entire spectrum of event decoration. Messe Frankfurt will bring to Dubai a comprehensive array of products used in the decoration of events - weddings, corporate events, festivals, and seasonal celebrations and the event will showcase international trends and innovations suitable to this market.

Playworld Middle East is the region's only trade exhibition that presents the latest creative and technological innovations in the toy industry. The exhibition will present an array of products for kids of all ages - everything from toys, games and children's furniture to baby articles, dolls, models and so much more.

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's largest trade fair organiser, with 424 million Euros in sales in 2009 and more than 1,660 employees worldwide. The Messe Frankfurt Group has a presence for its customers in more than 150 countries. In 2009, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

The current portfolio of exhibitions for Epoc Messe Frankfurt in Dubai is: Intersec trade fair and conference, Automechanika Middle East, Beautyworld Middle East, Garden+Landscaping Middle East, Light Middle East, Paperworld Middle East, Playworld Middle East, Festivalworld Middle East, Hardware+Tools Middle East and Materials Handling Middle East.

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**Company profile:**

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organizer. With 424 million Euros in sales in 2009 and more than 1,660 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai includes: Intersec trade fair and conference, Materials Handling Middle East, Hardware & Tools Middle East, Garden & Landscaping Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

For more information, please visit our website at: [www.uae.messefrankfurt.com](http://www.uae.messefrankfurt.com)