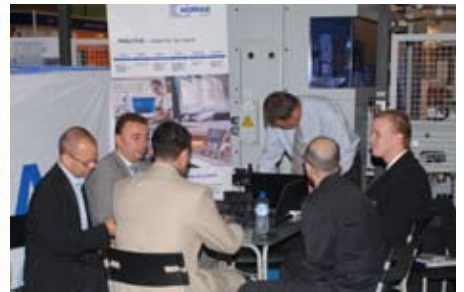
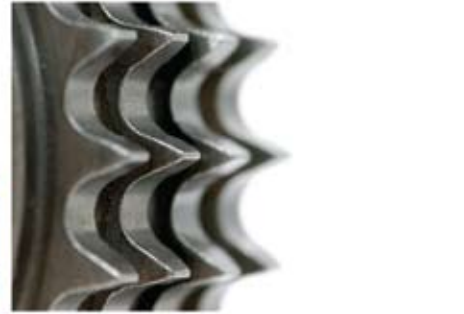




# MEMEX

Middle East Manufacturing Exhibition

4th International Trade Show for Technology, Machinery, Tools and Solutions for the Middle East Manufacturing Sector



Featuring

**industry**scape  
@MEMEX

**WOOD**  
**WORKER**  
ZONE  
@MEMEX

**28-30 November 2010**  
Abu Dhabi National Exhibition Centre  
Abu Dhabi, UAE

## Market Overview

The Middle East and Gulf Co-operation Council (GCC) countries continues to invest heavily in their industrial manufacturing sector, stimulated by and the need to diversify and reduce economic dependence on oil and gas sector.

A number of industrial and manufacturing zones have been set up across the region to stimulate growth in manufacturing. The Middle East economy is still one of the fastest growing in the world and the domestic demand for industrial products and services are still very high as US\$698 billion worth of infrastructure projects in the UAE are progressing full steam ahead despite the current economic climate, latest research shows.

According to official government figures the total cumulative industrial capital value of all non-oil and gas industrial projects in the UAE already exceeds \$20 billion.

The manufacturing industry's direct contribution to the gross domestic product (GDP) of the UAE in 2009 is 12 percent, and its indirect contribution will be 20 percent

**H.E. Sultan Bin Saeed Al Mansouri**  
Minister of Economy

Over the next five years, the government's new strategy will be to attract increased foreign direct investment into manufacturing. The UAE has a 347,000-strong labour workforce in the manufacturing sector, **Al Mansouri said.**

UAE manufacturing sector registered an impressive growth of **17.2 %** during 2008-09 period.

## Advantage Abu Dhabi

Abu Dhabi is the Capital city of the United Arab Emirates and the Government and Political centre.

Abu Dhabi is a major global economic powerhouse and one of the world's top oil producers. Its per capita GDP is the highest in the world. The emirate has entered a new era of economic liberalisation and modernisation that will transform it over the next decade into one of the world's leading commercial centres.

In terms of investment, it is Abu Dhabi that is setting the pace with the first Industrial City of Abu Dhabi (ICAD 1) which includes economic zones for base metals, building and construction products, electronics, plastics manufacturing and automotive industries and has already attracted \$2.99 billion in investment. ICAD 2 has benefited to the tune of almost \$1.63 Billion with new projects including air conditioning water chillers, architectural hardware and aluminium windows and doors manufacturing.

Abu Dhabi's sizeable investments in infrastructures, energy and the creation of numerous free and special economic zones are fostering growth in the industrial manufacturing sector. The significant increases in non-oil exports are critical to reach our objective of GDP growth. While government investment in infrastructures and utilities help provide a good environment in which to live, an essential part of this strategy is the empowerment of the private sector

**His Excellency Mohammed Omar Abdulla**  
Undersecretary for the Department of Economic  
Development, Government of Abu Dhabi.  
(At the opening of MEMEX 09)



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT

## Support from the Department of Economic Development

**MEMEX 09** received the endorsement from the Abu Dhabi Department of Economic Development (DED) The support is a major milestone as DED's involvement plays a major role in driving the show to the next level and establishing **MEMEX** as the most important industrial / manufacturing sector trade exhibition for the Middle East region held in Abu Dhabi.



## Event Overview

**MEMEX** – Middle East Manufacturing Exhibition is now regarded as the most important manufacturing sector trade show in the region. **MEMEX** offers a dedicated platform for decision makers to source the latest manufacturing technology, machinery, products and solutions.

**MEMEX** covers a wide range of industries from Metal Working to Wood Working and predominantly attracts visitors from the GCC Countries (Saudi Arabia, Qatar, UAE, Kuwait, Bahrain & Oman) and the wider Middle East region.

The last edition of **MEMEX** registered a massive 63% increase in visitors as the show increased the machinery display area by 50%.

**MEMEX** 2010 is set to double the exhibition area and will feature a dedicated area for WoodWorking and Machine Tools.

**Metal Working, Wood Working, Surface Treatment, Machine Tools and Welding** emerged as the TOP 5 product categories exhibited at **MEMEX** 09.

## Who should exhibit at MEMEX

If you offer technology, solutions, products or services in any of the following categories, you should be at **MEMEX** 2010.

### Exhibit Profile :

- Automation & Robotics
- Control & Measuring Equipment
- Economic / Free Zones
- Hand Tools
- Industrial Cities
- Metal Cutting & Forming Machine Tools
- Metal Working Machinery & Equipment
- Mould & Die
- Raw Materials & Consumables
- Rubber & Plastics Machinery & Equipment
- Safety Equipment & Clothing
- Surface Treatment
- Testing & Diagnostic Equipment
- Turnkey Solution Providers
- Warehouse / Factory Infrastructure
- Welding Machinery & Tools
- Woodworking Machinery & Tools

## Why Exhibit

**MEMEX** is an outstanding event to meet and do business with technical and business decision makers from across the Middle East & North Africa region. The show will also enable you to source new partners, make immediate sales, launch new products, be seen with other leading suppliers, generate qualified leads, and much more !

“ We’ve been very impressed by the 2009 Middle East Manufacturing Exhibition. Excellent support from build-up to breakdown. We’ve had lots of enquiries from potential customers and they have been very impressed by what they’ve seen. The event reached our highest expectations and it benefited our company immensely in terms of sales development. We would definitely like to participate in the upcoming 2010 exhibition.

Silvio Tomassoni,  
Celada, Italy

## Who will you meet at MEMEX

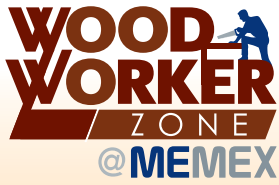
**MEMEX** Will benefit from a highly targeted marketing campaign ensuring maximum target audience reach within the Middle East region. The campaign will be a combination of direct mail, public relation activities, advertisements in regional trade magazines and newspaper along with an aggressive online campaign.

### Technical and business decision makers from the below business sectors will be at **MEMEX** 2010 :

- Building Material Manufacturers
- Dealers, Distributors & Agents
- Engineering & Contracting Companies
- Fire Protection, Safety & Security
- Manufacturers from the non-oil sector
- Metal Components & Metal Products Manufacturers
- Metal Fabricators
- Machinery & Machine Tools Agents & Distributors
- Oil & Gas Operators or Suppliers
- Plastic Products Manufacturers
- Railway, Road, Ports & Major Infrastructure Builders
- Rubber Products Manufacturers
- Shipbuilding & Ship Repair
- Wooden Products & Furniture Manufacturers



For space booking and more information on exhibiting at **MEMEX** 10, contact the **MEMEX** sales team on + 971 4 336 5161 or email at [memex@iirme.com](mailto:memex@iirme.com)



The past fifteen years have seen the woodworking industry in the Middle East change from an industry where most companies rely on traditional machinery and work by hand, to an industry using the latest in woodworking technology.

No one can hope to execute projects on the scale being built in the Middle East, without CNC technology, or without finishing lines, reliable machinery, good tooling, and the right technical support.

Realizing that the best way to support this change in the industry was to capitalize on what was developed by the most technologically advanced leaders of woodworking in the world, we bring you the best at the MEMEX Woodworker.

The Woodworker Zone at MEMEX will feature woodworking technology including CNC Technology, Finishing Lines, Tooling and Technical Support.

WoodWorker will offer the regional Furniture / Wooden products manufacturing sector with a dedicated platform to source products and services starting from the inception stage, to production flow analysis and factory layout design, to machine selection, supply, installation, commissioning and training.

## Abu Dhabi

Abu Dhabi is the capital city of the United Arab Emirates (UAE) and the largest of the seven individual emirates that make up the country. Strategically positioned at the heart of one of the most rapidly developing and prosperous regions of the world and at the crossroads of Asia, Europe and Africa, Abu Dhabi is an ideal location for Mecom. High levels of investment and development of infrastructure are contributing to the region's appeal. The main International airport is located just 25 minutes from the city centre and the city has a number of four and five-star hotels.

With 10% of the world's known oil reserves, Abu Dhabi ranks as the richest of the emirates and a global economic powerhouse in its own right. Abu Dhabi offers outstanding potential as a destination for both business and leisure.



The Dedicated Platform to Source Infrastructure and Turn-Key Solutions to Set-up, Operate and Expand in the Middle East Region.

IndustryScape is the only regional platform connecting providers of industrial infrastructure and turn-key solutions with manufacturers currently based in the Middle East, or with plans to set-up and expand in the region.

A must attend event for Economic / Free Zones, Industrial Cities and Turn-key solution Providers for the regional manufacturing sector.

## The Venue

The Abu Dhabi National Exhibition Centre (ADNEC) is one of the most modern exhibition centres in the world. The venue has already established itself as the leading venue for business to business trade shows in the region.

With 11 Halls totaling 55,000 square metres (180,000 square feet), it is also the largest exhibition venue in the Middle East. The flexible, flat-floored, interconnected halls offer endless possibilities for all types of exhibitions and events complemented by professional event services.

Situated in Abu Dhabi, which has the fastest growing industrial and high tech manufacturing base in the region, ADNEC is the perfect venue to host MEMEX and INDUSTRYSCAPE.



## Organisers



an **informa** business

Established in Dubai in 1993, IIR Middle East is the undisputed regional market leader in the exhibition, conference and training sector.

IIR Middle East organises the region's leading trade shows for a wide range of vertical markets including real estate, healthcare, banking and finance, logistics / freight, manufacturing, media, industrial oil & gas and power utilities, commanding the most comprehensive database of decision makers from the regional industrial sector.

IIR is additionally part of the **Informa Group**, the leading provider of business intelligence to a number of industries.

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