

# Light Middle East rescheduled to autumn 2010

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**Individual talks and strategic sessions with the key players in the lighting industry led to the conclusion that the timing for the upcoming Light Middle East edition, which was to be held at the Dubai International Convention & Exhibition Centre from September 27-29, 2009, would instead be preferred in autumn 2010.**

Light Middle East is the region's leading trade show and conference for urban, architectural, theatrical and retail lighting solutions.

Committed to delivering focused and high quality events to its clients, Epoc Messe Frankfurt GmbH based in Dubai, UAE, an independent subsidiary of the Messe Frankfurt Group headquartered in Germany, will continue to strive towards offering a combined and synergised platform for Light Middle East collocated with the ISH Kitchen and Bath Middle East exhibition in the autumn of 2010.

According to Dr. Michael Peters, CEO of the Messe Frankfurt Group:

'Dubai remains an important business hub for the Middle East region necessitating a presence by Messe Frankfurt in key industries. Leading companies in the lighting field as well as regional market indicators, confirm the continued need for a regional platform catering to interior, exterior, architectural, urban, and retail lighting solutions. Messe Frankfurt has the know-how in niche product exhibitions and is committed to providing a specialized platform in the region.'

According to Elisabeth Brehl, Managing Director of Epoc Messe Frankfurt GmbH: 'Running Light Middle East in Autumn 2010 together with the ISH Kitchen and Bath Middle East exhibition, will enable key buyers in the real estate, architectural and design sectors to source new products and network within a specialized exhibition environment.'

'While we regret any possible inconveniences caused to exhibitors signed up and already promoting their participation', commented Ms. Brehl, 'We look forward to working with exhibitors and supporting organizations on the 2010 edition.'

Ms. Brehl added: 'Designed to cater to outfitting development projects in the GCC (Gulf Cooperation Council) region and to enhance interior and exterior architectural, design, and functionality aspects, Light Middle East offers the perfect specialized solutions, as Dubai remains the natural business hub and travel destination for the region'.

Epoc Messe Frankfurt GmbH's continued collaboration with Sesam Business Consultants, organizers of the Green Dubai Conference, a conference series initiated in 2008 to promote increased awareness about green building standards and sustainability issues in the region, will contribute to an enhanced exhibition experience. Supporting organizations and media partners in the lighting sector such as the Professional Lighting Design Association (PLDA) and the Professional Lighting Design Magazine along with other regional and international trade publications will also contribute to the expanded promotion of the show.

Furthermore, a state-of-the-art conference program complementing both exhibitions will continue to provide an educational and awareness platform tailored to the industry's needs. Details on speakers and format will be made available in the coming months, as the 2010 annual show cycle sales and promotional activities get underway.

While the Middle East has witnessed a considerable slow-down in real estate development projects as an indirect result of the global crisis, a postponement of the exhibition to 2010 will benefit all involved participants.

Many new projects needing lighting outfitting are on the horizon in the surrounding regions within the GCC (Gulf Cooperation Council) and wider Middle East, in particular Abu Dhabi, Qatar, and Saudi Arabia.

(AME Info)