

gifts & lifestyle

MIDDLE EAST

9 – 11 March, 2020

Dubai World Trade Centre, UAE

A vibrant platform for
lifestyle, accents and gifts

www.giftslifestyleME.com



Capitalise on strategic synergies with an eye for opportunity

Launching for the first time in 2020, Gifts & Lifestyle Middle East is the ultimate platform for international brands that design innovative and creative lifestyle-related products. With dedicated sections for gifts, dining and finished leather goods, the show will provide a valuable opportunity to meet rising demand in these growing niches in the Middle East and Africa.

Gifts & Lifestyle Middle East will be co-located with the 10th edition of Paperworld Middle East, the region's largest international exhibition for stationery, office supplies and school articles, which welcomes more than 6,900 trade buyers every year.



Co-located with:

paperworld
MIDDLE EAST

Paperworld Middle East is the foremost trade exhibition for the stationery, paper and office supplies industry in the region. The 10th edition is expected to bring together over 7,000 visitors and 300+ exhibitors across 8 product sections. The trade show also features Playworld Middle East, the region's leading platform for children's toys and games.

Market Information

Retail value of the MEA dining market

US \$1.8 billion in 2018  **US \$2.5** billion in 2022

Beverageware

 **US \$719** million in 2018

Cutlery

 **US \$620** million in 2018

Dinnerware

 **US \$473** million in 2018

Interior and fit-out spend of UAE

US \$358 million in 2019



UAE retail sector to rise by **US \$63.8** billion in 2023

Value of retail projects in GCC

US \$3 billion in 2019

Source: Euromonitor International



Shape the latest trends in evolving regional markets

Gifts & Lifestyle Middle East presents exciting possibilities for artisans, manufacturers and suppliers of lifestyle-related products who are eager to bring their creative solutions to growing international markets. From regional distributors and retailers to niche local traders, make meaningful connections and explore partnership opportunities with the people who matter in the region, and beyond.



Product sections

Giving

- Trendy, designer and classic gifts
- Souvenirs
- Beauty gifts
- Gourmet gifts
- Corporate gifts
- Decorative accessories
- Photo frames, candles
- Bags and travel accessories
- Fashion accessories, leather products

Dining

- Table decoration and accessories
- Decorative objects
- Crystal ware
- Glass, porcelain, ceramics
- Metal, gold and silver items
- Small electric appliances
- Designer plastic
- Storage

Finished Leather Goods

- Handbags, wallets, purses and travel bags
- Footwear
- Accessories like belts, ties, key holders and watch bands
- Garments
- Stationery, diaries, folders and desktop items
- Briefcases and premium gifts
- Decorative items

Who should visit?

- Specialty retail trade including lifestyle and gift stores
- Department stores
- Retail stores and outlets
- Distributors, wholesalers
- Hotels, restaurants, cafés, bars
- Exporters, importers
- Corporations, commercial end-users
- Florists, flower shops
- Interior designers



Seamless support at every stage

The starting price for Raw Space is US \$435 / sqm

The Raw Space option does not include any stand fittings, flooring or electrics, but enables exhibitors to create their own individual stand build.

Early bird discount

Get **5%** off space only for bookings received by 30th September 2019.

The discount is applicable only if 30% down payment is made within 14 days of receiving the invoice.

Get in touch with us now for personalised service and assistance.

Phone : **+971 4 389 4500**

Email : giftslifestyle@uae.messefrankfurt.com

Sponsorship opportunities

Stand out from your competitors and increase your brand recognition and market exposure. Gifts & Lifestyle Middle East offers selective branding and promotional opportunities to exhibiting companies. Selected sponsorship packages are available for our participants on the show website.

Marketing Toolbox

As part of our efforts to ensure that you have a successful exhibition experience, we have the Marketing Toolbox for Gifts & Lifestyle Middle East 2020 which contains a number of FREE tools that you can use to promote your presence at the exhibition. It consists of the following tools:

- Personalised printed invitations
- Personalised e-cards
- Web banners
- Personalised email signatures
- Invitation letter / fax invitation

PR

Start spreading the news and tell people why they should visit your stand! Our in-house Public Relations Manager runs a continuous PR campaign throughout the year, with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you. We may be able to include your news in our next press release.

Book your stand now!

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Plan an exciting business trip to Dubai!

The city of Dubai is a leading regional commercial hub with state-of-the-art infrastructure and a world-class business environment. It is a dynamic international business centre with a long history of trade, as well as a thriving tourist destination. Book your travel arrangements through our in-house Travel and Hospitality Desk and take advantage of special packages.

www.giftslifestyleME.com/Travel



Background Information

Company Profile

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, THINKLIGHT, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries.

For more information, please visit our website at www.messefrankfurtme.com

Gifts & Lifestyle Middle East

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