



## Press

### **Metal Middle East celebrates première at Dubai International Convention and Exhibition Centre (DWTC)**

### **Metal Middle East, Arabia Essen Welding & Cutting and Tube Arabia from 10 to 13 January 2015**

Metal Middle East celebrated its première in Dubai from 10 to 13 January 2015. The two trade fairs Tube Arabia and Arabia Essen Welding & Cutting, a joint project of Messe Essen, Messe Düsseldorf and Al Fajer Information & Services, received a further boost through an additional event, Metal Middle East. The fifth Tube Arabia, the second Arabia Essen Welding & Cutting and the newly acquired Metal Middle East attracted 176 exhibitors from 21 countries, thus adding up to an important international trade and contact platform for the industry and for the future market of the Middle East and the United Arab Emirates. 3,541 trade visitors came to the Dubai International Convention and Exhibition Centre. Thanks to the parallel character of these events, numerous comprehensive solutions were offered for the requirements of this growing regional market, while also creating synergies on the visitors' side. Moreover, visitors were shown all the latest innovations in foundry, metalworking and thermal process engineering.

### **Infrastructural expansion leads to greater demand for metal products**

The United Arab Emirates and the Middle East are a highly attractive market for companies and investors alike. As major efforts have been made in the Gulf region to improve its transport infrastructure, the steel industry can look forward to substantial growth. The projects which are now well underway include extensions of metro networks, multibillion-dollar road construction projects, numerous bridges as well as capacity expansions of harbours and airports, to name but a few. Set against the background of EXPO 2020 in Dubai, projects in local transport and air traffic are of particular significance. In all, the Gulf states are investing US\$ 330 billion in the development of



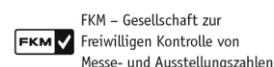
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regional airports. All these projects and a booming gas and oil industry are producing an exponential increase in demand for manufacturers of steel products and tubes and for the latest in welding technology.

Metal Middle East was supported by VDMA's (German Engineering Federation) Foundry Machinery, Metallurgical Plants and Rolling Mill specialist associations as well as the Thermo Process Engineering specialist association, CECOF (the European Committee of Industrial Furnace and Heating Equipment Associations), CEMAFON (the European Foundry Equipment Suppliers Association) and EUnited Metallurgy (the European Metallurgical Equipment Association). Tube Arabia was supported by the International Tube Association (ITA), and Arabia Essen Welding & Cutting had the support of DVS (the German Welding Society).

The Federal German Ministry of Economics and Technology (BMW) was again an official participant of all three events, providing German enterprises with the perfect platform for a presentation of their products and innovations in a joint pavilion.

As organisers of the world's leading trade fairs GIFA, METEC, THERMPROCESS and NEWCAST, Messe Düsseldorf is now contributing its expertise in this field to the Gulf region by organising its own trade fair.

Further details on Metal Middle East, Tube Arabia and Arabia Essen Welding & Cutting are available from Mr. Daniel Ryfisch at Messe Düsseldorf: [RyfischD@messe-duesseldorf.de](mailto:RyfischD@messe-duesseldorf.de), Tel.: +49 (0) 211 45 60 -7793 and Ms. Katja Burbulla: [BurbullaK@messe-duesseldorf.de](mailto:BurbullaK@messe-duesseldorf.de), Tel. +49 (0) 211 45 60 -7707

**We would appreciate a complimentary copy in the event of publication.**

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