

Press

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Hardware + Tools Middle East
2 - 4 April, 2018
Dubai International Convention and Exhibition Centre, UAE

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Stage set for return of Hardware + Tools Middle East in 2018 with all eyes on resurgent regional construction sector

Buoyant demand for tools, equipment and machinery rides on positive market sentiment and new burgeoning industries



Dubai, UAE: The stage is set for the return of the Middle East's only dedicated trade fair for tools, hardware, materials, and machinery next month in Dubai, as global manufacturers and local suppliers keep all eyes on a regional construction market that's well on the road to recovery.

More than 160 exhibitors are expected to take part in the 19th edition of Hardware + Tools Middle East, as a resurgent regional construction sector – a key driver of demand for power tools and machinery – keeps spirits high for a strong growth phase over the next five years.

According to a BMI Research report, the Middle East and North African construction market is expected to be worth US\$336 billion by 2020, up from US\$235 billion in 2016, a net growth of 43 percent.

Messe Frankfurt Middle East
P.O. Box 26761, Dubai
United Arab Emirates

Stabilised oil prices have eased pressure on governments' budgets and as a result new infrastructure and commercial projects are being flagged off in addition to ongoing projects associated with the Dubai Expo 2020 and many others such as Kuwait's International Airport expansion.

Add to that other burgeoning sectors such as aviation, aerospace, industrial, marine, agricultural, metal and wood-working – and even the home DIY sector – and demand for reliable hand and power tools and equipment to get jobs done should be on the rise.



That's the expectation from global manufacturers and channel suppliers exhibiting in next month's Hardware + Tools Middle East trade fair, which takes place from 2 – 4 April 2018 at the Dubai International Convention and Exhibition Centre.

According to the exhibition's organiser Messe Frankfurt Middle East, many exhibitors are returning this year, while a number of newcomers have entered the fray to present their solutions to wide cross-section of potential regional trade buyers and end-users.

"We're optimistic about the renewed positive sentiment that prevails in the regional hardware and tools market, and this is borne out by not only a resurgent construction sector, but by Dubai's position as a key trading partner for this segment with global economic powerhouses such as USA, China, Italy, Germany, and India," said Ahmed Pauwels, CEO of Messe Frankfurt Middle East.

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"According to Dubai Customs, the Emirate imported, exported, and re-exported AED5.07 billion worth of hardware and tools in 2016, and the

total trade with these countries comprised 52 percent of that figure.

“Hardware + Tools Middle East not only provides exhibitors comprehensive access to a wide spectrum of the most influential buyers from this burgeoning region, but also gives them a snapshot of the trends and requirements that are unique to this market,” Pauwels added.

Among the key returning exhibitors to Hardware + Tools Middle East in 2018 include Middle East Fuji, the Middle East distributor for the Nitto Kohki Power Tool range from Japan and Knipex pliers from Germany; and Dar Al Mas, the exclusive UAE distributor for German hand tool manufacturer Wiha.



Newcomers in 2018 include Junco Trading, a UAE supplier of international brands such as 3M, Cibo, Dynabrade and Loeser; and Narex, a regional distributor of industrial fabrication machinery including steel fabrication equipment and CNC cutting and welding machines.

“Junco has been a leading distributor of industrial products in the UAE for the past 23 years,” said Shyam Sunder, General Manager of Junco Trading. “We’re the authorised channel partners in the UAE for some of the world’s leading brands such as 3M (Industrial Tapes, Adhesives, abrasives and power tools), Dynabrade (pneumatic tools), CIBO (tools and abrasives), and Loeser (grinding and polishing machines).

“Our purpose of participating at Hardware + Tools Middle East 2018 is to showcase these products to visitors and show them the solutions we can offer in a variety of different industries such as marine, aerospace, architectural metal and wood-working industries, to name just a few. With our team of professional sales engineers, we provide solutions to our

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customers, adding value by reducing production cost, increasing productivity and providing superior finish concurrently,” added Sunder. Wiha too has big plans in the wider Middle East and African market through its participation at Hardware + Tools Middle East 2018, as it looks to build on its existing partnership with Dar Al Mas that was initiated at the exhibition several years ago.

“Wiha will return to Hardware + Tools Middle East in 2018 to offer professional workers in the UAE and wider Middle East a wide range of high-quality premium tools, characterised by their use of the latest manufacturing technologies, application-oriented innovations, top quality, absolute reliability and long service life,” said Ronny Lindskog, Chief Sales Officer at Wiha.



“We also plan to announce at the show a revolutionary invention in the field of fastening tools which will truly represent a quantum leap in the history of hand tools. Users can expect greater efficiency and better health with Wiha solutions thanks to maximum ergonomic standards and perfect safety in their everyday professional use.”

Hardware + Tools Middle 2018 will return with the immensely popular Tool It! Challenge, where the UAE’s finest tool operators go head-to-head in a live competition, testing skill, speed and smarts across metal working and wood working categories.

Leading brands will also deliver live demonstrations at the three-day event’s Expert Zone, a dedicated area showcasing the latest innovative solutions and machine tools shaping the future of all types of industries, from fabrication and metal working to oil & gas and outdoor landscaping.

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Hardware + Tools Middle East is a magnet for trade buyers from across the Middle East and North Africa, including distributors, retailers, exporters, importers, contractors, fabricators, consultants and industry professionals involved in the construction and industrial sectors.

The 19th edition will feature Country Pavilions from China, Thailand and Taiwan, and will host more than 160 exhibitors from 12 countries representing over 200 brands. More information is available at www.hardwaretoolsme.com.

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Notes to editors

Show Profile

Hardware+Tools is the Middle East's only dedicated event for tools, hardware materials and machinery. Industry professionals involved in the supply of equipment to or the design, construction, build or specification of commercial or residential developments understand the importance of keeping up to date with new products, services and technology in the field. Hardware+Tools Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, keep up to date with industry knowledge and source new products and solutions. The next edition will take place in May 2018 at the Dubai International Convention and Exhibition Centre. Show website: www.hardwaretoolsme.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* 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). * Preliminary figures for 2017 Further information: www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de*

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, Leatherworld 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, SPS Automation

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Middle East, The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, the Business in Beauty Summit, Think Light, and the International Conference on Future Mobility. For more information, please visit our website at www.messefrankfurtme.com