

leatherworld

MIDDLE EAST

The Middle East's premier trade show
dedicated to the leather industry

4 – 6 May, 2015

Dubai, United Arab Emirates

Explore a new landscape of rising
opportunity in the leather industry

www.leatherworldME.com



messe frankfurt

The hide you seek – From raw material to finished luxury

Italian and French luxury brand acquisitions of tanneries are not a new phenomenon. Along with soaring raw material prices and a finite number of quality hides and skins there has been an explosion in demand for high-value leather goods. Some of the world's largest luxury brands have snapped up tanners to secure supply and maintain an artisan tradition.

Additional markets with great potential in the region are India, Iran, Egypt, Jordan, Pakistan, and the African continent (Kenya, Ethiopia, and Burkina Faso among others). At Leatherworld Middle East, you will find direct channels to regional and international contacts – to decision makers, buyers and potential business partners for your company.

High raw hide prices continue to challenge manufacturers, affecting their profitability in the market. One major trend is the rise in vertical integration of tanneries by luxury brand manufacturers to ensure steady supply of high quality leather.

About Dubai

Strategically located at the crossroads of Asia, Europe and Africa, Dubai is the main business and trade hub for the entire Middle East region and beyond. Its first class logistics facilities, tourist amenities and relatively liberal policies make it one of the world's most successful and vibrant cities.

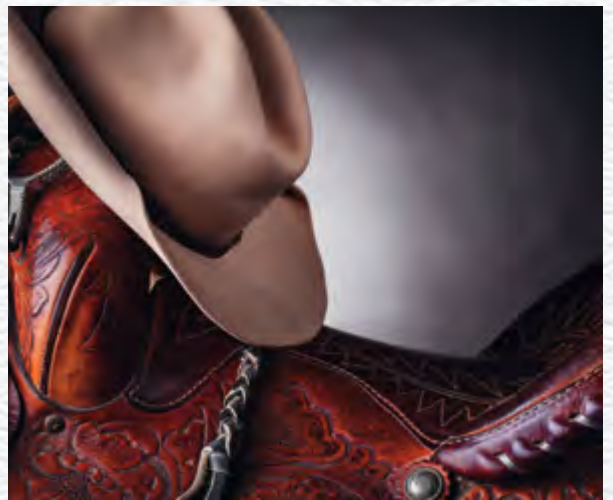
Easily accessible from Europe and Asia, Dubai makes the perfect city thanks to its state-of-the-art infrastructure, including over 20 free zones, 3 seaports and 2 international airports, out of which the new cargo airport is directly linked to the major Jebel Ali Free Zone and Port.

UAE import in millions \$ (2013)	
Leather	41.2
Leather footwear	705
Footwear components	38
Leather garments	61
Leather goods	534
Saddles & Harnesses	13



Why should you be part of Leatherworld Middle East?

- Incredible networking opportunities
- Meet your potential international partners
- Showcase your products to a targeted audience
- Gain a better understanding of the competition and collect market information



Product groups

Leather production

- Exotic leathers
- Tanneries
- Semi-finished / finished leather
- Chemicals
- Machinery and equipment
- Training and research

Finished leather goods

- Footwear
- Handcrafted leather goods
- Fashion accessories
- Bags
- Wallets
- Leather stationery items
- Leather furniture



At Leatherworld Middle East international visitors will come from Europe, Asia, Africa and the Middle East. This is your opportunity to meet them and introduce your products.

Visitors' designations

- CEO / Managing Director / President / Vice President / Director
- Production Manager
- Quality Manager
- Merchandising Manager
- Interior Designer
- Purchasing Manager
- Fashion Designer / Consultant
- Quality Controller
- Factory Owner
- Leather Technician

Visitors' profiles

- Agent houses
- Distributors / Traders
- Retailers
- Manufacturers of leather goods
- Hypermarket / Chain store
- Brand owner
- Online stores
- Private label owners
- Research & Development
- Trade association / Government agency
- Media



fairconstruction

Messe Frankfurt has its own in-house stand construction services called Fairconstruction. The range of services includes design and construction of a variety of stands ranging from small system stands and custom-built to large pavilion designs as well as a wide range of furniture rental.

- **System Stand Upgrade** – We have ready-made stands with unique structure and style that could make your booth stand out from the crowd at a very competitive price. Moreover, it can be enhanced at any time by simply adding modules required and branding presentations that will emotionally anchor your product in your customer's minds. For more details, visit our

stand configurator at www.fairconstruction.com – in just four simple steps, we can calculate your cost online.

- **Custom-built Stand** – We can design a customised stand fully in line with your requirements. Should you wish to receive a proposal, please contact fairconstruction@uae.messefrankfurt.com

Fairconstruction is at your service from the beginning of your preparations to the end of the exhibition. We can react flexibly to all the challenges, giving you and your company a home advantage.



Publicity equals success

The Leatherworld Middle East team values your presence at the show, which is why we work hard to ensure your successful participation.

PR

Use the power of Public Relations to increase your trade show visibility! Our in-house PR department runs a continuous campaign throughout the year with increasing activity closer to the show. Take advantage of our network of media contacts and send us your product and show related press releases to assist you in reaching a wider audience. This is an easy way to ensure maximum media coverage in local newspapers and online.



Sponsorship opportunities

Stand out from your competitors and increase your brand recognition and market exposure. Leatherworld Middle East offers selective branding and promotional opportunities to exhibiting companies. Sponsorship packages are available for our participants on the website.

For more info, please visit www.leatherworldME.com

Promotion Digital Portal (PD Portal)

As part of our efforts to ensure that you have a successful exhibition experience, we offer the 'PD Portal' for Leatherworld Middle East 2015, which contains a number of FREE tools that you can use to promote your presence at the exhibition.

- Personalised e-card
- Printed invitations
- VIP invitations
- Email signature
- Web banners
- E-newsletter presence
- Invitation letter / Fax

Pricing your way to success

Space costs

Row stand (one open side)	USD 380/sqm
Corner Stand (two open sides)	USD 385/sqm
Peninsula/Head stand (three open sides)	USD 390/sqm
Island stand (four open sides)	USD 395/sqm

Discounts

Early bird discount

5% off space-only price for bookings received by 15 November 2014. The discount is applicable only if 30% down payment is made within 14 days after submitting the booking form.

Major presence discount

Any single exhibitor booking at least the following number of sqm is entitled to the indicated discounts on space-only price (does not apply to country pavilions):

- 36 to 60 sqm – 2.5%
- Over 60 sqm – 5%

Upon confirmation, exhibitors will be provided access to the Leatherworld Middle East e-Exhibitor Manual System. This will allow you to manage all the necessary matters related to the participation in the fair. It is a convenient and user-friendly platform for exhibitors.

About the Organiser

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €545 million in sales and employing some 2,000 people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 150 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised a total of 113 trade fairs, of which more than half took place outside Germany.

The portfolio of events for Epoc Messe Frankfurt in Dubai includes Automechanika Dubai, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Light Middle East, Materials Handling Middle East, Leatherworld Middle East, Paperworld Middle East and Playworld Middle East. The subsidiary also organises a series of conferences and seminars including the Global Network of Emergency Medicine and the Pediatric Orthopaedic Surgery Conference, the Worker Health Protection Conference, and the GCC Car Modifications Conference.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at **www.leatherworldME.com** or contact us directly at **leatherworld@uae.messefrankfurt.com**

*Preliminary figures 2013.

Leatherworld Middle East

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