Sportex Middle East 2008
Show Report

Show Overview

Number of years show has run: 6 years
Floor Space Occupied: 1520 sq m
Date: 3rd – 5th November, 2008
Next Edition: 6th- 8th December, 2009

Number of Exhibitors: 79
Number of Countries: 16

Total Visitor Attendance: 3256 Trade Visitors
Number of Countries: 39

Opened By
His Highness Sheikh Matter Al Tayer, Chief Executive Officer and Chairman of the Roads and Transport Authority (RTA)

Show Overview

Sportex Middle East is an exclusive trade event in the Middle East region dedicated to the Sporting Goods market in the region. Sportex Middle East has proven its business worthiness in terms of business, sales & distributorship generated by participants.

Sportex Middle East 2008, the premier sports, fitness and leisure show in the Middle East, was presented by Dubai Sports City.

Manchester United Soccer School (MUSS) participated once again this year with an on-site kiosk to initiate registrations for their football-training programme in association with Dubai Sports City.

Special events taking place during the show included the annual Bodybuilding Championship. The 3rd Annual Body Building Competition organized in association with the Emirates Body Building Federation attracted Fitness clubs, Gymnasium and athletics from the industries. Further highlights included a whistle-stop tour by **Mr Olympia 2005 & 2006 Jay Cutler.**

Sportex Middle East 2008 featured 79 companies from 16 countries. With National pavilions from Korea, Taiwan and China.
The show featured Camping and outdoor, Fitness Equipments, Bodybuilding Equipments, track and field sports, water sports, Shoes and apparels, Sports stadium facilities, Artificial Grass/ Turf, Sports Magazine, Sports Federation and Sports Medicines.

Exhibitors Country

BELGIUM	1	MALAYSIA	1
BRAZIL	1	SAUDI ARABIA	1
CHINA	11	SINGAPORE	1
CZECH REPUBLIC	2	SPAIN	2
FRANCE	1	TAIWAN	7
GERMANY	5	U.A.E	30
ITALY	4	USA	3
KOREA	8	SWITZERLAND	1

Supporting Associations

The event was supported by different of Associations and Federation

- WSFGI (World Federation of Sporting Goods Industry)
- SOSFO (Seoul Olympic Sports Promotion Foundation)
- Dubai Sports Council
- TSMA (Taiwan Sporting Goods Manufacturers Association)
- UAE Bodybuilding Federation.
- U.A.E Tennis Federation.
- U.A.E Cycling Federation.

Visitor Profile

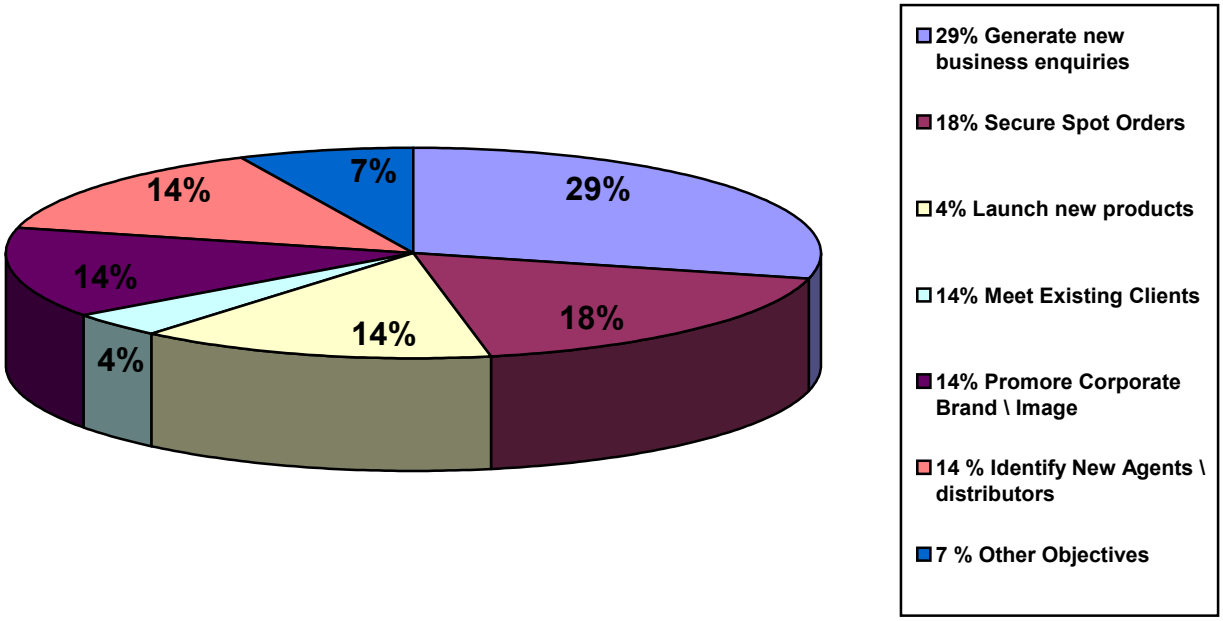
Sportex Middle East 2008 witnessed 3256 Trade visitors from 36 countries. Visitors to the event consisted of Manufacturers, Traders, Importers, Exporters, Distributors, Dealers, Wholesalers, Retailers and Trade Agencies.

The aim of the visit was to:

- Source new products & Technology.
- Meet new trading partners.
- Secure agency and distributor agreements.
- Meet joint venture partners.
- Form strategic alliances or the close deals with new supply contracts.

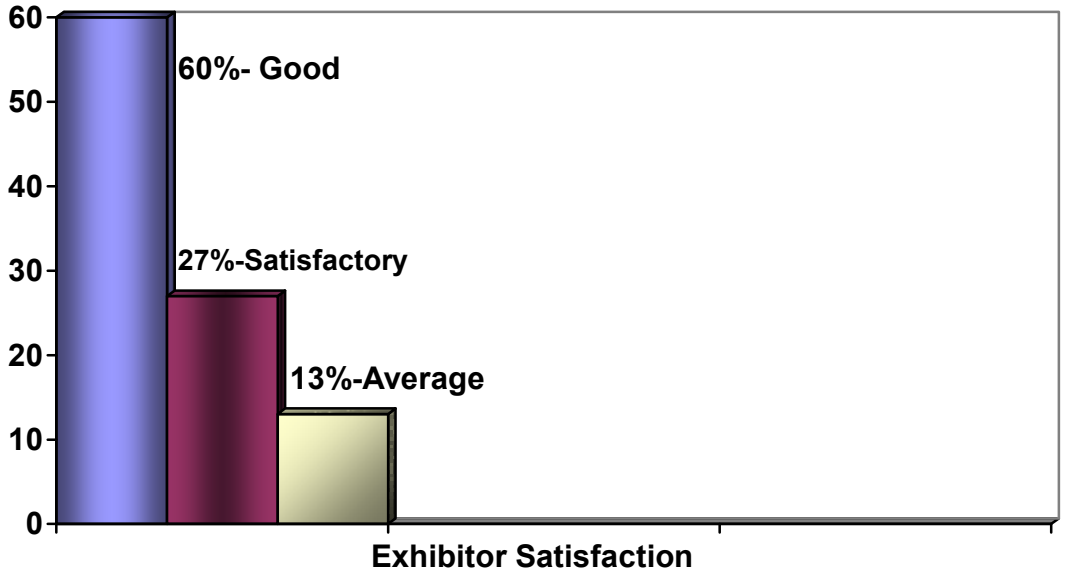
Sportex Middle East & Gulf Stadia 2008 Exhibitor Participation Objectives

Sportex 2008 saw a significant growth in participation from Exhibitors and Trade Visitors, there was an 18% increase in trade visitor out of which 86 percent were form the GCC and 14% were from other international countries.



The show featured 79 exhibitors from 16 countries

Overall Sportex Middle East & Gulf Stadia 2008 Opinion



Overall Show Analysis/ Feedback

Exhibitors: The growth of the event has proved that more and more companies keen to exploit opportunities for profits and brand building in the rapidly growing sports goods market in the Middle East.

Exhibitor Feedback: Participants were pretty happy with visitor response to Sportex Middle East 2008 and some of them received on-spot orders.

Visitors: 3256 trade visitors, business and public visitors from 36 countries attended the event, attracted by interesting and informative visitor campaign.

Press & Media Coverage: The show received excellent Press and Media coverage in the UAE in particular and GCC countries.

Promotion and Publicity include: Gulf News, Al Khaleej, Al Ittihad, Arab News, Ashraq Al Awsat, Kuwait Times, Al Watan – Kuwait, Gulf Times – Qatar, Al Watan – Qatar, Times of Oman, Al Watan – Oman, Emarat FM, Russian Emirates Magazine, Sports Extra, 99.3 FM, Full Throttle, Info trade, AME Info, ITP Dubai, Fran-Excel etc.

Testimonials:

1. **Mr. Brian Lovrin, International manager – Digilock USA**

   Sportex has given Digilock the exposure to branch out into the Middle East region. Overall the Show was a Success.

2. **Miss Nerea Quilez, Export Department – EMD Spain**

   A good potential in the region for their product and would like to double they participation in Sportex 2009