

Messe Frankfurt

New fair in Middle East

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With Interior Lifestyle Middle East, Messe Frankfurt is expanding its portfolio in the consumer goods trade fair segment in the Middle East. Starting in 2020, the three-day trade show will be held in parallel with Paperworld Middle East, the leading paper, stationery and office supplies exhibition in the Dubai International Convention and Exhibition Center.

"For the Messe Frankfurt Group, the states of the Gulf region are geostrategically a declared focus market. The Interior Lifestyle Middle East will be an excellent complement to the firmly established Paperworld Middle East in the region. A quarter of the more than 7,000 visitors to Paperworld Middle East already showed interest in gift items last year, "emphasizes Detlef Braun, Managing Director of Messe Frankfurt. "With the event, we will cover in particular the topics of gifts, tableware and accessories."

The new platform will address growing regional demand for mid-range and upscale consumer goods and gift items, targeting retailers and corporate customers. Demand for glassware, crockery, cutlery and household utensils is growing steadily in the Middle East and Africa. According to information from market research firm Euromonitor International (EMI), the region's retail trade with these types of products generated total sales of \$ 1.8 billion in 2018. Glassware sales were \$ 719 million, silverware \$ 620 million, and utensils \$ 473 million. By 2022, total revenue is set to rise to \$ 2.5 billion at an average

annual growth rate of eight percent.

The assortment that exhibitors will present in this area includes, among others, table decoration, accessories, decoration objects, crystalware, porcelain, glass and ceramics, metal, gold and silver items, small electrical appliances, design objects and storage items. The focus will also be on the following product groups in the gift category: corporate gifts, designer products, classic gift items, souvenirs, beauty, gourmet and decorative gifts and accessories, photo frames and candles, bags, travel and fashion accessories and leather goods.

The Paperworld Middle East is currently taking place in the Dubai International Convention and Exhibition Center until 20 March. Under the motto "More than Paper", the three-year event next year will once again offer thousands of shoppers and professionals from the region an unrivaled order platform for school supplies, craft supplies, office supplies, party items, children's toys and toddler lifestyle products.

The Interior Lifestyle Middle East is part of the portfolio of Messe Frankfurt Middle East, a subsidiary of Messe Frankfurt, based in Dubai.

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Links

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