



Press

January 2015: Start of first Metal Middle East in Dubai

Metal Middle East from 10 to 13 January 2015, in parallel with Tube Arabia and Arabia Essen Welding & Cutting

There has been an addition to the product family of the “bright world of metals”: From 10 to 13 January 2015, the first Metal Middle East will take place in Dubai. The successful trade fair duo, consisting of Tube Arabia – organised by Messe Düsseldorf – and Arabia Essen Welding & Cutting, a joint project from Messe Essen, Messe Düsseldorf and Al Fajer Information & Services, are being complemented by the new event. Metal Middle East is positioning itself as the industry’s foremost international trade and contact platform for the Middle East and the United Arab Emirates. Moreover, the concurrent staging of the events will generate important synergies for visitors. The latest innovations in the broad fields of foundry engineering, metallurgy and thermal processing technology will be presented to the trade visitors.

Organised in collaboration with Messe Düsseldorf and local organiser, Al Fajer Information & Services, Metal Middle East will bring together not only renowned companies from the United Arab Emirates and the Middle East, but also international corporations from the metal and steel industry.

Erhard Wienkamp, member of the board at Messe Düsseldorf, looks optimistically toward the upcoming premiere. “We are convinced that we are offering our customers the right industry and contact platform for the Middle Eastern market at the right time with Metal Middle East.”

Metal Middle East is being supported by the Foundry Machinery, Metallurgical Plants and Rolling Mills and Thermo Process Technology



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associations of the VDMA (German Engineering Federation), CECOF (European Committee of Industrial Furnace and Heating Equipment Associations), CEMAFON (European Foundry Equipment Suppliers Association), and EUnited Metallurgy (European Metallurgical Equipment Association). Tube Arabia is supported by the International Tube Association (ITA), while DVS (German Welding Society) stands behind Arabia Essen Welding & Cutting.

The United Arab Emirates (UAE) is considered the most important hub for trade between Europe, Asia and Africa. In addition, the federation of the seven emirates on the Persian Gulf, along with the Middle East, is an extremely attractive market for companies and investors alike. The Middle Eastern states and the UAE possess one of the largest oil reserves in the world, as well as extensive natural gas deposits, and are among the wealthiest nations on the planet. Oil business, tourism and goods and services are the most profitable economic segments. The expansion of industrial sectors, high technology and tourism benefit the development of infrastructure measures. The continuing construction boom, major real estate investments and the rising per capita income have led to a rapid increase in the demand for steel and tube products. Experts estimate that the consumption of finished steel products will reach approximately 8 million tons by the end of 2014.



Messe Düsseldorf and Al Fajer Information & Services will be organising Tube Arabia – the trade fair for tube manufacturing machinery – for the fifth time already in 2015, and will be collaborating with Messe Essen on Arabia Essen Welding & Cutting for the second time.

As organiser of the leading international trade fairs Gifa, Metec, Thermprocess and Newcast, Messe Düsseldorf is bringing its expertise in this area to the gulf region for the first time with a proprietary trade fair.

Further information on Metal Middle East is available from Messe Düsseldorf, Mr Daniel Ryfisch, RyfischD@messe-duesseldorf.de, +49-(0)211-4560-7793, or Ms Katja Burbulla, BurbullaK@messe-duesseldorf.de, +49-(0)211-4560-7707.

Please provide us with a specimen copy if published. Thank you.

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