

World Tobacco Middle East 2007



World Tobacco Middle East 2007 returns to Dubai on 23-24 April 2007. Will it build on the success of the previous show in 2005?

World Tobacco Middle East 2007 is still the only dedicated tobacco event in the growing Middle Eastern and North African market. Demand for exhibition space at the first ever World Tobacco Middle East 2005 was so high that, by popular demand, a second World Tobacco Middle East event was soon launched and the dates set for a return to Dubai in 2007.

Two years on from that debut the omens are looking good for the next event. The region remains a strong market for manufacturers with an estimated that 590bn cigarettes smoked per year (in the Middle East and North Africa). Like the host city for this event Dubai, the figure continues to thrive and buck global trends by growing by 2% annually. MENA is one of the few growing markets in the world for tobacco products.

It is this growth and demand that World Tobacco Middle East 2007 serves. It offers the local tobacco industry an event to build links and to demonstrate its products and services to the Middle Eastern, Africa and the Asian sub-continent tobacco community.

Held over two days the first show broke new ground as the first event of its kind in the region. The next event will build on this success and continue to provide an ideal platform to draw together more companies and more

international visitors.

Dubai serves as a leading regional trading hub offering a strategic location at the heart of one of the world's richest regions served by more than 170 shipping lines and 86 airlines. It is also one of the world's truly 21st Century cities and continues to grow at an enormous rate.

Dubai has no exchange controls, quotas or trade barriers, which makes it the perfect location to host the second World Tobacco Middle East event and give your company the ideal opportunity to access this growing tobacco market.

The first event World Tobacco Middle East event was launched to bring the whole spectrum of the tobacco industry to Dubai.

Colin Case, senior sales manager commented: "Existing exhibitors are spread across the whole spectrum of international equipment suppliers, services and manufacturers of finished tobacco products and include: Boegli, European Tobacco, Kaane, Republic Technology, Miguel Y Costas, Innovia, Pidlite, Bobst to name but a few."

The first show held in 2005 attracted over 2,000 visitors making the event live up to its concept: a place to meet, exchange ideas, cement alliances and make new partnerships. This event is the real test to see if the business partnerships and contacts forged previously have long-term prospects.