



GITEX DUBAI – 2006

The 26th Middle East Premier Information Technology & Communication Event

November 18 – 22, 2006

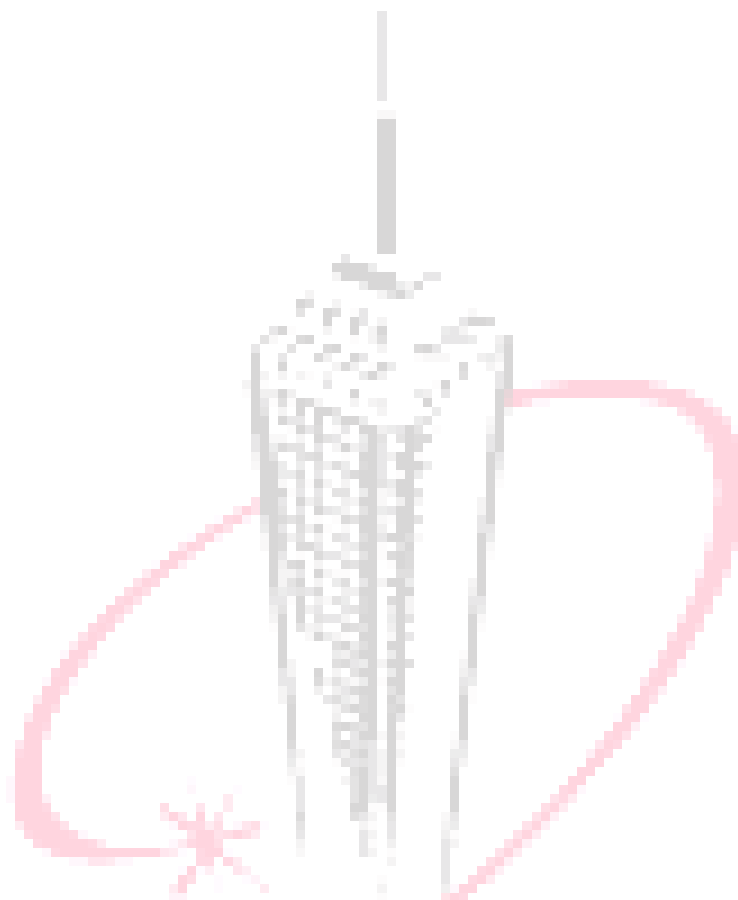
Dubai International Convention and Exhibition Centre

POST SHOW REPORT

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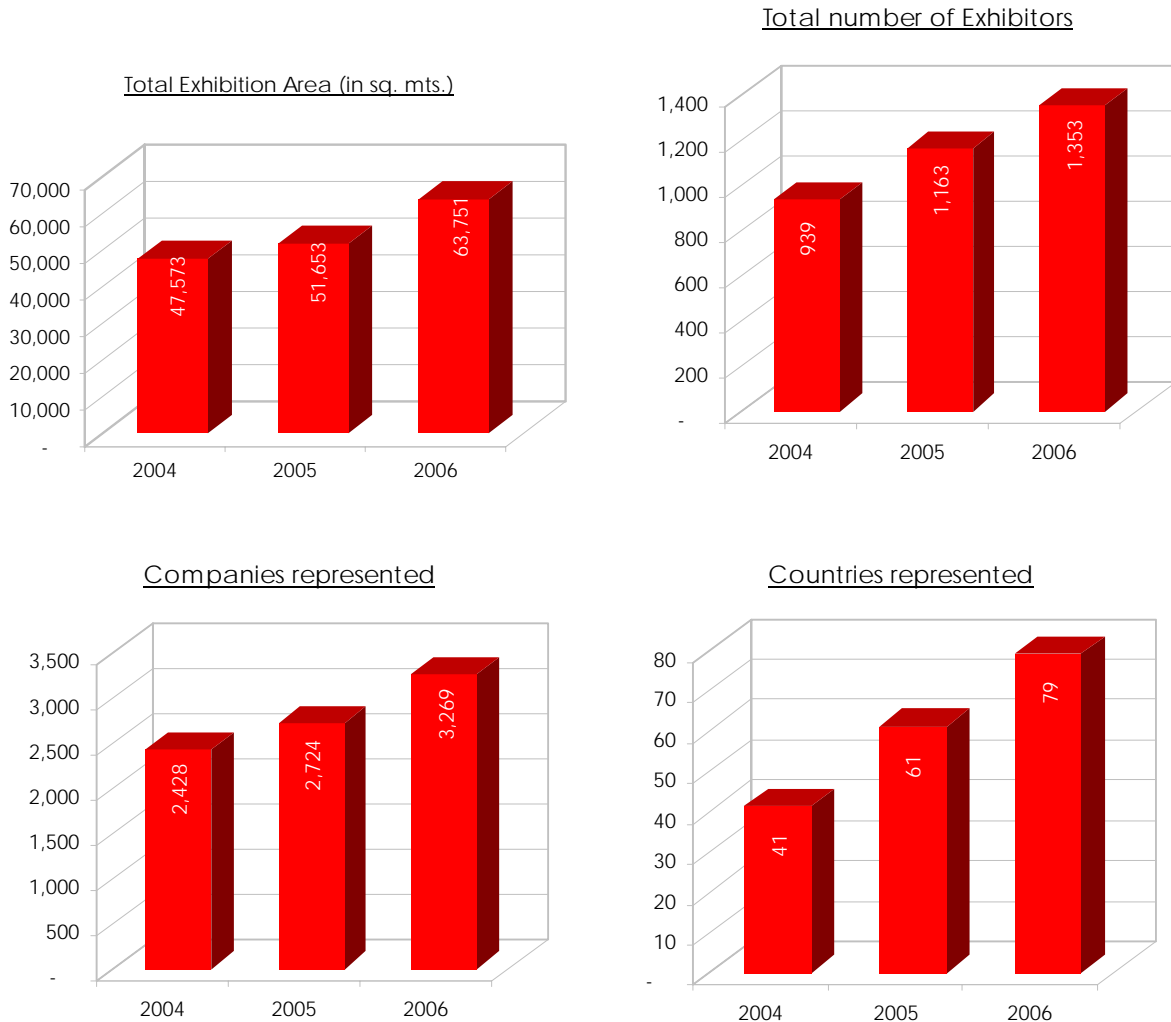
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The Show

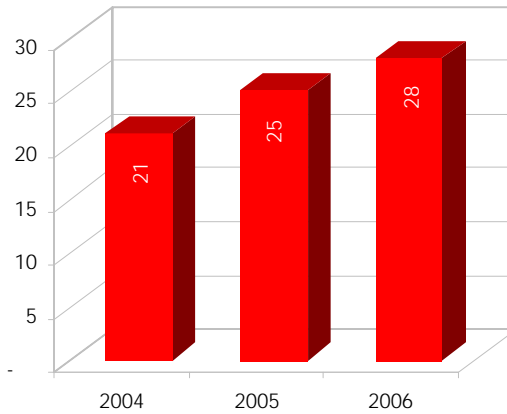
Among the world's top 3 IT exhibitions, with over **3,269** companies, representing **79** countries, attracting a **133,139** visitors from **119** countries, GITEX continues to be the most important gateway to the Middle East IT market.

Growth Trend



Total Exhibition Area (in sq. mts.)	63,751
Total number of Exhibitors	1,353
Companies represented	3,269
Countries represented	79

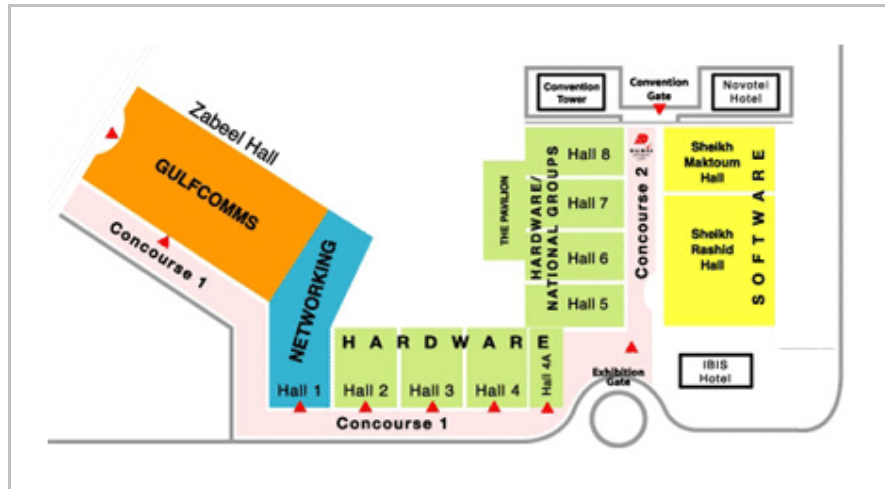
Country Pavilions



Country Pavilions	28					
Country Pavilion Sizes (in sq. mts.)	Austria	108	Hungary	48	Romania	108
	Australia	72	India	718	Singapore	60
	Bangladesh	42	Iran	84	Spain	63
	Belgium	108	Jordan	84	Syria	72
	Canada	201	Korea	354	Taiwan	1092
	China	1044	Lebanon	172	Tunisia	77
	Egypt	348	Malaysia	150	UK	1151
	France	162	Morocco	30	USA	300
	Germany	558	Pakistan	120		
	Hong Kong	336	Portugal	66		

New Countries represented in 2006	29		
	Afghanistan	Hungary	Philippines
	Algeria	Japan	Portugal
	Argentina	Kazakhstan	Republic of Belarus
	Azerbaijan	Kenya	Slovak Republic
	Belize	Latvia	Sudan
	Denmark	Libya	Tajikistan
	Ethiopia	Lithuania	Turkmenistan
	Finland	Mauritius	Uzbekistan
	Georgia	New Zealand	Zimbabwe
	Holland	Nigeria	

Show layout and segmentation

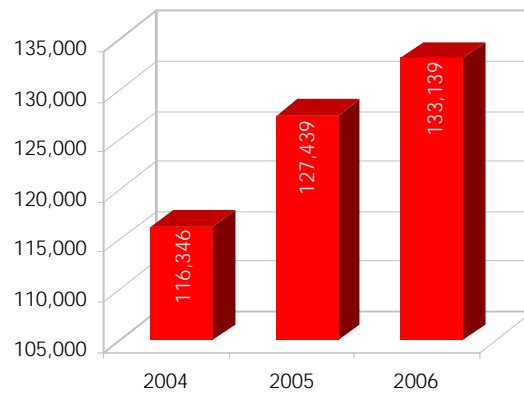


Enterprise IT - Hardware, Consumer Electronics, Home Technology & Office Automation	Halls 2, 3, 4, 5, 6, 7, 8, Sony Hall and The Pavilion
Enterprise IT - Software, Government, Training & Education	Sheikh Rashid Hall, Sheikh Maktoum Hall and Concourse 1 & 2
Enterprise IT - Networking	Hall 1 and Zabeel Hall
GulfComms (Telecomms - Mobile, Fixed, IP and Satellite)	Zabeel Hall
Publications and Research Groups	Concourse 1 & 2

Visitors

Growth Trend

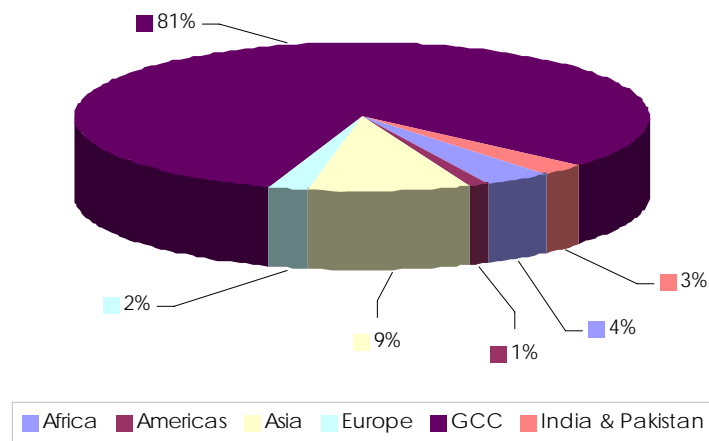
Total Number of Visitors



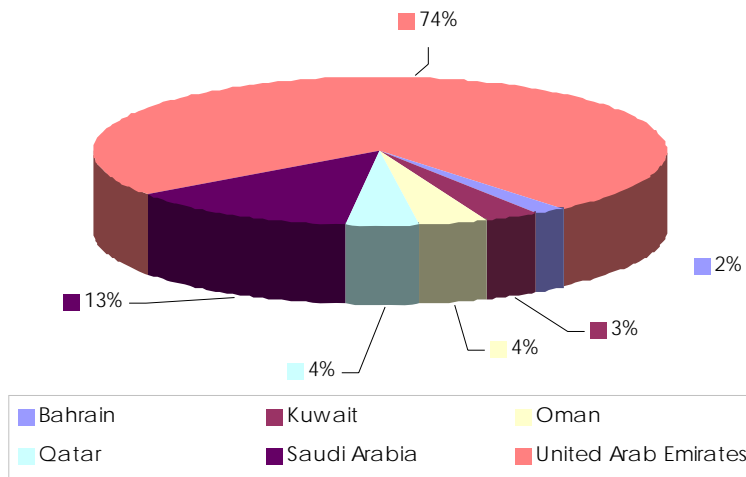
Total Number of Visitors	133,139
Increase in 2006	4.5 %
Pre-registered Visitors	27,343

Geographical Analysis

Geographical Breakdown

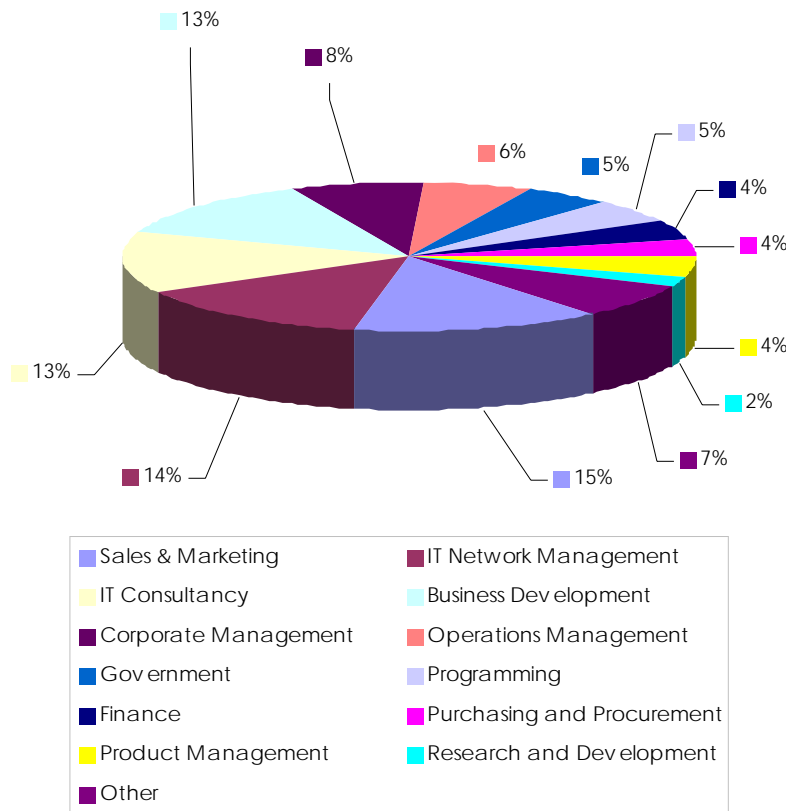


GCC Breakdown



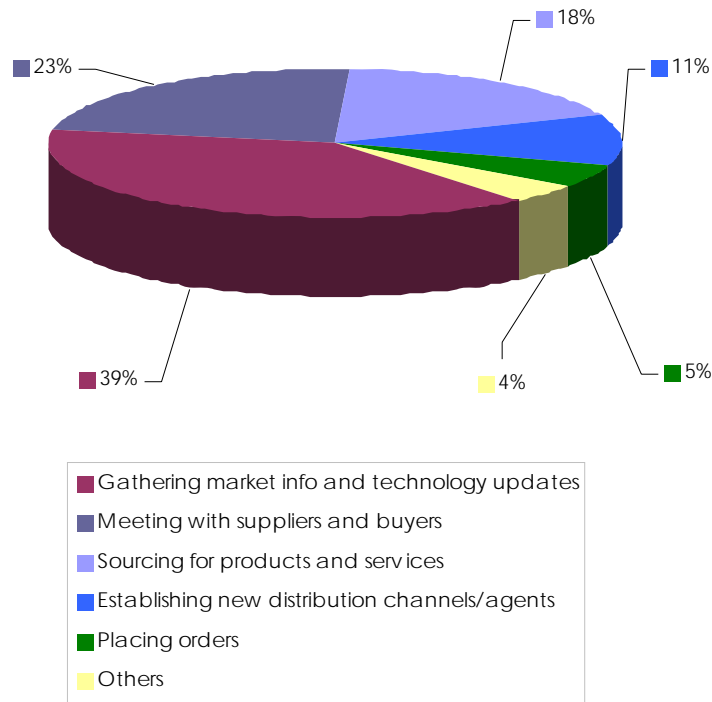
Visitors by: Job Function

Job Function



Visitors by: Objective of visiting GITEX

Objective of visiting GITEX



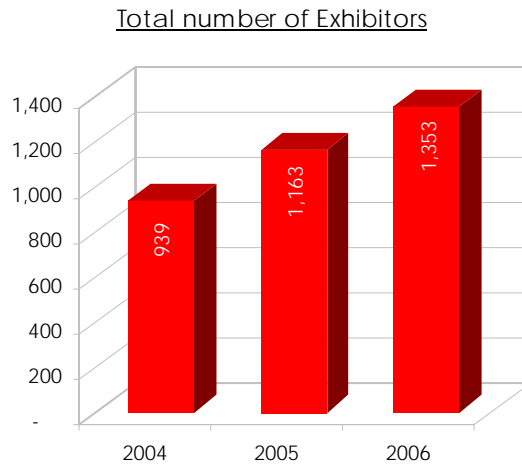
Visitor Feedback

73 %	of the visitors surveyed were successful in gathering market information
76 %	of the visitors surveyed were successful in meeting suppliers
56 %	of the visitors surveyed were successful in placing orders
83 %	of the visitors surveyed found the new products were good

Above statistics representative of sample surveyed

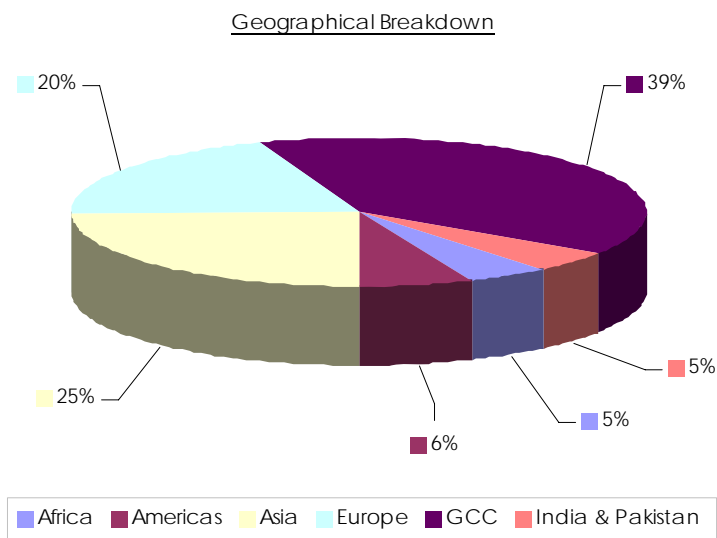
Exhibitors

Growth Trend



Total Number of Exhibitors	1,353
Increase in 2006	16 %

Geographical Analysis



Exhibitor Feedback

76 %	of the exhibitors surveyed met their expectations
67 %	of the exhibitors surveyed rated the quality of visitors as good
74 %	of the exhibitors surveyed rated the quantity of visitors as good
94 %	of the exhibitors surveyed established contacts for future sales

Above statistics representative of sample surveyed

Show Coverage and Promotion

GITEX was promoted exclusively to professional and trade visitors through an extensive and carefully planned multi-media campaign.

An extensive PR, advertising and direct marketing campaign was executed attracting key personnel who have the authority to buy, specify or recommend IT products and services.

Media Representative	912
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The promotion campaign carried the following areas:

Advertising – MENA region	<ul style="list-style-type: none"> IT publications Newspapers
TV/Radio coverage	<ul style="list-style-type: none"> Dubai Business Channel Dubai TV TV outlets covering the Pan Europe and Pan Arab region
IT Publications	<ul style="list-style-type: none"> <u>ITP</u>: including Windows ME-SA, ACN, Channel, Comms MEA, Charged, Network ME & GITEX Times & IT Weekly <u>DIT</u>: PC Magazine (Arabic/English), Forbes Arabia & ARN <u>CPI</u>: Computer News ME, Reseller World ME, Network World ME, Security Advisor ME <u>Others</u>: Al-Iktissad Wal-Aamal Group, Computer & Internet World, Al Idari, ACCE
International/Local Press	<p>Distributing press releases using the Press Release Distribution Network to the IT media circuit worldwide:</p> <ul style="list-style-type: none"> <u>U.A.E</u>: Al Khaleej, Al Bayan, Khaleej Times, Al Ittihad, The Gulf Today, Emirates Evening Post, Akhbar Al Arab, Gulf News, Al Wahda, Al Fair, Gulf Business, Channel Middle East <u>Saudi Arabia</u>: Al Eqtisadiyah, Arab News, Al Youm, Al Bilad, Al Madina, Al Riyadh, Al Jazirah <u>Kuwait</u>: Al Qabas, Al Sabaq, Al Seyassah, Al Rai Al Aam, Al Anba <u>Bahrain</u>: Gulf Economic Monitor, Gulf Industry, Al Ayam, Gulf Business, Bahrain Tribune, Al Ahd Al Meethaq <u>Qatar</u>: Al Watan-Qatar, Arrayah <u>Oman</u>: Al Watan-Oman, Al Shabiba, Oman Arabic Daily <u>Egypt</u>: Al Alam Al Youm, Al Ahram, Etisalat Al Youm-Supplement of Al Alam Al Youm, Invest in <u>Egypt</u>, Egypt Guide <u>Pan Arab</u>: Asharq Al Awsat <u>Jordan</u>: Al Rai, Ad Deyar, The Star, The Jordan Times – Weekender, Ad Dustour <u>Lebanon</u>: Al Mustaqbal, Al Computer Communications & Electronics <u>Morocco</u>: Morocco Times <u>Algeria</u>: La Nouvelle Republique <u>Vietnam</u>: Vietnam Tribune <u>Iran</u>: Tehran Times <u>UK</u>: Birmingham Star <u>China</u>: China National News

Websites	www.menareport.com	www.itp.net/channel	www.ameinfo.com
	www.dubai.ae	www.bhilwada.com	www.wam.org.ae
	www.middleeaststar.com	www.niara.com	www.newsreleaser.com
	www.indialover.com	www.tradearabia.com	www.webpointing.com
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	www.eindians.com	www.strategy.com	www.exhibitionsnews.it
	www.girlism.com	www.itp.net (ITP Technology)	www.tehrantimes.com
	www.topix.net	www.pressbox.co.uk	www.i-newswire.com
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	www.scientificindustry.com	www.zawya.com	www.pocketpcdubai.com
	www.gulfnews.com	www.webnewswire.com	www.m2.com
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	www.pointofsalenews.com	www.indiamutual.com	www.calibre.com
	www.free-press-release.com	www.indialearn.com	www.ukcorporatesolutions.com
	www.alabayan.ae	www.eencyclopedia.org	www.stockjunction.com
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	www.alittihad.ae	www.indiainternetworld.com	www.meprienter.com
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	www.aleqt.com	www.dubaiinteract.com	www.africaleader.com
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	www.uaeinteract.com	www.mediasyndicate.com	feeds.bignewsnetwork.com
	www.newspad.com	www.birminghamstar.com	www.techrepublic.com
	www.pirch.org	www.lanouvellerepublique.com	www.communty.com
	www.indiacreations.com	www.maktoob.com	www.cpilive.net
	www.newsforge.com	www.moroccotimes.com	www.chinanationalnews.com
	news.google.ae	www.itrealms.com	www.arabnews.com

Direct Mailing	<ul style="list-style-type: none"> • Previous exhibition visitors • Distribution of over 70,000 complimentary visitor invitations • Exhibitor visitors ticket requests • Email campaigns to IT trade professionals across the Middle East, North Africa and Iran • GITEX Show Preview
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Quotes from the show

Exhibitors

"GITEX is a central facet to our overall marketing activity in this region. Over the years, the dynamic of many of Europe's largest tradeshows has changed but GITEX has remained constant as being the primary occasion for us to reach our customers, work with our partners and showcase our latest innovations within the company"

Isaac Shihabi, General Manager at 3Com Middle East

"It is important for us as a leading global IT infrastructure company to showcase our products using a platform like GITEX"

Tushar Choudhury, Marketing and Communication Manager at APC Middle East

"GITEX is a unique event for Aptec to meet existing and new customers from across the region. It is also an ideal platform to evaluate and formulate business relationships with leading IT manufacturers and suppliers. Aptec has enjoyed steady year-on-year growth since its foundation more than 25 years ago. GLEX has supported that growth every step of the way and we expect to enjoy further growth over the years."

Ali Baghdadi, President and CEO at Aptec

"GITEX is the best venue to introduce new products to the entire Middle East market and to widen the recognition of the Belden brand. It also represents an excellent place to meet with our channel partners, form new business relationships and strengthen existing relationships."

Berry Medendorp, Marketing Communications Manager for Belden EMEA Region

"GITEX sets the tone for the high sales seas in the Middle East and hence it is critical that we make an appearance. It also gives us an opportunity to meet with our trade partners in the region so that we can discuss and share plans for the next six months."

Yoshihisa Tsuji, Managing Director at Brother Gulf

"The number of visitors and serious investors to our stand is increasing every year. GITEX acts as our first encounter with our clients and so we make sure that we have a very good presence at GITEX."

Alya Al Mutawa, Marketing Manager at DAFZA

"GITEX gives us the opportunity to launch new products and, address inquiries, create and add business value to our customers in addition to listening and adapting to the market needs. We realize the important of the IT market in this region as we consider this period of time as a golden opportunity."

Diyaa Zebian, General Manager at eSolutions BEA in the Middle East and Egypt

"As the main IT exhibition in the Middle East, GITEX is a vital event for HP. Its an important event for us to reach out to small and medium enterprises (SMEs) through and it is also an important showcase for HP's consumer and retail portfolio especially when you consider GITEX Shopper "

Joseph Hanania, Managing Director at HP Middle East

"The number and quality of leads and enquiries can make the difference between an average and a successful year. GITEX is the only event which gets a massive number of senior people can help recommend, influence or use our products, under one roof"

Colin Summers, Regional Manager at Intermecc

"Being at GITEX for the second year-running, Lenovo is strengthening its market presence. And using this key regional event as a platform for communicating to the industry, to the channel and most importantly, to customers, the value this company offers through its innovative technologies and best engineered PCs."

Imtiaz Ghani, General Manager at Lenovo Middle East

"MDS has been a consistent participant in GITEX for more than 20 years and we believe that GITEX is the most important IT event in the region which we can not afford to miss."

Sami Abi Esber, President at MDS UAE Holdings

"Microsoft's presence contained something for every one – partners, developers and end-users. GITEX is an ideal event for Microsoft to showcase its exciting product roadmap to the Middle East Community."

Bahaa Issa, Corporate Communications Manager at Microsoft Gulf

"GITEX helps in lead generation, in creating awareness and also to gain new customers and drive sales. Participating in GIEX is part of our yearly marketing plan and we see this as an opportunity to update the market on the products we are representing."

Jacques Chammas, Managing Director of Distribution at Mindware

"GITEX is a very powerful regional event now. This is not just now from a Middle East and Africa perspective – GITEX is also attracting visitors from the CIS and Eastern Europe. The size of the show itself is increasing year-after-year and the number of visitors is also on the rise"

CH Park, Regional Manager at Samsung Gulf

"The GITEX 2006 provided Samsung the right platform to showcase its technological superiority, trends, and the best of current and future products to the region. GITEX has been identified as one of the key exhibitions by Samsung and hence in 2006 Samsung participated with more than double the space to display the huge product range in line with the Global Samsung display guidelines. The exhibition was visited by more than 100 senior officials from Korea and the region. We are satisfied with the results and are confident that GITEX will bring more improvements in 2007"

Raafatullah Khan, Senior Marketing Manager at Samsung Gulf Electronics

"The first step to any successful venture is connecting to the client and there is no better place to do that than GITEX. GITEX is one of the important means for Satyam to start creating lasting bonds with its client community."

Virender Aggarwal, Director and Senior VP at Satyam, Asia Pacific and MEA

"The event is an ideal setting to showcase our latest technology. We are delighted to have successful days at the exhibition and pleased with the result of our participation with GITEX 2006 after 5 long years of absence. We are looking forward to GITEX 2007 with a larger scale to show our one-of-a-kind technology and products."

Tomio Isogai, Managing Director at Sharp

"The Middle East market has been growing at a rapid pace and most companies want to take advantage of this phenomenal growth. GITEX, being the largest IT exhibition in the middle East, is a powerful forum that attracts international visitors and participants from across the globe. It is therefore the ideal platform for us to launch the Dot Net version of our ERP Focus RT."

Ali Hyder, CEO at Focus Softenet

"Apart from being amongst the top three IT Exhibitions in the world, GITEX enjoys the status of being the largest IT even in the Middle East. Last year alone the event attracted close to 130,000 IT enthusiasts, consumer electronics vendors and consumers from all around the region."

Masaru Tamagawa, Managing Director at Sony Gulf

"GITEX has traditionally been a time for us to meet with customers from around the region to discuss roadmaps, existing projects and re-establish relationships."

Chris Cornelius, Managing Director at Sun Microsystems Middle East

"GITEX is the perfect event for us to announce and promote our new technologies and initiatives, meet our customers, as well as identify new prospective customers..."

Hisham Malak, Channels and Marketing Director at Sybase

"GITEX is an ideal platform to showcase the ViewSonic product portfolio and to debut and announce any new, innovative and groundbreaking products and technologies."

Aaron Fright, Regional Director at ViewSonic

"Our primary focus for the event is to bring together our channels and partners and thus strengthen our ties with our partners by offering greater incentives, rewards and benefits. GITEX gives us a meeting platform for our channels and partners, helping us to further strengthen our ties with them. Participation at GITEX this year contributed to the company's strategic business objectives as we aim to increase our distribution network to reach all the potential markets in the region. Our aim is to offer channel partner enhanced benefits and rewards."

Sina Dadras, Marketing Manager at the Golden Systems

Thru the lens

