

# light

MIDDLE EAST

7 – 9 October, 2013

Dubai

The Middle East's Premier Exhibition  
& Conference for Lighting Design  
and Technology

[www.lightME.net](http://www.lightME.net)



messe frankfurt



# Light Middle East 2013

The only exhibition in the Middle East dedicated exclusively to the Lighting industry

Light Middle East 2013 will once again deliver three days of a quality exhibition and conference with the world's premier lighting designers presenting best practice and sharing their know-how of lighting design.

By attracting a highly targeted audience to the exhibiting companies, Light Middle East can help in bridging the gap with your potential buyers.



## Show figures 2012

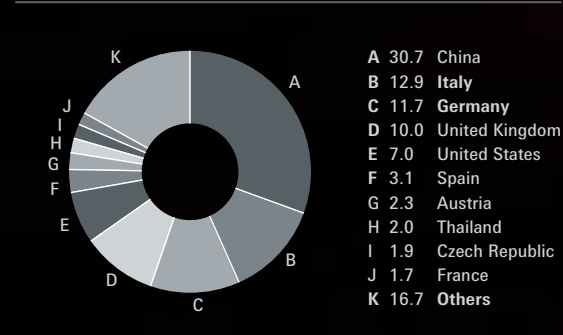
220 Exhibitors from

22 Countries

4,557 Trade Visitors from

72 Countries

UAE imports of lighting fixtures by country, 2009



Source: CSIL

## Below are some of the latest projects announced in the UAE:

- Dubai ruler HH Sheikh Mohammed bin Rashid Al-Maktoum has ordered the implementation of two projects worth AED4.5bn (\$1.2bn). The plans include an AED3bn facelift for the Deira Souk area, as well as an AED1.5bn suspended canal to link the Dubai Creek extension to the Gulf through Jumeirah.
- Dubai has announced plans to build a new tourism mega project that will house the largest shopping mall in the world and more than 100 hotels.
- Construction of the midfield terminal building at Abu Dhabi International airport, estimated at \$2.9bn.
- Dubai continues to invest in its main international airport. In January, local contractor Alec was appointed to build concourse 4 estimated at \$400m.
- Habtoor Leighton Group is to build the Habtoor Palace hotel development in Dubai. The contract, valued at \$515m, is the largest integrated hotel complex in the Middle East.
- A 25,000-seat football stadium and sports centre, together with a major real estate component, comprising a hotel, a commercial centre and residential buildings in Al-Ain are estimated at \$1bn.

Source: MEED

## Saudi Arabia

Saudi Arabia is one of the most important markets for lighting manufacturers and suppliers. Saudi Arabia also happens to be the most represented country after the UAE at Light Middle East.

## Below are some of the largest projects currently running and underway in Saudi Arabia:

- The Saudi Government has allocated \$67 billion to the construction of 500,000 new homes in the Kingdom
- Construction of 1,200 housing units in Jeddah (Q4 2010 – Q4 2013)
- Construction of 5,000 villas in the Eastern Province (Q4 2010 – Q4 2014)
- King Abdullah Tunnel in Taif (Q1 2011 – Q1 2015)
- Yanbu Refinery project (Q3 2010 – Q1 2015)
- Burj Rafal Tower – residential, Kempinski hotel, retail and offices (Q3 2010 – Q2 2013)
- Expansion of Prince Mohammed Bin Abdulaziz Airport in Madina (Q3 2011 – Q1 2016)
- Expansion of the Grand Mosque (Q1 2010 – Q1 2016)
- Mekkah metro, Riyadh metro
- King Abdullah Financial Centre (Q4 2009 – Q2 2012) – the tallest tower in KSA
- 12 new hotels are to be built in Mekkah by 2014, with a total of about 37 hotel towers of 20 to 48 stories each
- Accommodation for up to 45,000 residents

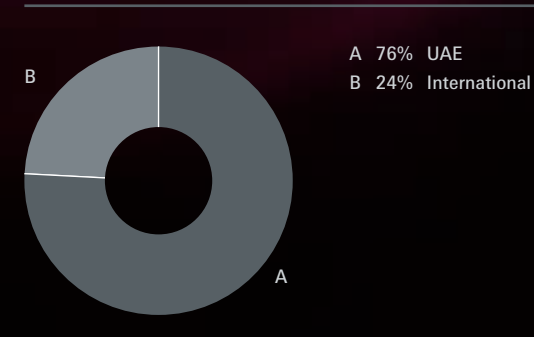
Source: CSIL

## Meet your target market at Light Middle East 2013

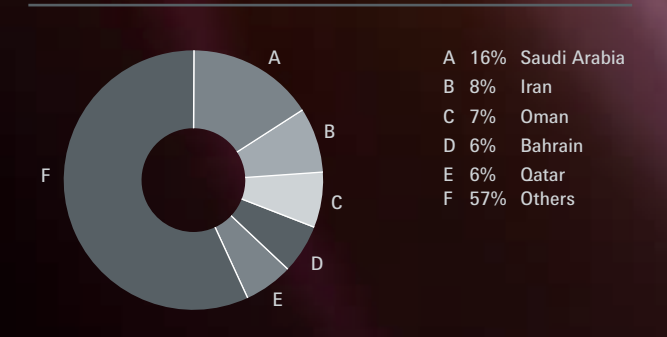
### Visitor Overview

4,557 visitors from 72 countries attended Light Middle East throughout the three days. The fact that one-fourth of the show visitors were from outside the UAE made it even more interesting for the exhibiting companies.

Trade visitors by region



Composition of international visitors by country of origin



### Visitor Profile

Architects  
Lighting Designers  
Interior Designers  
Property Developers  
Construction Companies

Government & Municipalities  
MEP Consultants  
Hotels/Hospitals/Shopping Malls  
Electrical Planners  
Private VIP clients

Engineers & Project Managers  
Lighting Retailers & Wholesalers  
Stadiums & Theatres  
Facility Managers





## Visitors at Light Middle East 2012 – sample

### Architects

AA Mimarlik, UAE  
Al Kamal International Group, Qatar  
Al Nabooda Interiors, UAE  
Alhawraa, UAE  
Amusement Svcs International LLC, UAE  
Arabian House Contracting, UAE  
Arcade Engineering, UAE  
Architecture Center Design, Iran  
Artan Arc Parsi, Iran  
Arteco, Iran  
Bwabt Aldar Co, Saudi Arabia  
Cadd Interiors LLC, UAE  
Conin, UAE  
Decosys Decoration, UAE  
Design Boutique, Kuwait  
Design Studios Begasse, Germany  
Dewan Architects, UAE  
Edifice Design & Project Management, UAE  
Faisal Holding, UAE  
Hilal Engineering Consultancy, UAE  
Iconic Lcc, UAE  
Iranian Architectural Center, Iran  
Landmark Group, UAE  
Lusail Real Estate Development Co., Qatar  
Majid Bu Kattara Bldg Materials Trading LLC, UAE  
Mega Structures, Nigeria  
Naghsh Negaran, Iran  
Orand Turnkey Solutions, UAE  
Organisation of Development of Imam Reza Shrine, Iran  
Pars Ara, Iran  
Precious, UAE  
Rsp Design Consultants Pvt Ltd, UAE  
Safe Harbour Co, Iran  
Serandib Design, United Kingdom  
Shouadan, Iran  
Skyline Consulting Engineers,UAE  
Splash, UAE  
Tarheshakhes Consulting Engineers, Iran  
Top Power Interior Design & Execution, UAE  
Zaha Hadid Architects, United Kingdom  
Zamanoun Architects & Consulting Engineers, Jordan  
RTCC, Saudi Arabia

### Engineers

Adnan Saffarini Engineering Consultant, UAE  
FNE, Syrian Arab Republic  
Hitachi, UAE  
Moci, Saudi Arabia  
Bin Yaarroof Contracting, UAE  
Efeco LLC, UAE  
High Mix Electromechanical Contracting, UAE  
Consolidated Contractors Co., UAE  
Al Gafari for Integrated Solutions Co Ltd., Sudan  
Adam Electromechanical Contracting, UAE  
Al Othman & Al Zamel Co., Kuwait

Al Watan Electrical, Bahrain  
Albwardy Engineering Enterprises, UAE  
Anwar El Bait Construction, Bahrain  
Bin Shihon, Saudi Arabia  
Dolphin Energy, Qatar  
Energy Engineering Consultant Mechanical & Electrical, UAE  
Force 10 General Contracting, UAE  
Free Electrical Engineer, Egypt  
Global Contracting LLC., UAE  
Gulf Landscape & Irrigation System LLC., UAE  
Kapf, Kuwait  
Litepros, UAE  
Middle East Insulation LLC, UAE  
Modern Components Industries, UAE  
Roseline Trading Co LLC., UAE  
Sanabel Al Jazeera General Trading, UAE  
Sarmad Electric, Iran  
Takreer, UAE  
Terraverde LLC., UAE  
Adnan Saffarini Engineering Consultant, UAE  
Al Khubara, Kuwait  
Al Sabt General Maintenance Co LLC., UAE  
Al Wathba Contracting Co., UAE  
Aquashi Ltd., UAE  
Asan Ghods, Iran  
Belhasa, UAE  
Berisov Project Institute, Belarus  
BKG FM, UAE  
Bonnington Hotel & Residence, UAE  
Century Paper & Board Mills Ltd.,Pakistan  
Civil Excel Contracting LLC., UAE  
Dabaan Trading Co LLC.,UAE  
Dar Al Handasah Consultants, UAE  
Decostyle, UAE  
Dubai Air Conditioning Co LLC., UAE  
Drake & Scull, UAE  
El Kelam, Libyan Arab Jamahiriya  
Etisalat, UAE  
Evolve Interior Turnkey Solutions, UAE  
Fahmy Furniture LLC., Oman  
Iscam, Iran  
Light Magic Electrical Svcs,UAE  
Majed Abdullah Al Ohali Trading Co., UAE  
Master Stretch False Ceilings LLC., UAE  
Minskenergo, Belarus  
Mott Macdonald, UAE  
National Oil Co. of Iran, Iran  
Obaid Humaid Al Tayer Engineering Division, UAE  
Organization for Engineering Order of Building, Iran  
Petrofac, UAE  
Ptd, UAE  
Keo Consultants, UAE  
Shamsill, UAE  
Simban, Iran

Khatib & Alami, UAE  
Abu Dhabi Gas Industries Ltd., UAE  
Al Dorra Contracting, UAE  
Belhasa Projects LLC., UAE  
Khansaheb Civil Engineering., UAE  
Amana Buildings, UAE  
Daman Real Estate Capital Partners Ltd., UAE  
Force 10 General Contracting, UAE  
Japan Turkey Metro Joint Venture, UAE

### Facility Managers

Al Mafraq Hospital, UAE  
Alserkal Properties, UAE  
Marco Polo Hotel, UAE  
Mohammed Bin Rashid Housing Est., UAE  
Holiday Inn, UAE  
Radisson Blu, Bahrain  
Le Meridien Al Aqah Resort, UAE  
Dubai Airport Freezone, UAE  
Federal Electricity & Water Authority, UAE  
The Dubai Mall, UAE  
Marcopolo Hotel, UAE  
Gloria Hotel,UAE  
Radisson Blu, UAE  
Dubai Outlet Mall, UAE

### Government & Infrastructure

Sari Municipality, Iran, Islamic Republic  
Govt of Saudi Arabia, Saudi Arabia  
SEWA, UAE  
Dubai Health Authority, UAE  
Dubai Municipality, UAE  
Govt of Dubai, UAE  
Ministry of Municipality & Urban Planning, Qatar  
Kerala State Productivity Council, India  
Tehran Municipality, Iran  
Ministry of foreign Affairs, UAE  
RTA, UAE  
Mohammed Bin Rashid Housing Est., UAE  
UAE Govt., UAE  
Engineers Office, UAE  
DEWA, UAE

### Designers

Fino International, UAE  
World Design, Lebanon  
Modern International, Kuwait  
Al Munawel Decor LLC., UAE  
Alipour Lighting Co., Iran  
Engineers Office, UAE  
Etcetera Interior Design, UAE  
Fatima, UAE  
Future Retro Design, UAE  
Hiyeldaim, Turkey  
Inox Interiors LLC., UAE

Interarch Interior Design & Consultant, UAE  
International Art, UAE  
International House Real Estate Project Management, UAE  
Jadawit, Oman  
Mobeli D'Arte, UAE  
My Ideas Decore Cont, UAE  
Unic Engineers FZE., UAE  
Xpoze, UAE  
B T P Lighting Design Co., Iran  
Federal Development Est., UAE  
Istanbul Electrical Trading, UAE  
Light Concept, UAE  
Mbc, UAE  
Starsline LLC., UAE  
Studiovision, Lebanon  
Light Factor Enterprise FZE., UAE  
Nile Studio, UAE  
RDK International, UAE  
Rashid Al Rashid Architectural Consulting Engineers, Saudi Arabia

### Distributors & Wholesalers

Al Aqili Group, UAE  
Al Babtain, Saudi Arabia  
Al Ghandi Electronics, UAE  
Al Jaber Lighting, UAE  
Al Kuwaiti for Industrial Solutions, Kuwait  
Al Naboodah, UAE  
Al Othman & Al Zamel Co., Kuwait  
Al Reyami Lighting, UAE  
Al Shrouq Electricals, UAE  
Al Ghanim, Saudi Arabia  
Alguthmi Est., Saudi Arabia  
Alnasser Group, Saudi Arabia  
ALONEIZI GROUP, Saudi Arabia  
Alpha Crystal, UAE  
Alrajhi United, Saudi Arabia  
Alseraj Group Co, Jordan  
Alwatania Lighting Systems, Kuwait  
AW Rostamani, UAE  
Bahri & Mazroei Trading, UAE  
Behzad Lighting, Bahrain  
Cinmar Lighting Systems LLC., UAE  
Bin Moosa Debbas Trading., UAE  
Crystal Palace, UAE  
Decolight, UAE  
Eros Group, UAE  
Gargash Lighting, UAE  
Huda Lighting, UAE  
Inara Trading, UAE  
Jindal Steel & Power, India  
Nouran Concept Lighting, UAE  
Project & Supplies, UAE  
Saudi Lighting, Saudi Arabia  
Sciencetchnic, UAE



## Exhibitor feedback

220 exhibitors from 22 countries showcased over 350 international brands at Light Middle East in 2012. Exhibitors were impressed by the quality of visitors and the number of deals executed during the exhibition.

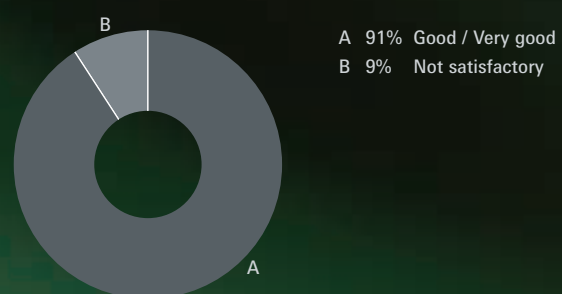


### Primary reasons for exhibiting at Light Middle East

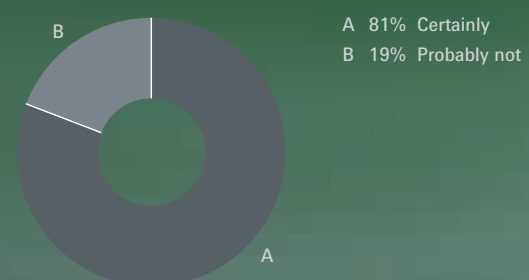
(all figures in %)



### Overall, how would you rate Light Middle East 2012?



### Will you exhibit again at this exhibition in 2013?



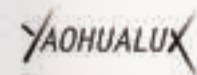


## Exhibitor Testimonials



*"The response was much better than what we expected. Being a new entrant into the market for LG, Light Middle East was the right platform to meet the trade, interact with the visitors. We have been extremely busy on our stand and that is a really good thing. We are looking forward to coming again next year and we will try to make it even bigger."*

Vinod Sivaraman, Senior Manager – Lighting & Solar PV Solutions, LG



*"We have been in the market for last 20 years with huge variety in outdoor lighting. We have our own designers and we are looking to create new designs, new models. We are looking towards the new markets, particularly in Middle East countries."*

*"At Light Middle East we have launched our new regional operational office to provide better services to our customers and we have had a very good response here at Light Middle East. Our expectations have been more than fulfilled – we had 150 quality visitors to our stand on the first day alone. We will definitely come back because we are expecting to achieve growth in this market."*

K.M. Siraj, Manager, Yaohualux



*"Our expectations were absolutely met. We have got quite a big database which was our main aim. It is our first time exhibiting out of South Africa and we chose Light Middle East because we are looking at opening an office here next year."*

*"It's just great being here. We have got a lot of positive feedback. The show is a feeler for us for the Middle East market. There are a lot of companies here at the expo so we've had a good turnout from possible clientele."*

Ebrahim Surtee, General Manager, Middle East, Radiant Lighting and Electrical



*"Light Middle East 2012 was an excellent platform for Eurostar to launch its LED lighting systems division. There has been a good amount of quality enquiries coming in which speaks well for the show and its organisers."*

*"Eurostar has just diversified into the LED business providing complete end-to-end solutions for any commercial, industrial or residential projects and this exhibition has given us lots of positive responses from the visitors."*

Shaan Jethwani, Executive Director, Eurostar LED Lighting Systems



*"The main thing is it has been really good for connecting with trading and lighting companies and potential distributors around the GCC. We've had lots of good potential partnerships in the early stages and it has definitely been quite knowledgeable. A lot of the people here understand the industry and the technology so you don't have to explain what it is you do, you just discuss how we can work together. There are quite a lot of visitors from Saudi Arabia and what really surprised me was a lot of people talking about Iraq."*

Jane Aldersley, Sales Manager, Global Light & Power LLC



*"It has been a good show. We had interesting visitors from very important projects, mainly from Dubai, Abu Dhabi, Saudi Arabia, Egypt, Qatar and Kuwait. The show has fulfilled our expectations. This is our fifth time exhibiting here and we would definitely return."*

Fabrizio Mongozzi, FIVEP spa, Electronic Dept.



*"Light Middle East has been very good for us and we have reached our target. We were here especially because we need distributors in Saudi Arabia and the UAE and we met a lot of interesting people. All our visitors were managers or senior – they were decision makers."*

*"Dubai is a great place for reaching out to the GCC and Light Middle East provides a great platform for that. We would for sure come back next time with a bigger and more sophisticated stand."*

Eng. Ammar Abdeljaleel, Sales & Technical Support Manager, Hyundai Lighting



*"Light Middle East has been a learning experience for us. The audience we have seen has been from the GCC and Maghreb region in Africa as well as other Arabic speaking nations. So this has been quite an exhilarating experience. We would say we've met interesting people who have shown adequate interest and we're optimistic it will turn into a good business."*

*"The sponsorship gave us the kind of launch we wanted – to get a feel of the market and understand what it is doing and at the same time to get people to know about us as we are a new brand. We adequately achieved these objectives."*

Asif Amrohi, Corvi, Principal Brand Consultant, LED Light



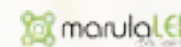
*"Light Middle East has actually been a good experience for us. We haven't ever exhibited here before. We wanted to get in front of the consultants, the architects and we have met some good contacts by being here. We've met people from Saudi, Qatar, Iran, mostly the Middle East."*

Dara Paulsen, Sales & Marketing Coordinator, Musco Gulf Lighting



*"It is our first experience here at Light Middle East. Our products are not very well known in the Middle East and they are happy to see that our products are made by Mitsubishi. We are here to show people that we are a serious company. The future of our business will be lighting and there is big potential in the Middle East market. The UAE wants to be green and LED is a green product, giving 80% in consumption saving so it is the future here."*

Olivier Lemaire, General Manager France, North Africa & Middle East, Verbatim



*"We've really enjoyed being at Light Middle East. It has been a great experience. We've made some good leads and contacts. The visitors really liked that we've a different product that is completely new. We came here because there is a close synergy between Africa and the Middle East but also because we have a product which is suitable for this region's conditions. We wanted to come to a show where the focus was lighting so Light Middle East was the logical choice for us."*

Colin Andrew, MarulaLED Cool Lighting



*"Light Middle East was good because it's the first experience for us here and we had a lot of contacts. We expect to return in the next years because our goal is to try to start a business unit in Dubai, so I am very happy. Generally speaking, for our needs it is a good exhibition with good quality visitors."*

Alberto Biella, APF



*"This is our first time exhibiting and we are satisfied with the experience. We've had visitors from many different countries from this region. It is early to say but we have a lot of contacts which we need to work to find out how they progress. We are looking for new markets and are interested in this region. I think it is a good platform to reach out to the region considering the amount of countries we got contacts from."*

Thomas Pukas, Ecolight



## Sponsors of Light Middle East 2012

Headline Sponsor



Platinum Sponsor



Sponsor: Best in Class –  
Student Design Competition



### Light Insight Arabia Conference – a must-attend!

Top notch Lighting designers will once again share experience and know-how on their innovative and sustainable projects from across the globe at the Light Insight Arabia conference.

Regional Construction Professionals, Lighting Designers, Architects, Students and Specifiers gather under one roof to update themselves on the latest trends of the industry.

### Best in Class

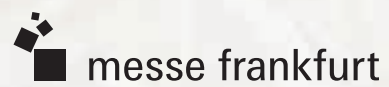
The “Best in Class” student competition is a regular feature of Light Middle East.

In 2012, the competition was led by Dr. Linda Nubani, and GE Lighting was the exclusive sponsor of the student competition.

2012 Sponsors:



Organised by:



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Dubai, UAE

#### BIEL light+building BUENOS AIRES

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Shanghai, China

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# About the Organiser

Messe Frankfurt is Germany's leading trade fair organiser, with 538\* million euros in sales and 1,769\* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organised 109 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

*\*2012 figures.*

## Reserve your space for success now!

Based on the enthusiastic pre-bookings the organisers are expecting space to be occupied quickly. With an attractive early bird discount until March 31<sup>st</sup>, 2013 there is every reason to secure your spot at Light Middle East now.

Price and registration details can be found at the Light Middle East website: [www.lightME.net](http://www.lightME.net)

The Light Middle East team is there to assist you in getting the best position at the show. You can choose from space-only participation to shell scheme to upgraded stand construction. To further make your participation outstanding, the show team is also willing to tailor-make a sponsorship offer for you.



**Epoc Messe Frankfurt GmbH**  
PO Box 26761, Dubai, UAE  
Tel: +9714 389 45 00  
Fax: +9714 358 55 22  
[light@uae.messefrankfurt.com](mailto:light@uae.messefrankfurt.com)  
[www.lightME.net](http://www.lightME.net)  
[www.uae.messefrankfurt.com](http://www.uae.messefrankfurt.com)

