

# leatherworld

## MIDDLE EAST

The Middle East's premier trade show dedicated  
to the leather industry

18 – 20 March, 2019

Sheikh Saeed Hall 1, Dubai International  
Convention and Exhibition Centre  
[www.leatherworldME.com](http://www.leatherworldME.com)

leather



messe frankfurt



# Leatherworld Middle East.

Where every success story begins.

Presenting Leatherworld Middle East, the region's most popular and only trade show dedicated to the leather industry. A sought-after meeting point for the industry's biggest players, this premier trade show presents innovative and aesthetically superior finished leather products making it the ultimate business platform for retailers, buyers, designers, boutiques and others to network with the right people and source the latest designs.

Valued at US\$4.6 billion in the region, Leatherworld Middle East is the only event of its kind, enabling manufacturers, wholesalers and retailers to showcase their expertise in Dubai, a vibrant and promising gateway to markets and businesses of all sizes in the region.

Within the Middle East, the Gulf region alone accounts for 67% of leather trade. The 4<sup>th</sup> edition of Leatherworld Middle East was held in co-location with Paperworld Middle East in 2018. While Leatherworld was host to 33 exhibitors from 9 countries, the two shows welcomed a total of 7,179 visitors, 23% of which stated that Leatherworld Middle East was their reason for visiting.



**FOOTWEAR**



**BAGS**



**DECORATIVE ITEMS**



**TRAVEL ITEMS**



**GARMENTS**



**CORPORATE GIFTS**



**GIFTS & ACCESSORIES**



**STATIONERY**

# Exhibitor & Visitor Overview

Network, source, showcase, grow.

Exhibitors and visitors from across the globe attend Leatherworld Middle East year after year for unparalleled success. Every one from the industry, such as Fashion & Leather Goods Manufacturers, Fashion Accessories Stores, Furniture Stores, Chain Stores, Interior Design Firms, Leather Traders, Luggage & Briefcase Stores, Luxury Stationery Manufacturers, Online Stores, Retailers & Department Stores, Trade Associations / Government Agencies, Wholesalers / Distributors and more, explore profitable opportunities, all under one roof.

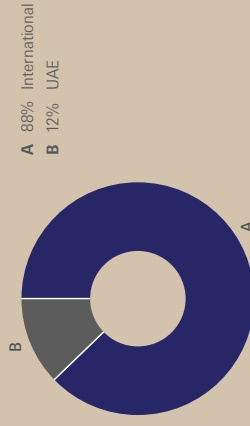
**Date** : 18<sup>th</sup> – 20<sup>th</sup> March, 2019

**Time** : 10:00am – 6:00pm on all three days

**Venue** : Sheikh Saeed Hall 1, Dubai International Convention and Exhibition Centre

## 2018 Show Figures

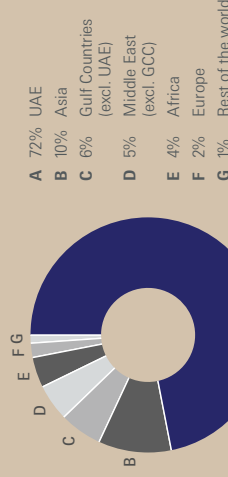
### Regional breakdown of exhibitors



### Top 5 countries by exhibitors

Countries	Exhibitors
1. South Africa	15
2. Thailand	6
3. United Arab Emirates	4
4. India	3
5. Australia	2

### Regional breakdown of visitors



### Top 5 countries by visitors

Countries	Visitors
1. United Arab Emirates	72%
2. India	6%
3. Saudi Arabia	3%
4. Pakistan	3%
5. Iran	2%

# Show Highlights Features



## GIFTS AND CORPORATE GIFTS

An area reserved exclusively for corporate gifts, from high-quality handcrafted items to unique [and bespoke] options for your special clients and business partners. [www.leatherworldME.com/Corporategifts](http://www.leatherworldME.com/Corporategifts)

## FASHION FOCUS

Spearheaded by an exclusive showcase from ESMOD Dubai, the Fashion Avenue demonstrates the unique relationship between leather and fashion. [www.leatherworldME.com/Highlights](http://www.leatherworldME.com/Highlights)

## FOOTWEAR FOCUS

A section dedicated entirely for mid- to high-end leather footwear. [www.leatherworldME.com/Highlights](http://www.leatherworldME.com/Highlights)

## INDUSTRY SEMINARS

Exclusive, FREE-to-attend seminars focusing on cutting-edge developments, important topics and the latest innovations in the leather industry. [www.leatherworldME.com/Seminars](http://www.leatherworldME.com/Seminars)



## BUSINESS MATCHMAKING

Leatherworld Middle East facilitates Business Matchmaking for its exhibitors and visitors free of charge. The goal is to allow exhibitors and pre-registered visitors to pre-schedule specific, targeted appointments to take place during the show, the benefit being that the time spent at the exhibition will be optimised for both parties. For further information, visit [www.leatherworldME.com/BMM](http://www.leatherworldME.com/BMM)

## PUBLIC RELATIONS (PR)

Use the power of public relations to increase your trade show visibility! Our in-house PR department runs a continuous campaign throughout the year with increasing activity closer to the show. Exhibitor news at Leatherworld Middle East 2018 spread far and wide, ensuring maximum media coverage across regional business and international trade publications.

# Pricing Structure We care about your success

Choose any of the following space and sponsorship options that suits your brand requirements

## BOOK YOUR STAND BEFORE 31<sup>ST</sup> JULY 2018 AND AVAIL OUR SPECIAL DISCOUNTS!

### Regular Space Costs

Row stand (one open side)	USD 435 per sqm
Corner stand (two open sides)	USD 445 per sqm
Peninsula/Head stand (three open sides)	USD 455 per sqm
Island stand (four open sides)	USD 465 per sqm

### Early Bird Discount

5% off space-only price for bookings received by July 31st, 2018.

The discount is applicable only if 30% of the down payment is made within 14 days of receiving the invoice.

### Prices to participate are:

**Raw space starts from US\$ 435/sqm**

The Raw Space option does not include any stand fittings, flooring or electrics, but enables the exhibitors to create their own individual stand build.

## fairconstruction

'Fairconstruction' represents the stand construction services provided by Messe Frankfurt. We are pleased to introduce this high quality service to our exhibitors exclusively, starting from USD 85 per sqm. For further information visit [www.leatherworldME.com/fairconstruction](http://www.leatherworldME.com/fairconstruction) or contact [fairconstruction@uae.messefrankfurt.com](mailto:fairconstruction@uae.messefrankfurt.com)

## SPONSORSHIP OPPORTUNITIES

### Your brand can go places if it has a good starting point.

Leatherworld Middle East allows your company to be involved with the show and have a high level of association and recognition within the industry.

Paperworld Middle East offers selective branding and advertising opportunities only to exhibiting companies. To stand out amongst your competitors and co-exhibitors, choose from the following selected sponsorship packages. For more information, please contact [sponsorship@uae.messefrankfurt.com](mailto:sponsorship@uae.messefrankfurt.com) or visit [www.leatherworldME.com/sponsorship](http://www.leatherworldME.com/sponsorship)

### PD PORTAL – FREE MARKETING TOOLS!

The promotional Digital Portal (PD Portal) contains a number of FREE tools that you can use to promote your presence at the exhibition, including:

- Personalised E-card
- Personalised printed invitations
- E-newsletter presence
- Invitation letter
- Email signature
- Web banners

If you need assistance, please contact our marketing team below who will be happy to help.

# Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138 trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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

## About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility.

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

\*Preliminary figures for 2018

## Messe Frankfurt Middle East GmbH

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