

Press

Garden+Landscaping Middle East
October 31 – November 2, 2010
Dubai International Convention and Exhibition Center, Dubai, UAE

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For more information, please contact:

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AED 2.63 TRILLION UAE CONSTRUCTION INDUSTRY TO DRIVE DEMAND FOR GARDEN AND LANDSCAPING PRODUCTS

Garden+Landscaping ME to showcase emerging trends such as eco-friendly landscaping and organic alternatives to fertiliser and herbicide use

With construction growth in the UAE continuing unabated, particularly in relation to the ongoing creation of new infrastructure and public utilities, demand for garden and landscaping products is expected to rise.

“The UAE construction industry is estimated to be worth around AED 2.63 trillion (US\$ 714.8 billion) with large infrastructure and public utility projects in the pipeline. We estimate that the garden and landscaping needs within this figure to be about 10% of the construction cost,” said Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt GmbH, organiser of Garden+Landscaping Middle East.

Ms Mehtap Kenar, Senior Show Manager, Garden+Landscaping Middle East, said: “The exhibition will showcase some of the emerging trends in the region, including the increasing use of organic fertil-

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isers and herbicides, methods to reduce water use and eco-friendly landscaping techniques.”

Garden+Landscaping Middle East is the region’s trade event for the garden, landscaping and outdoor living industries and will be held this year at the Dubai international Convention and Exhibition Centre from October 31st to November 2nd.

The event will bring together under one roof, leading manufacturers, distributors, suppliers, garden and landscaping professionals, developers and end users. It provides an opportunity to get a glimpse of the latest trends and developments in this sector the world over as well as specifically giving manufacturers and suppliers a unique insight into the particular needs and requirements of the Middle East region.

Among one of the common trends noticed in the region is the increased use of eco-friendly landscaping techniques, such as the use of shrubbery and local vegetation in place of non-indigenous plants which are resource-heavy and take up a lot of water. Native plants are far easier to cultivate and are environmentally friendly.

In addition to this, the use of recycled water is increasingly prevalent in the upkeep of lawns and gardens in water-scarce Middle East. This combined with the extensive use of mulching results in immense cost savings.

Visitors to Garden+Landscaping Middle East will also be able to learn more about the benefits of organic herbicides as a means to kill weeds without the use of harmful chemicals. Soil solarisation, the use of landscaping fabrics and organic pre-emergent and post-emergent herbicides are increasingly seen as the eco-friendly way to reduce the use of harmful chemicals and preserve an eco-friendly landscape.

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Show Profile:

Garden+Landscaping Middle East is the only dedicated international trade event in the region for the landscaping and outdoor living industries. The show offers the perfect regional industry networking event to present the latest trends, products and services available to the sophisticated market of landscaping and outdoor architecture

The next Garden+Landscaping Middle East is scheduled to take place from October 31 to November 2, 2010, at the Dubai International Convention and Exhibition Centre, United Arab Emirates.

Show website: www.gardenlandscapingme.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organizer. With 424 million Euros in sales in 2009* and more than 1,500 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling Middle East, Hardware & Tools Middle East, Garden & Landscaping Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

For more information, please visit our website at: www.uae.messefrankfurt.com

* Preliminary figures for financial year 2009