

32nd Middle East Electricity Show will begin from 11th - 14th Feb 2007 at Dubai International Exhibition Center

Many high profile lighting companies from the Middle East, North Africa and Indian subcontinent are already confirmed for the 2007 event

, Dubai, ARE, 2007-02-09 10:12:24 (IndiaPRwire.com)

Lighting at Middle East Electricity, the largest and longest running lighting event in the region, has built its reputation on the two criteria that are the key to any successful trade show - its success in attracting the largest number of visitors of any lighting event staged in the Middle East, and the high quality of the visitors.

Among the many high profile lighting companies already confirmed for the 2007 event are industrial lighting experts Galva Coat, whose specialist area is the production and galvanisation of lighting poles to ensure high resistance to corrosion and the harsh environments that are typical of the region and Saudi Arabia-based Al-Babtain Power & Telecommunication Co., which has more than 50 years experience in the field of outdoor lighting.

'This is our first time at Middle East Electricity. It is a great opportunity for us to meet the key people from the regional industry. We see huge growth potential in the Middle East, and Middle East Electricity is very important to us, as it directly targets, and importantly attracts, the exact audience that we want to reach', said Ms. Aditi Agarwal, Director, New India Extrusions, whose comments were echoed by Mr. Gaurav Gupta, Marketing Manager of New India Extrusions 'Middle East Electricity is a truly commercial show, giving us the opportunity to reach the correct niche of visitors from the region.'

The regional projects market, on a per capita basis, is now by far the largest globally, while the Middle East has the second largest share of project finance in the world. This massive level of investment, coupled with rapidly expanding populations and tourism sectors, underlines the Middle East's position as one of the most important markets for the international lighting industry.

The Middle East, North Africa and Indian subcontinent continue to experience unparalleled growth in both commercial and residential construction, and feature many of the world's most outstanding projects. Projects planned, or already under development, in the Gulf alone now exceed US\$1 trillion.

Rated by exhibitors and visitors as one of the world's most important events for the global energy industry, Middle East Electricity comprehensively covers the entire spectrum of the energy sector, with specific focus on the Lighting, Gas, Power Generation, New & Renewable Energy and Water sectors.

The event, which starts Sunday 11th February, covers over 25,000 square metres features over 800 exhibitors from 51 countries and 18 country pavilions, including the world leaders in electricity, power generation, lighting, new and renewable energy and gas - each of which has a dedicated focus area within the exhibition.

- END -

For more information, Please contact:

Rashid Memon
Consultant - Al Zabih PR