



AQUARIYA
EXPO 2009 DUBAI

4 - 6 March, 2009,
Crowne Plaza Hotel, Sheikh Zayed Road

DUBAI

**POST
SHOW REPORT
2009**



General Information

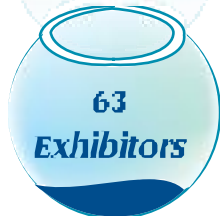
Date	4th to 6th March 2009
Time	11:00am to 7:00pm (4th and 5th March) 4:00pm to 10:00pm (6th March)
Venue	Crowne plaza Hotel, Dubai, UAE
Frequency	Annual
Admission	Trade and General Public
Sales/contracts generated	AED 4 million above
Exhibition Profile	Aquarium Fish (Marine / Freshwater), Aquarium Tanks, Aquatic Plants, Fish Food and Health, Equipment (filter, Pump, aerator etc.), Aquarium Furniture & Lightings, Aquarium Consultants, Aquarium Water Treatment, Ornaments & Decorations
Expo Highlights	Betta Competition
Organizer	ORANGE FAIRS & EVENTS - DUBAI
Supporting Organizations	Department of Fisheries – MALAYSIA The Marine Products Export Development Authority - INDIA
Supporting Media	Aquarium World, Aquaculture Connection, Marine Biz TV



Show Information

88% of Exhibitor's stated that the event was successful in terms of generating future sales.

SHOW NUMBERS:



The value of ornamental fish imports to the UAE has crossed USD 1.14 million in 2008, with demand for exotic fishes in the country expected to grow by 5 to 7 per cent annually, according to latest market figures.

Amidst the growing reputation of ornamental fish as one of most popular pets in the world, Aquariya Expo was identified as a need for a common platform for the regional and international players of the ornamental aquatic industry to exhibit their products and services



Show Attraction:

Betta Competition

The new generation of fighting fish no longer just used for fighting are known as Betta Splendors, come in wide variety and patterns.

A Betta-Championship was organized during the 3 day event. There was a vast display of Betta's in different colors and patterns. The competition was judged by Mr. Edwin Lee Wang, President of Singapore Betta Society and Mr. Say Kwec Chuen vice President of Singapore Betta Society.



“The local ornamental aquatic market is a fast-growing sector that underlines the focus of the UAE Government towards enriching non-energy industries, and I am delighted to see that it has generated considerable participation from domestic players as well as regional and global companies. Commendation is due to the organiser of ‘Aquariya Expo 2009’ for providing an excellent platform that allows companies to network with high-potential global and regional partners, and learn about the latest developments and industry knowledge, which can help them expand their businesses.”

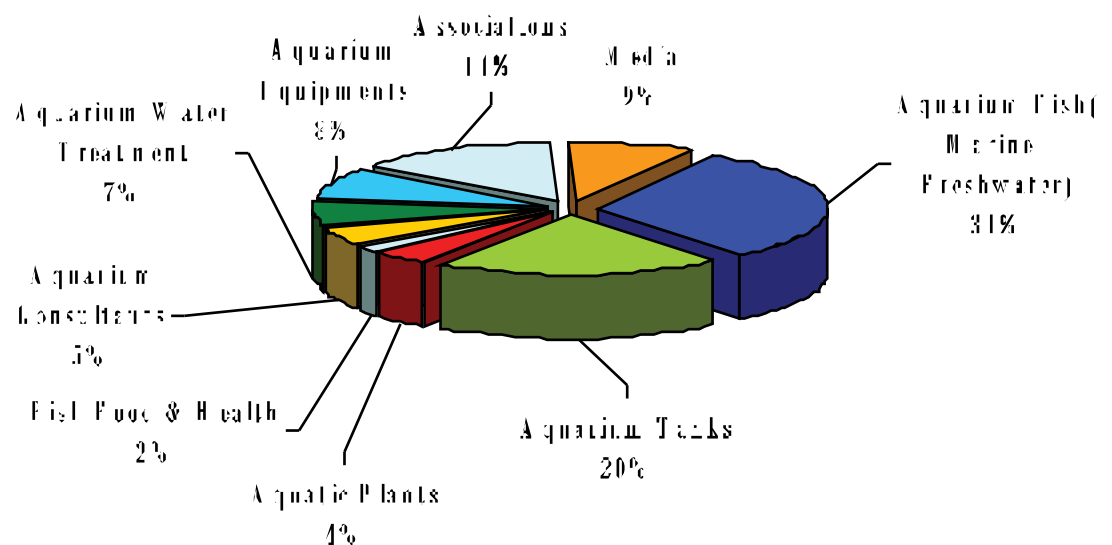
**H.E. Obaid Mohammad Jumaa
Al Matrouatshi**

**Assistant Undersecretary for Fisheries
Affairs, Ministry of Environment and
Water, UAE.**

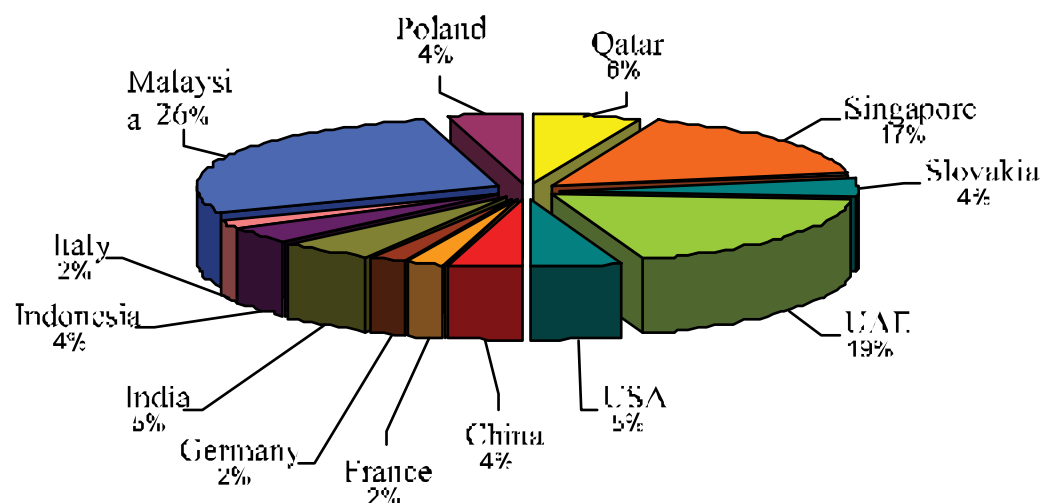
About The Exhibitors

- **85%** stated that the event was successful in terms of meeting overall objectives
- **78%** were satisfied with the return of investment from exhibiting at the show
- **73%** stated that the event was crucial to their marketing activity in the region
- **88%** stated that the event was successful in terms of generating future sales

Exhibitor Profile:

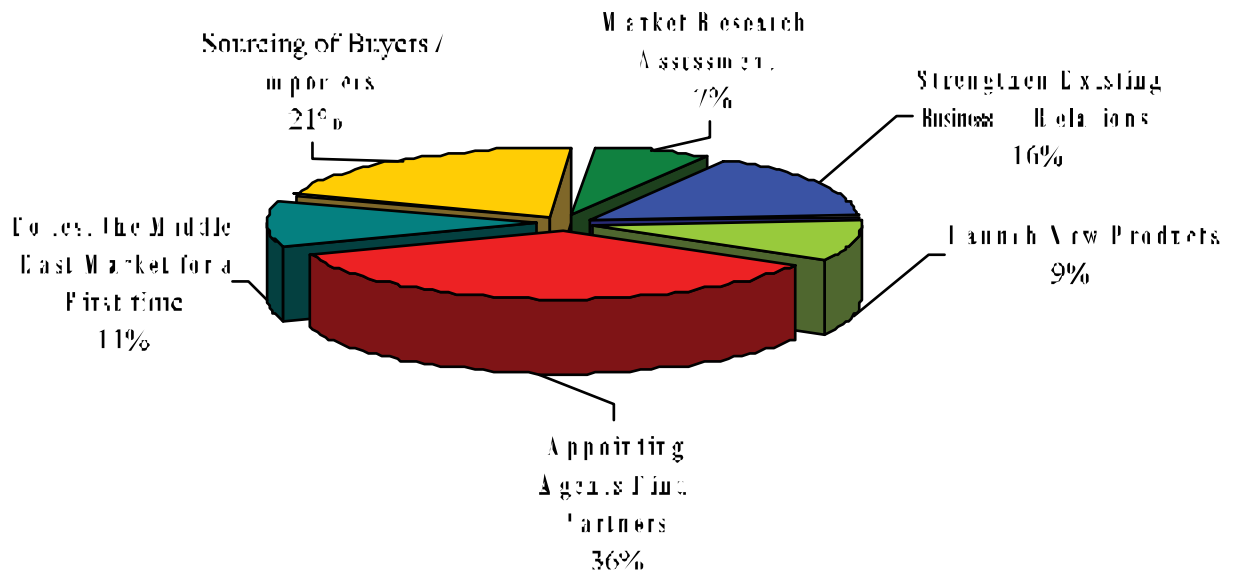


Exhibiting Countries:



About The Exhibitors

Main Reasons For Participating At Aquariya Expo 2009 – Dubai



"We have made significant business as well as networking strides during our presence at the 'Aquariya Expo 2009', which has also been the perfect platform that gave us a chance to spread our advocacy regarding environmental protection, particularly in marine wildlife. These significant milestones have prompted us to pledge our support for the event next year."

Walter Marle Mukis
Operation Manager
Inno Fisheries Sdn Bhd

About The Visitors:

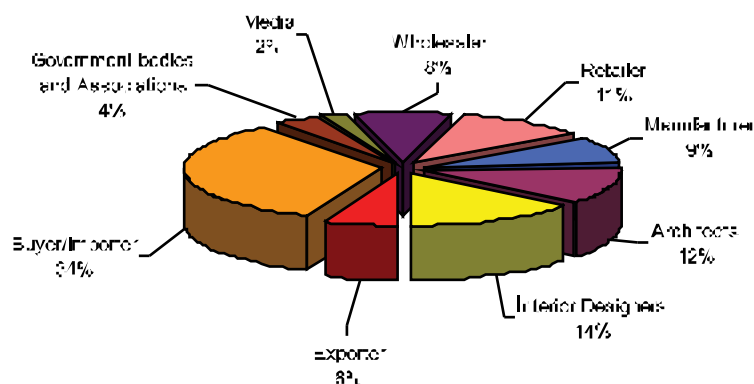
- **83%** made new contacts during the show
- **77%** of visitors have used purchasing Authority
- **86%** of visitors are likely to attend 2nd Aquariya expo 2010
- **94%** of visitors rated the quality of the show good to excellent

Visiting Countries:

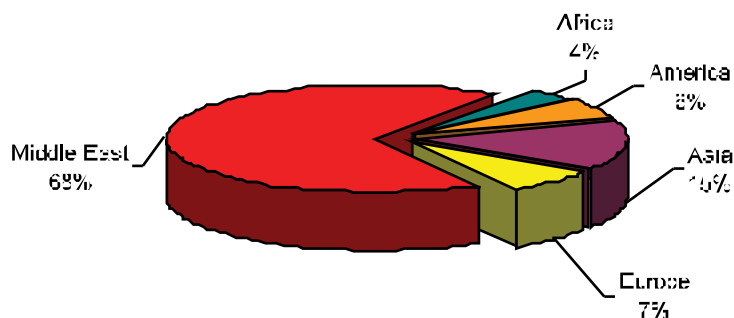
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|-------------|----------------|
| • Australia | • Kuwait |
| • Bahrain | • Qatar |
| • Belgium | • Saudi Arabia |
| • Brazil | • Singapore |
| • China | • South Africa |
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| • Germany | • Thailand |
| • India | • Turkey |
| • Indonesia | • UAE |
| • Iran | • USA |
| • Japan | |



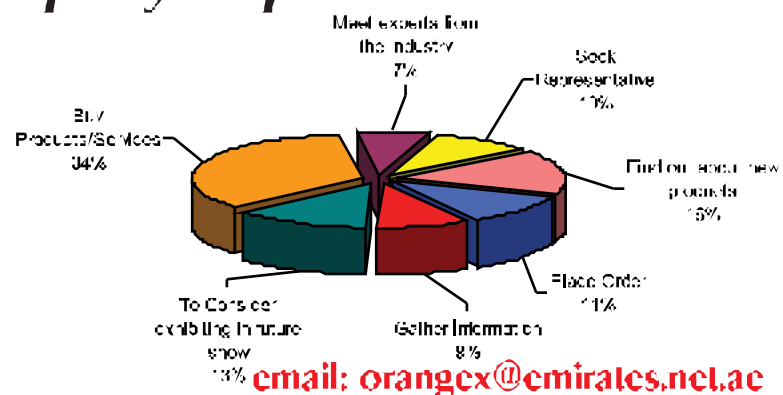
Visitor's Profile:



Visitors Classification By Region



Main Reasons For visiting Aquariya Expo 2009



email: orangex@emirates.net.ae

Publicity And Promotion:

The Exhibition was promoted exclusively to industry professionals, trade visitors and decision makers through an extensive and carefully planned media campaign, which was designed to attract key personnel in the Public & Private sectors. The campaign included: direct mailing, VIP invitations, advertisements in newspapers & WEB Portals, Radio Stations

Direct Mailing:

- A trade brochure is direct-mailed to over 25,000 trade representatives around the world within the area of hospitality, Designers, Life style etc.
- Participating Distributors were also provided with these brochures to distribute to their best customers and other VIPs in the industry

VIP Invitations:

- 30,000 Exhibitor passes & VIP invitations were mailed to Purchase Managers, Architects, Designers and General Managers throughout the Middle East in order to attract buyers/visitors.

Advertisements in Newspapers:

- Quarter Page, 4-color ads run in industry leading News Papers such as Gulf News, Khaleej Times, Gulf Today, Al Bayan and other leading news papers in the Middle East

Email Campaign:

- A minimum of three e-newsletters were sent every week to members of the Trade and potential buyers highlighting the latest news/ releases regarding Aquariya Expo 2009 – DUBAI along with reasons to attend

Radio Spots:

- A 5-day radio campaign was held a week before Aquariya Expo, on leading Radio channels such as Dubai eye – 103.8, Al Arabiya – 99fm and City Fm – 101.6.
- The campaign was held in order to attract buyers and General public.

Broadcast Taxes:

- Broadcast Taxes were also utilized to keep the Expo in the forefront of industry buyer's remind to attract them to the show.

See you next year...

at Aquariya Expo 2010

Organized by:



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