



GITEX SHOPPER 2005

POST SHOW REPORT

Venue : Airport Expo Dubai – Central & West Halls
Dates : 24th – 30th September 2005

GITEX Shopper, now in its 15th edition has firmly established itself as the largest and most popular retail 'Technology' event in the Middle East. This high-energy consumer show has a broad spectrum of target audience ranging from students to IT professional, technology enthusiasts, end-users and regional traders. The show attracted a total of 117 994 visitors (audited) and the reported sales were in excess of Dh 72 million (transaction levels up by approx 30% since 2004 – Dh 56 million)

GITEX Shopper 2005 attracted the participation of 140 exhibitors representing more than 4000 companies from 15 countries.

The product profile of GITEX Shopper includes a wide range of technology products including PCs, laptops, notebooks, printers, accessories, peripherals, office automation products, educational and entertainment software, internet products, gaming, digital imaging, home entertainment, consumer electronics, mobile technology, multimedia, publishing, training, computer furniture and stationery.

Increasing Visitors:

Visitor levels were up by 9.19% as compared to 2004 (108 066). The daily breakdown of the footfall was as below:

Timing	Number of Visitors
24 th September 11:00 AM - Official Opening	
24 th September (Sat) 11:00 AM – 9:00 PM	8 933
25 th September (Sun) 11:00 AM – 9:00 PM	12 280
26 th September (Mon) 11:00 AM – 9:00 PM	15 709
27 th September (Tues) 11:00 AM – 9:00 PM	17 022
28 th September (Wed) 11:00 AM – 9:00 PM	19 253
29 th September(Thurs)11:00 AM – 9:00 PM	27 710
30 th September (Fri) 3:00 PM - 9 :00 PM	17 087
Total	117 994

Regional visitors apart from the UAE were mainly from the following countries:

Saudi Arabia	Oman	Bahrain	Qatar	Kuwait
Egypt	India	Iran	Iraq	Pakistan

Exhibit Profile:

Accessories & Peripherals	Entertainment Software	Monitors	Publishing
Audio Equipment	Gaming & Entertainment	Multimedia	Scanners
Computer Furniture	Hardware	Networking	Software
Consumer Electronics	Home Entertainment	Notebooks	Stationery
Data Storage Media	Keyboards	Office Automation	Telecommunication Products
Digital Imaging	Laptops	Online Resources	Video Equipment
Education & Training	Logistics & Security	Personal Computers	Wireless Technology
Electronic Media	Modems	Printers	Work Stations

Features & Facts about GITEX SHOPPER**Strong International Support:**

GITEX Shopper 2005 witnessed the strongest international vendor support yet, by way of branding, merchandising, launches, promotions and advertising.

International names like Hewlett-Packard, Acer, Lenovo, Intel, Microsoft, Canon, Dell, Nokia, Sony, Toshiba, Samsung, Fujitsu-Siemens, LG, Sanyo and Kodak to name a few, were all actively involved at GITEX Shopper either directly or through their resellers providing the best possible quality, choice and value for money.

BSA Online Quiz on Piracy Awareness:

An online quiz contest on computer piracy awareness was launched at GITEX Shopper's website (www.shopper.gitex.com) allowing participants to win Dhs 6,000 worth software from the Business Software Alliance (BSA) Middle East. More than 2500 contestants from around the Middle East participated in the online quiz jointly organised the Dubai World Trade Centre (DWTC) and the BSA.

Group visits by schools & colleges:

Approximately 12,000 students visited GITEX Shopper 2005 via pre-arranged group tours organised by the schools and colleges, from all around the UAE.

Graphic Design Contest – Dubai the Future City...2030:

The "GITEX" brand which celebrated its 25th anniversary this year, was pleased to present yet another unique theme, at GITEX Shopper transcending 25 years in the future. This was a Graphic Design Competition open to all the talented minds in the region to portray what Dubai would look like in the year 2030. Aptly enough, the theme was named "DUBAI THE FUTURE CITY...2030" and had exciting prizes sponsored by Hewlett-Packard for the winners.

Super deals, bargains and promotions:

Exhibitors at the Shopper put forward some of the best deals and promotions on their products and services. These were further complemented with a host of prizes, raffles, easy payment facilities, credit card promotions and instant cash prizes making GITEX Shopper the most consumer-friendly and successful retail platform for technology in the Middle East.

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**To make sure you are a part of GITEX Shopper 2006
kindly contact us on the below numbers.**

**GITEX Shopper & Consumer Electronics Expo 2006
Airport Expo Dubai
18th – 24th November 2006
www.shopper.gitex.com**

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