

# POST SHOW REPORT 2018



## SHOW PROFILE

Encouraged by the UAE's vision to implement the Fourth Industrial Revolution Strategy (4IR), the 2018 edition of SPS Automation Middle East marked its debut in Dubai and the region on 18 and 19 September.

With a keen emphasis on Industrial and Building Automation, as well as IoT and Artificial Intelligence, it built on the success and pedigree of SPS IPC Drives in Europe, with 28 years of experience and shows across Germany, Italy, China and India which attract over 150,000 visitors each year.

The launch event, delivered as a ConfEx model, took place at the Dubai Festival Arena, and featured 21 leading exhibitors and a conference involving key stakeholders and government representatives.

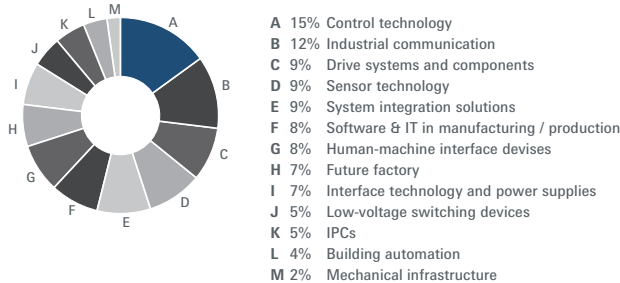
<b>Edition</b>	: 1 <sup>st</sup>
<b>Date</b>	: 18 – 19 September 2018
<b>Venue</b>	: Festival Arena, Dubai Festival City
<b>Organiser</b>	: Messe Frankfurt Middle East GmbH
<b>Total Gross Sqm.</b>	: 1600 sqm
<b>Exhibitors</b>	: 21

## OVERVIEW

### List of exhibitors



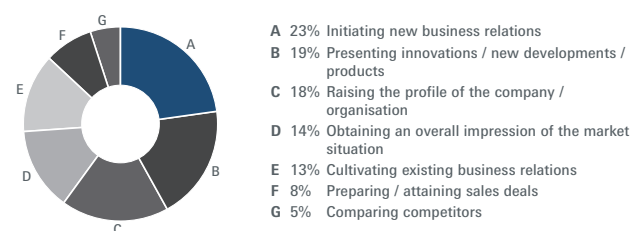
### Showcased product categories



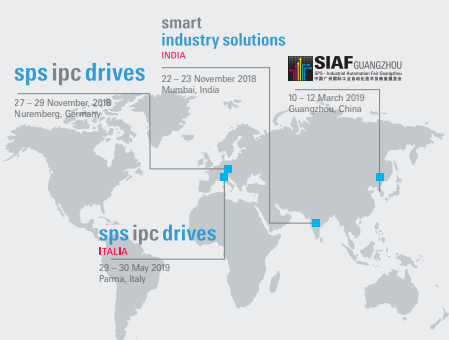
### Countries breakdown of visitors

Countries	Visitors
United Arab Emirates	83.6%
Saudi Arabia	3.7%
Germany	2.3%
Sudan	1.7%
Egypt	1.4%
Iraq	1.1%
Italy	0.8%
United Kingdom	0.8%
India	0.6%
Kuwait	0.6%
Lebanon	0.6%
Oman	0.6%
Turkey	0.6%
Others	1.7%

### Main objective of participating

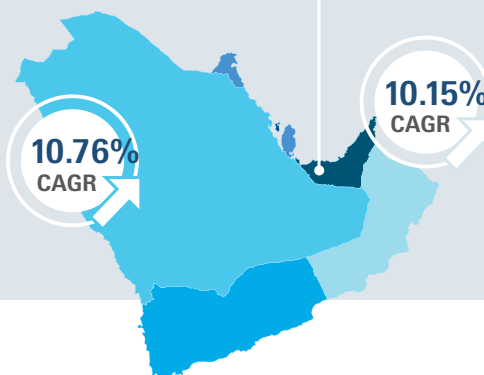


## SPS Automation Worldwide



### The GCC market for industrial and building automation

US\$ **5.63** billion in 2017  
US\$ **6.2** billion in 2018  
US\$ **10.3** billion in 2023F



### The UAE market for industrial and building automation

US\$ **1.73** billion in 2017  
US\$ **1.89** billion in 2018  
US\$ **3.09** billion in 2023F



Organised by:

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## Media Partners



## Knowledge Partners



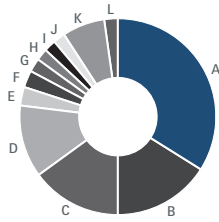
## Industry Intelligence Partner



## Construction Intelligence Partner

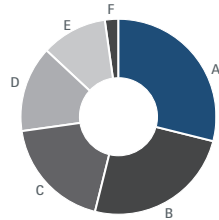


## Visitors' job function



- A 34% Business Development / Sales
- B 16% Senior Management (MD / CEO)
- C 15% Engineer / Installer / Technician
- D 12% Not Specified
- E 3% Operations
- F 3% Project Management
- G 2% Production
- H 2% Marketing / PR
- I 2% Research & Development
- J 2% I.T.
- K 7% Procurement / Purchasing, Finance, Consultancy, Customer Service, H.R., Telecoms, Product Development (1% each)
- L 2% Other

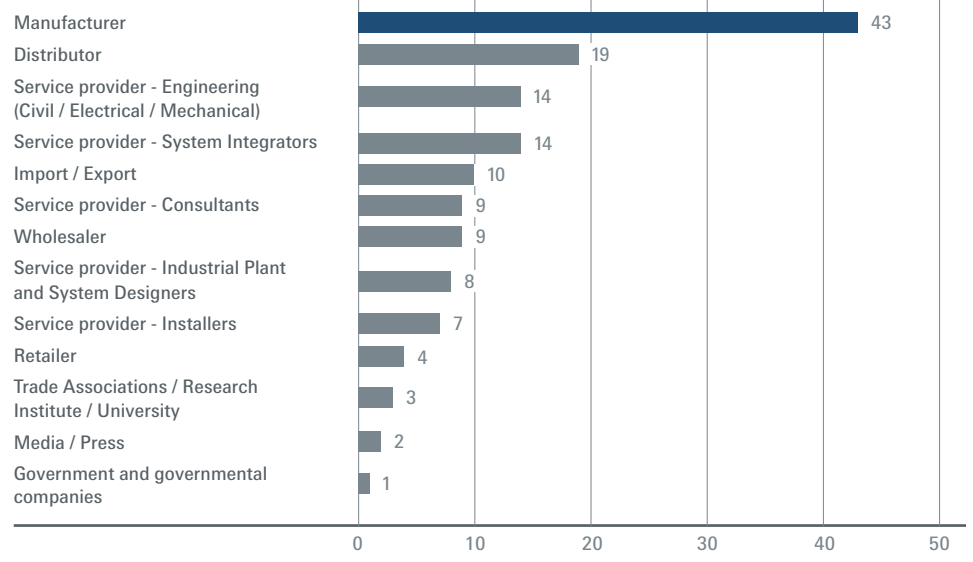
## Main reasons for visiting



- A 29% Collect market information
- B 25% Meet new / potential business partners
- C 19% Purchase or source products
- D 14% Meet an existing supplier / business partner
- E 11% Look for distribution / dealership opportunity
- F 2% Other

## Nature of business

(all figures in %)



## Main area of interest

(all figures in %)

