



ITCA Dubai 2008 Post Show Report



ITCA Dubai 2008

The Only Travel Catering Services Exhibition for Middle East, Africa And Indian Sub Continent

3 – 5 November 2008

Dubai International Convention And Exhibition Centre

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

Partner



مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE

مركز دبي العالمي للمعارض، ص.ب: 9292، دبي، الإمارات العربية المتحدة. هاتف: 3321000 (+9714)، فاكس: 3321000 (+9714)، الأنترنت: www.dwtc.com، البريد الإلكتروني: info@dwtc.com
Dubai International Exhibition Centre, P.O.Box 9292, Dubai, United Arab Emirates. Tel: (+9714) 3321000, Fax: (+9714) 3329006/3318034, Website: www.dwtc.com, e-mail: info@dwtc.com



عضو في هيئة المراكز التجارية العالمية
Member of the World Trade Centers Association®

Show Profile:

Event Type:	International & Trade Only
Venue:	Dubai International Convention And Exhibition Centre
Frequency:	Annual
Halls:	Sheikh Rashid Hall
Dates:	3rd – 5th November 2008
Opening Hours:	10:00 – 16:00
Website:	www.itcadubai.com

Exhibitor Profile:

- Airline, Cruise Line Caterers & Service Items
- Airline, Cruise Line Catering Equipment
- Beverage/ Beverage Equipment
- Chinaware & Disposable Crockery
- Cleaning & Dishwashing Equipment
- Cutlery
- Entertainment Systems
- Food & Beverage
- Food Packaging, Processing, Preparation & Preservation Equipment
- Food Warming Equipment
- Galley Equipment
- Government Bodies/ Trade Organisations
- In – Flight Retailing –Premium Gifts
- Industrial Laundry Equipment
- Linens, Tableware & Accessories
- Poultry/Meat / Halal Meat
- Refrigeration Equipment
- Snack Food/ Finger Foods
- Toiletries
- Trade Publications
- Travel Amenities
- Trolleys & Trays



"ITCA is again excited to be partnering with the Dubai World Trade Centre for our Middle East Conference and Tradeshow in 2009. The Event in Dubai is growing in popularity with airlines, suppliers and caterers all focused on the world's most exciting and vibrant region. I look forward to welcoming you all to our Show" - Mr. David Young, President of the International Travel Catering Association



مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE

مركز دبي العالمي للمعارض، ص.ب: 9292، دبي، الإمارات العربية المتحدة. هاتف: (+9714) 3321000، فاكس: (+9714) 3321000/3321006، الأنترنت: www.dwtc.com، البريد الإلكتروني: info@dwtc.com
Dubai International Exhibition Centre, P.O.Box 9292, Dubai, United Arab Emirates. Tel: (+9714) 3321000, Fax: (+9714) 3329006/3318034, Website: www.dwtc.com, e-mail: info@dwtc.com



عضو في هيئة المراكز التجارية العالمية
Member of the World Trade Centers Association®

Visitor Profile:

- Aircraft Manufacturer
- Airline
- Airline Caterer
- Airline Operator
- Airport Supplier
- Caterer Service Operator
- Cruise Caterer
- Cruise Operator
- Cruise Manufacturer
- In-Flight Service
- Logistics Provider
- Procurement
- Ship Chandler
- Trade Publication
- Trade Association / Government Body
- Galley Equipment

Partner: ITCA – International Travel Catering Association

Supporting Events: ITCA Dubai Conference – organised by ITCA the International Travel Catering Association, a global representative body for all companies involved in the rail, shipping and inflight service industries.

Exhibitor Attendance Statistics:

- 120 companies represented
- 70% international exhibitors
- 30% regional exhibitors
- Largest country presence: **UAE** (429m2), **Germany** (108m2) and **UK** (108m2)
- Exhibitors from **25** countries:



مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE



Countries:

Belgium	Egypt	Italy	Netherlands	Taiwan
Brazil	France	Kuwait	Qatar	Turkey
Canada	Germany	Lebanon	Saudi Arabia	United Arab Emirates
China	Hong Kong	Netherlands	Singapore	United Kingdom
Denmark	India	Malaysia	Switzerland	USA



Exhibitor Feedback:

81% of exhibitors rated the overall Show rating as good to excellent

85% of exhibitors rated the quality of visitors as good to excellent

“The Show has met and exceeded all our expectations, we will definitely be part of ITCA Dubai 09.” – Muhammad Abu Sayed, Export Manager, Saudi Blantex

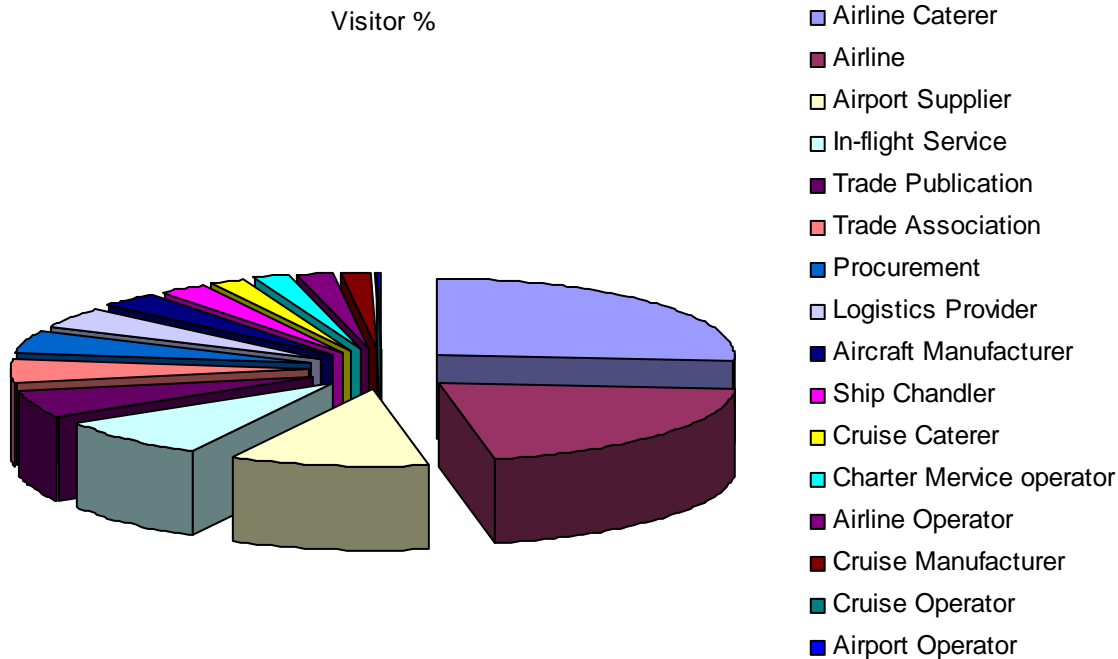


مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE



Visitor Attendance Statistics:

- **2,080** trade professional visitors
- Trade visitors from **60** countries
- **Visitors by Main Company Activity***



Visitor Feedback:

Trade visitors were surveyed during ITCA Dubai 2008 to evaluate the success of the show and to assist in improving and developing every aspect of the exhibition in the future.

When asked on their opinion about the variety of exhibitors/products at MENA Travel Catering,

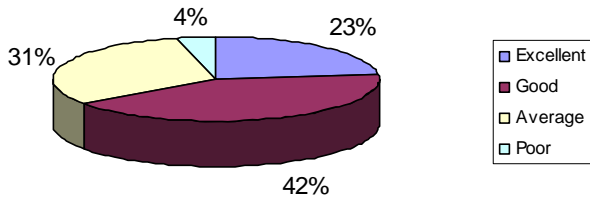
79% of the visitors said it was **Good to Excellent**,

82% felt the opportunity to place orders was **excellent**.

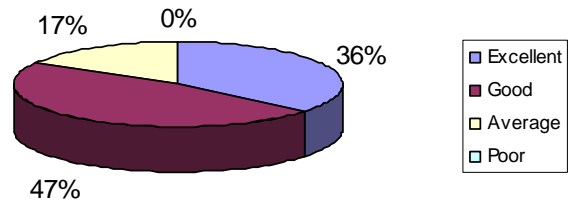
85% of visitors said the opportunity to meet caterers, manufactures & suppliers, was good to excellent

How were your main objectives met in visiting ITCA Dubai 2008

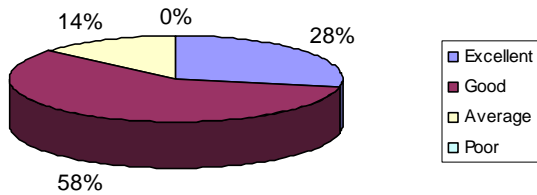
To place orders onsite



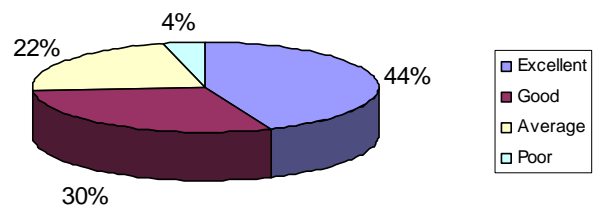
Meet caterers, manufacturers, suppliers



Network with conference delegates



Gather latest market information



مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE



Marketing Activities – Visitor Promotion:

- Advertising in regional newspapers and international trade publications
- Circulation reached **1,244,496** readers around the world in 45 different newspapers/ publications
- Targeted trade visitor e-mail campaign prior to the exhibition
- Direct visitor ticket mailing campaign to trade professionals only
- Intense press release campaign to international and regional media
- Dedicated website for ITCA Dubai 2008
- On-line trade visitor registration

ITCA Dubai 2008 Conference 4th November 2008

The ITCA Middle East 2008 Conference once again took place alongside ITCA Dubai 2008 and organised by the International Travel Catering Association.



For The Future

- ITCA Dubai 2009 will take place from

16- 18 November 2009

in

The New Halls

at the Dubai International Convention & Exhibition Centre .

- 4th ITCA Dubai Conference will take place alongside ITCA Dubai 2009

MENA Travel Catering Project Team:

Julian Roach
Project Manager
Tel: +9714 308 6462
Fax: +9714 318 8607
E-mail: julian.roach@dwtc.com

Precilla D'Souza
Ass Co-Ordination Manager
Tel: +9714 308 6047
Fax: +9714 318 8607
E-mail: precilla.d'souza@dwtc.com

Mark Napier
Group Industry Director
Tel: +9714 308 6935
Fax: +9714 318 8607
E-mail: mark.napier@dwtc.com

If you require further information on ITCA Dubai, please contact the project team directly or visit the website:

www.itcadubai.com which is continuously being updated.



مركز دبي العالمي للمعارض
DUBAI INTERNATIONAL EXHIBITION CENTRE

مركز دبي العالمي للمعارض، ص.ب: 9292، دبي، الإمارات العربية المتحدة. هاتف: 3321000 (+9714)، فاكس: 3321000/3318034 (+9714)، الأنترنت: www.dwtc.com. البريد الإلكتروني: info@dwtc.com
Dubai International Exhibition Centre, P.O.Box 9292, Dubai, United Arab Emirates. Tel: (+9714) 3321000, Fax: (+9714) 3329006/3318034, Website: www.dwtc.com, e-mail: info@dwtc.com



عضو في هيئة المراكز التجارية العالمية
Member of the World Trade Centers Association®