



Paper Arabia 2011

Post Show Report



POST SHOW REPORT

Paper Arabia 2011

4th International Exhibition on Paper, Tissue, Converting Industry

18 - 20 SEPTEMBER 2011

Dubai International Convention & Exhibition Centre, Dubai, UAE

EXHIBITION REPORT

- Paper Arabia, an exhibition for Paper Tissue & Converting Industry in Middle East attracted more than 6123 visitors during the three days of exhibition.
- Exhibitors from 21 countries chose it as a platform for showcasing their excellence to prospective customers from MENA region.
- Visitors from 74 countries attended the exhibition.
- Exhibition was held on 18- 20 September, 2011 at Dubai International Convention and Exhibition Centre
- Exhibition was sponsored by ASIA PULP and PAPER (APP)
- Despite the economic slow down worldwide, the exhibition attracted overwhelming business visitors.
- All the exhibitors were of the opinion that it was a great show for the industry which is very well attended.
- Wide Media coverage ensured the publicity a grand success. Print, Online, Social Media, Radio and TV commercials were some of the medium used for publicity apart from various press releases and a press conference before the event.
- 90% of the visitors were decision makers with more than 65% either Chairman or President or Managing Director or CEO or General Managers.
- Survey with the exhibitors and visitors during the exhibition shows that 92% of the people interviewed were the opinion that the exhibition is very good and worth attending, and 6% of them rates the exhibition as good and 2% said it as an average.

PARTICIPATING COUNTRIES

- China
- Egypt
- France
- Germany
- India
- Indonesia
- Italy
- Jordan
- Kingdom of Saudi Arabia
- Lebanon
- Netherlands
- Pakistan
- Russia
- Spain
- Taiwan
- Thailand
- United Arab Emirates
- United Kingdom
- United States of America

EXHIBITOR LIST COUNTRY WISE

China

Baosuo Paper Machinery
Manufactury Co., Ltd.
C&D Paper & Pulp Co.,Ltd
China National Household
Paper Industry Association
Dongguan Sunrise Daily
Commodity Co., Ltd.
Foshan Nanhai Dechangyu
Paper Machinery Manufacture Co., Ltd
Guangzhou Ok Machinery
Manufacturing Co., Ltd
Hangzhou Creator Machinery
Manufacture Co., Ltd.
Hangzhou New Yuhong
Machinery Co., Ltd.
Qingdao Focus Paper Co., Ltd.
Quanzhou Banglida Technology
Industry Co., Ltd
Quanzhou Chuangda Machinery
Manufacture Co., Ltd
Quanzhou Yichuan Machinery Co., Ltd.
Shanghai Soontrue Machinery
Equipment Co., Ltd.
Shenzhen Jiafeng Printing and
Packaging Co., Ltd.
Stanley Hot-Melt Adhesive
Industrial Co., Ltd.
Taishan Group Co.,Ltd
Tianjin Junfa Senda Sanitary
Absorbent Pads Co., Ltd
Weifang Lancel Hygiene Products Limited

Wenzhou Hydee Import & Export Co. Ltd.
Zhejiang Weilong Polymer
Material Co., Ltd
Zhucheng Dazheng Machinery Co., Ltd

Egypt

Al Husein International
Sga Solutions - Middle East

France

Enp Paper Middleast

Germany

Christian Senning Verpackungs
Maschinen Gmbh & Co.Kg
Tissuenet Gmbh
Wefapress Beck + Co. Gmbh

India

Arjun Group of Companies
Deevya Shakti Paper Mills (P) Ltd
Foresight International
Hazel Mercantile Limited
Indiamart.Com
Jasch Industries Limited
Line-O-Matic Graphic Industries
Loxim Industries Limited
Orient Paper & Industries Ltd
Origami Tissues
Parason Machinery (India) Pvt Ltd
PPI Pumps Pvt. Ltd.
S.L.Industries
Servall Eng Works
Tulip 3p Media Pvt Ltd
(Paper Mart India)
Wires & Fabriks (S.A.) Ltd

Zalani Paper Mart

Indonesia

Asia Pulp & Paper
Pura Group

Italy

Gruppo Cordenons Spa
Guaraldi Tech S.R.L
Industria Cartaria Piereeti
Rif Spa

Jordan

Paper Qualified Vision Pqv - Weko -
Weitmann & Konrad Gmbh & Co Kg

Kingdom of Saudi Arabia

Gulf Paper Industries Factory Co Ltd
Saudi Paper Converting Co - SPC

Lebanon

Me Tissue
Sun Paper Group Mea S.A.L

Netherlands

Langenpac N.V.

Pakistan

Alpha Green Pvt Ltd

Russia

Jsc «Krasnokamsk Metal Mesh Works»
Rosset
Liliya X (Fze)
Technical Paper Co

Spain

Ibercutting S.L
Ommapack Srl

Taiwan

Chyau Ban Machinery, Co., Ltd
Hinnli Co., Ltd

Thailand

Alola Trading Ltd

United Arab Emirates

Abudhabi National Paper Mill Llc
Arbros Forest Resources Fzco
Clean Middle East
Crown Paper Mill Ltd
Ekman Middle East (Fzc)
Hamriyah Free Zone Authority
Infobahn Consultancy
Inpap Fz Llc
Itmc Fzco
Me Printer Fz Llc
Medusa Paper Trading Llc
Mepco Gulf Co Llc
Mex Print Pack Supplies Llc
Orient Links Co
Printweek Mea
The Warehouse General Trading

United Kingdom

Stone Wall Work U.K Limited
Walmsleys Limited

United States of America

Bretting Manufacturing
Vantek Inc

Organiser:



Al Fajer Information & Services

P.O. Box: 11183, Dubai, UAE, Tel: +971 4 3406888, Fax: +971 4 3403608, Email: nair@alfajer.net

www.paperarabia.com



POST SHOW REPORT

Paper Arabia 2011

4th International Exhibition on Paper, Tissue, Converting Industry

18 - 20 SEPTEMBER 2011

Dubai International Convention & Exhibition Centre, Dubai, UAE

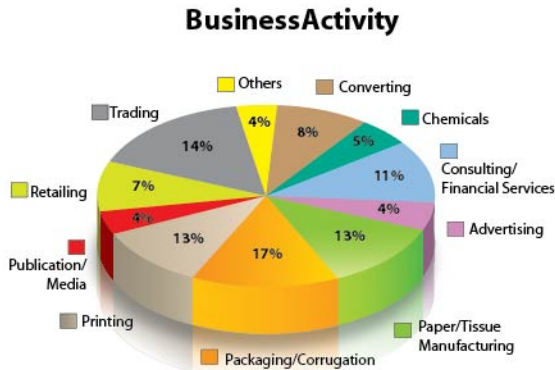
VISITOR TURNOUT STATISTICS

Exhibition witnessed trader buyers from entire Middle Eastern and North African countries. Visitors from 70 different countries attended the exhibition. A total of 6123 trade visitors attended the exhibition.

Afghanistan, Angola, Austria, Bahrain, Bangladesh, Canada, China, Czech Republic, Egypt, Ethiopia, France, Georgia, Germany, Holland, Hong Kong, India, Indonesia, Iran, Italy, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Nepal, Netherlands, Nigeria, Oman, Pakistan, Qatar, Russia, Saudi Arabia, Scotland, Singapore, South Africa, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Syria, Taiwan, Tanzania, Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States of America, Vietnam

VISITOR CATEGORIZATION

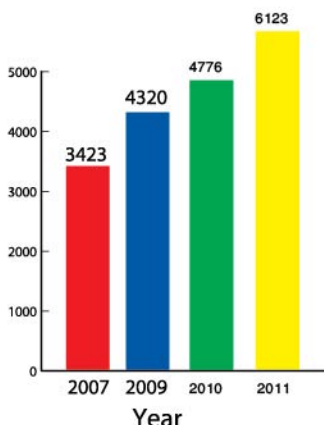
Exhibition was well attended by the decision makers. 90% of the total visitors were the senior most from their respective organizations. We are sure in the upcoming editions we will be able to bring more and more such quality visitors from middle eastern and north African region to the show. Visitor turnout analysis is showcased through the table and graph below:



Algeria	8	India	349	Saudi Arabia	572
Afghanistan	19	Indonesia	5	Scotland	2
Angola	5	Iran	418	Singapore	12
Austria	5	Iraq	12	South Africa	26
Azerbaijan	4	Ivory Coast	4	SriLanka	25
Bahrain	56	Japan	1	Sudan	16
Bangladesh	49	Jordan	27	Sweden	28
Brazil	3	Kazakhstan	2	Switzerland	6
Botswana	4	Kenya	34	Syria	48
Burundi	3	Korea	2	Tanzania	19
Canada	6	Kuwait	58	Thailand	4
China	15	Lebanon	48	Tunisia	16
Cyprus	18	Libya	2	Turkey	43
Czech Republic	5	Malaysia	4	UAE	3625
Djibouti	3	Mauritius	8	Uganda	14
Egypt	65	Mozambique	2	UK	15
Eritrea	3	Morocco	6	USA	4
Estonia	8	Namibia	4	Yemen	18
Ethiopia	18	Nepal	2	Zambia	16
Finland	8	Netherlands	2	Ghana	12
France	9	Nigeria	18	Malawi	2
Georgia	8	Oman	85	Columbia	3
Germany	38	Pakistan	54	Equador	4
Holland	4	Palestine	4	Gambia	7
Hong Kong	6	Qatar	65		6123

Visitor Analysis 2011

No. of Visitors



Business Visitors from 74 Countries attended the three day exhibition.

SUPPORTERS OF PAPER ARABIA 2011

China National Household Paper Industries (CNHPIA)

Principal Sponsor
Asia Pulp & Paper - APP

Media Supporters

Official Media Partner
ME Printer

Strategic Media Partner
Print Week

Media Parnters
Infobahn
Indiamart
Paper Mart
Clean Middle East

EXHIBITORS AND VISITORS FEEDBACK

A survey on the Exhibitors and visitors during the exhibition was conducted to get the feedback of the exhibition. A total of 100 feedback forms were collected from the exhibitors and more than 600 feedback forms from visitors were taken. Encouragingly more than 92% of the visitors said the exhibition was very good, 6% said it was good and 2% said it was average. 98% of exhibitors expressed their interest to rebook the place for next edition with some of them asking for bigger space.



POST SHOW REPORT

Paper Arabia 2011

4th International Exhibition on Paper, Tissue, Converting Industry

18 - 20 SEPTEMBER 2011

Dubai International Convention & Exhibition Centre, Dubai, UAE

TESTIMONIALS

"This is also our 4th year of participation in Paper Arabia. This year, we are the main sponsors, so far we had a very good response from the show. Since the first edition, we have seen the possibilities of the show that is why our interest has grown as well. The show has totally changed and it's different now. It's becoming more popular and I can see more paper mills, our regular customers and some new customers as well. Paper Arabia is a great forum for paper companies like us.

We will be coming next year as well with bigger space, because you see the response so far has been excellent not enough space to accommodate visitors coming from all over middle east and rest of the world. I have informed the organizer to increase the space for next year."

Suresh Kilam
Executive Director
Asia Pulp and Paper (APP) and
Vice Chairman, Pulp and Paper Association, Indonesia

"1st day was good not bad in my stand itself I had 110 visitors from which I feel 10 to 15 might be confirmed orders from that. Today is better lot of people outside Dubai from gulf countries had come with lot of confirmed queries and the 3rd day might be hopefully better. This is the 2nd year of our participation Paper Arabia and we will continue."

Dushyant Zalani
Director
Zalani Paper Mart, India

"We are glad to be part of Paper Arabia show, we were coming to Paper Arabia as visitors every year, but this is the 1st time we are exhibiting here.

The 1st, 2nd days were quite encouraging we have got really good responses from lot of our buyers where our product is already shipped. We had lot of new enquiries, we meet lot of good people in the industries personally and hopefully we look forward to very good business in coming times. We are glad to be here and really thank you for that and we are looking forward even better in next editions."

Gaurav Agarwal
Deevya Shakti Paper Mills, India

"Our company is in India which makes paper machine clothing. This is the 3rd time we are here in this Paper Arabia series and I am happy to be here again.

We are already supplying good quantity to countries to Saudi Arabia, Iran, UAE, Kuwait, Qatar and most of countries in Middle East. This is a nice meeting ground for us, we can meet everybody with whom we already have business relationship and also to make new contacts and new customers and also in this platform we can see what's happening in the paper industry in the part of the world."

D.K.Raina
Vice President
Wire & Fabriks (S.A) Ltd., India

"We choose Dubai because we are present in 62 markets in the world and Dubai is important place to speak with many customers in Middle East.

We Participated here two or three times in previous editions and I hope will participate in next edition as well.

Our Products are very stable so we don't have to visit our

customers on a regular basis. We prefer to participate in shows like Paper Arabia. This edition once again met our expectations."

Tiziano Pieretti
Director
Industria Cartaria Pieretti (ICP), Italy

"We are from western part of India, we are into manufacturing of machinery making exercise book and paper converting.

This is our 1st time participation in Paper Arabia, we got good feedback from last 3 editions of PAPER ARABIA series and we thought we should participate this time. We got over 100 visitors on 1st day itself 40% were leads related to our products lines. We got enquiries from UAE, Iran, Africa and southern part of Europe and also the exhibition exceeded our expectations.

It was our brand awareness what we wanted to create, we never expected all note book manufacturer coming here, it was very good that we are getting good response and people visiting here are only from paper industries. I think we are going to close some deal by tomorrow with a local dealer. Paper Arabia is a major success to our participation and next time we are participating that for sure that we can commit."

Mukesh Sonani
Marketing Manager
Line O Matic Graphics Industries, India

"The visitors are much focused this year. We met many visitors from Gulf countries, Iran and Egypt.

Regarding Paper Arabia and its position as the leading paper trade show in the region - "Some argue that yearly frequency for this show is too much. However I believe Paper Arabia is emerging as the leading paper trade exhibition in the region with its own character. I believe Paper Arabia has already established itself in the potential for the yearly event"

Sunil Bakt
Chairman
Orient Links LLC, UAE

"The show was very good and we have had the opportunity to be more close to customers and partners. Paper Arabia gave a platform for us to see new customers from places like Asia, Africa, Middle East and especially from Syria, Lebanon and Kuwait and also from Iran. The show has given us more broadcasting opportunities."

Youssef Amin Jaber
Sales & Marketing Manager
Saudi Paper Converting Co., Saudi Arabia

I represent INPAP paper & paper boards, Dubai. I take care of Middle East market.

We are actually 5 years old company, what we do is we represent mills from many parts of the world, for eg, we are the agent for few mills from Indonesia, Taiwan, Korea & India where we sell their different grades of paper in Middle East and north African markets.

Dubai is again trading zone where the east meet the west, so it is best place to be here to access the African countries which is upcoming market and also the Iranian market.

This is our 4th year of participation, we have been participating since Paper Arabia launched since 2007, this is 4th year of participation and yes, we will be here gain in next editions.

We have received lot of people coming from Iran, Saudi, Oman, Bahrain as well, so far is good. We are happy with the arrangements. Paper Arabia is being one hub where we meet all paper traders and end users and its good gate way for future business.

Mr. Syed Saifulla
Sr. Sales Manager
Inpap, UAE

We have office in Jebel Ali Free Zone. ITMC was established in Jebel Ali in 2003 we are in the paper business and our manufacturing plant is in Iran, we are supplier in the Iranian market and we want to enter in to GCC market as well, this is why we are participating in the Paper Arabia fair.

As far as Paper Arabia concern this is our 1st time we are participating, last year we came here as visitors and put a proposal to our management that we must participate, because last year I got good impression about this fair and I thought if we participate as supplier and manufacturer it will be our benefits, that's why we are here.

Next year, for sure we will be there. To us it is over whelming, see we have basically two products, one is NCR paper - carbon less paper and 2nd one is thermal paper, we were told that the carbon less paper demand is going down but after participating, the 1st & 2nd days the amount of enquiry we are getting for NCR paper has been overwhelming and we are happy with that.

Well, as I said we are happy with the event and I would like to thank Al Fajer, for giving this opportunity and yes we are happy with the arrangements and everything else and we have no complaints so far.

Avinash Khalatkar
General Manager
ITMC FZ Co, UAE

Arjun group of company based in India and we are primarily into manufacturers & suppliers of chemicals as well as paper machines.

Middle East is one of the good growing markets today in paper world, especially in grades like coating as well as packing. We would like to establish our identities in the market and we have been very well known in Indian circle to make our presence felt and create sort of awareness of Indian companies and thought it good idea to participate Paper Arabia.

This is the 1st participation even though we have wanted to do it last year itself and I must say its proved decision on our part to come here was a success.

I would say it's a mix pack of few genuine visitors interested in doing business and we have very good enquires for paper machines & components not only from Dubai across other countries also like Syria, Iran and certainly we had made good beginning.

It is a great event possibly we would try and come back next year as well.

S. Ravi Shankar
Chief General Manager - Marketing
Arjun Technologies (India) Ltd., India