



PRESS RELEASE

Dubai, 12 June 2013

LUNCH PRESS EQUIP AUTO 2013 – WEDNESDAY, JUNE 12TH AT DUBAI

A press lunch was held on 12th of June 2013 at Dubai by EQUIP AUTO – The International Show of Equipment and Services for all Vehicles and by Paris Region Economic Development Agency (PREDA). Mr. Jean-Luc MARGOT-DUCLOT, Senior VP Paris Region Economic Development Agency and Mr. Mario FIEMS, Director of EQUIP AUTO came to Dubai to meet the professional press.

In his introduction, M. Jean-Luc MARGOT-DUCLOT stressed that « Paris is the first European economic region; the Emirati and the French markets offer significant business opportunities for companies of both countries needed to strengthen and develop ». M. Jean-Luc MARGOT-DUCLOT also stressed the role of the French exhibitions as global innovation platforms, observatories trends and essential business accelerator. Paris brings a unique range of leading events where you have to be to keep up with the global market.

M. Mario FIEMS gave appointment to the professionals Emiratis of the sector in Paris from 16th to 20th October 2013 on the occasion of the 21st edition of EQUIP AUTO, the International Show of Equipment and Services for all Vehicles; the reference international sector. EQUIP AUTO 2013: resolutely carrying high stakes edition, under the sign of conquest!

Listening to the exhibitors and visitors and aware of market development, M. FIEMS announced his three priorities: more exhibitors (1 800), more visitors (125 000), plus entertainment and services.

To reach a real winning strategy is in place supported by three major axes:

- **More business:** with an offer valued and enriched, enhanced attendance and a platform for business appointments.
- **More services** so visitors can get to the show and find their way around more easily, with better rate and entry rules and a greatly improved overall visit experience. Offers negotiated with restaurants, hotels, shops and cabarets in Paris to benefit the exhibition, the city at the same time.
- **More events** with increased opportunities for contacts and exchanges, entertainment in all halls, places of discovery and relaxation and festive events for the night of October 18 and 19.

First region in the world in the field of organizing international trade fairs and congresses, the Paris region annually hosts more than 400 exhibitions involving 10 million professional visitors and 100 000 exhibiting companies, making Paris the first destination business in Europe. With more than 680 200 m² of gross exhibition space, the area also has the largest offer in the world of exhibition space.

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