

Highlights

Vision Opticare will again present the **Vision-X Dubai Conference** which will run alongside the exhibition. With the support of the Emirates Medical Association Ophthalmic Society the conference provides a comprehensive educational programme for optometrists and mid-level eye care providers from around the globe.

Vision Lifestyle will again present the **Vision-X Dubai Fashion Show** which offers exhibitors the perfect opportunity to showcase the latest trends in fashion eyewear to a targeted audience.

In 2010 **Vision-X Dubai** will be launching new highlights and features within the exhibition to enhance the international presence of the show. Details of these exciting launches will be available soon!

2009 Statistics

- 3,297 Specialist buyers
- 142 exhibitors from 23 countries
- 7,500 m²

The Market

- With a fashion conscious population and year round sunshine in the Middle East, sunglasses are a necessity which makes the market for high-end products and branded eyewear now worth over **USD 2 billion**.
- Ideally positioned to service and access markets that span the Middle East, Asia and the Indian Subcontinent with state-of-the-art infrastructure, air connections and port facilities making Dubai the most well connected city in the region.
- Saudi Arabia and the UAE, the GCC's largest economies are worth **USD 374 billion** and **USD 114 billion** respectively.
- In 2020, the GCC is projected to be a **USD 2 trillion** economy.
- Retail space is set to rise to **2.7 million** square meters in Dubai over the next 3 years.

Source: The Economist Intelligence Unit, JP Morgan, Dubai Chamber of Commerce & Industries, 1000 Reasons Why Dubai, Eyezone Magazine, AME Info

"The German Pavilion at Vision-X Dubai is one of the most important participations for our German Optical Industry during the trade fair year. The organisation is excellent and we enjoy the hospitality, at the end of the day a good business success makes the difference."

- Peter Frankenstein, Manager Consumer Optics, German Industrial Association for Optical, Medical and Mechatronical Technologies

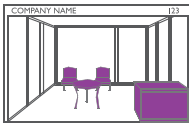
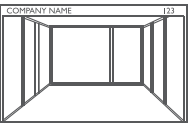
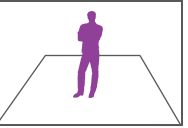
"For us, this exhibition in Dubai is the most important because there is no other exhibition like this here. More customers have visited us compared to last year, business is very good and we have seen visitors of a very good quality. I can see it has been very successful!"

- Bernhard Westerhoff, International Distribution Partner, Rodenstock

"This year the exhibition has been amazing, every year it gets better and better. The visitors that have come are genuine buyers. We have opened up 3 offices in Saudi Arabia due to the feedback from our customers from last year's show. So because of Vision-X Dubai we have seen an increase in our database of customers and we will be participating next year!"

- Claire Hayden, CEO, Kefan Optics

Stand Costs

All-in-package	Shell Scheme	Space Only	New for 2010 - Designer Piazza
 <p>AED 1,350 (min 9 sq metres)</p>	 <p>AED 1,245 (min 9 sq metres)</p>	 <p>AED 1,115</p>	<p>Exclusive to optical frame designs: AED 12,000 (6 m² booth)</p> <p>Includes 6 m² of rental space, carpet, 1 tall illuminated showcase, 2 illuminated curved counter showcases, 1 curved discussion table, 3 chairs, name plate with down light and 1 dustbin.</p>

Optional Services for Exhibitors

The following are available at extra cost: Additional electrics • Furniture • Telephone/Fax/Data connections • Audiovisual systems • Design and construction services • Display aids • Temporary promotional staff • Stand cleaning service

The above services need to be ordered by the deadline specified on the Order Forms to avoid any surcharge or inconvenience.

Book now or for further information, please contact:

The Vision-X Dubai Team

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