

Middle East Waste Summit 2009

26-28 May 2009, Dubai Airport Expo Centre, UAE

Exhibitor Survey Results

- 92% of exhibitors met their event objectives
- 83% of exhibitors thought that the event had helped their business prospects
- 72% of exhibitors rated the quality of visitors to the event as 'good' or 'excellent'
- 79% of exhibitors thought that the professionalism of the organisers was above average
- 71% of exhibitors would recommend exhibiting at the Summit to another company
- Not a single exhibitor stated that they would not be returning in 2010

1. What were your main reasons for exhibiting this year?

	%
To establish new business contacts	75
To establish a presence in a new market	58
To sell products / services	50
To support a local agent or existing clients	17
To launch a new product	13
To monitor activity of competitors	13

The main reason for exhibiting was to establish new business contacts, with 75% of exhibitors choosing this option.

2. How successful has the event been in meeting your overall objectives

	%
Very successful	8
Successful	46
Adequate	38
Not successful	8

92% of exhibitors met their event objectives

3. Has exhibiting at this event helped your business prospects?

	%
Yes	83
No	17

83% of exhibitors thought that the event had helped their business prospects

4. How would you rate the quality of visitors who attended the event?

	%
Excellent	8
Good	63
Average	25
Poor	4

72% of exhibitors rated the quality of visitors to the event as 'good' or 'excellent'

5. What was your experience of the following services?

	Excellent	Good	Average	Poor
	%	%	%	%
Professionalism of the organisers	33	46	21	0
Exhibitor registration	26	57	17	0
Freight forwarding	18	47	29	6
Security onsite	9	77	14	0
Stand construction	14	71	14	0
DWTC venue management	12	76	12	0
Catering onsite	10	29	52	10

6. Would you recommend exhibiting at the Waste Summit to another company?

	%
Yes	71
No	29

71% of exhibitors would recommend exhibiting to another company

7. Will you be exhibiting at the Waste Summit 2010?

	%
Yes	20
No	0
Too early to tell	80

No exhibitors stated that they would not exhibit in 2010. 80% stated that it was too early to tell

8. How would you describe the Middle East Waste Summit in one sentence?

- Helpful for the environment - a good source of information for all on how to improve waste management
- A good step towards focussing on waste management equipments and technology
- It was a good effort to establish the importance of re-cycling in the public's mind
- It was interesting to see what's going on in the UAE recycling industry
- Well run – a small but focused trade event
- Encouraging for us
- A beneficial waste expo
- Effective and focussed
- Small in volume, very high in quality
- A rare opportunity to interact with trade professionals
- Marvellous!
- Well organised and presented but needs more space
- A very positive first step in increasing the awareness of problems related to waste and a good forum of exchange for the regional companies involved in the industry