

## Middle East Waste Summit 2009

### Event Report

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

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## Attendee report

- 2,691 industry professionals from 53 countries attended the Middle East Waste Summit
- Of the 1,759 exhibition visitors, just over 25% were either at Chairman/President/Vice President/CEO/Managing Director level

### 1. Attendee by type

Badge type	Attended
Exhibition visitors	1759
Exhibitor	366
Conference delegate	313
Guests	110
Speaker	60
Press	55
VIP	18
Organiser	10
<b>Grand Total</b>	<b>2691</b>

### 2. Attendee by region

Region	%
Middle East	85.4
Europe	7.8
Asia	3.5
North America	1.9
Australasia	0.4
Africa	0.3
(Blank)	0.7

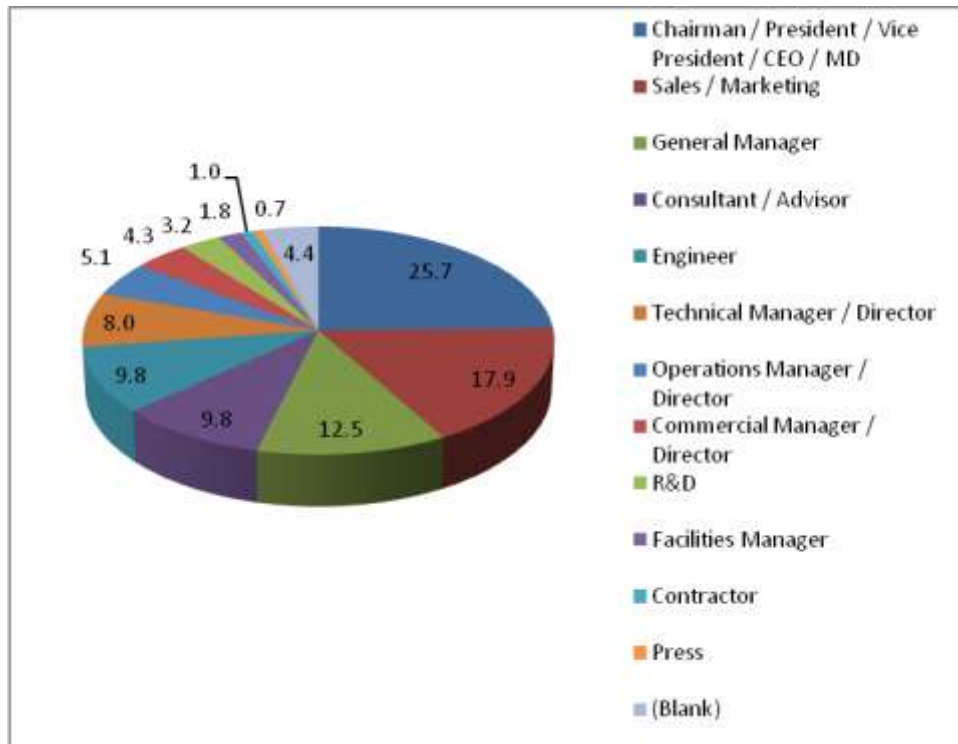
### 3. Attendee by country

Country	%
United Arab Emirates	76.7
Saudi Arabia	2.8
United Kingdom	2.7
Germany	2.0
United States	1.5
India	1.4
Kuwait	1.3
Oman	1.1
Bahrain	1.0
Lebanon	0.8
Iran, Islamic Republic of	0.6
Qatar	0.5
France	0.5
Netherlands	0.5
Italy	0.4
Pakistan	0.4
Canada	0.4
Jordan	0.4
Finland	0.4
Australia	0.4
Switzerland	0.3
Singapore	0.3
Spain	0.2
Sweden	0.2
Taiwan	0.2
Korea, Republic of	0.2
Syria	0.2
Iraq	0.1

Palestine	0.1
Austria	0.1
Poland	0.1
Afghanistan	0.1
Hong Kong	0.1
Nigeria	0.1
Mexico	0.1
Belgium	0.1
Cyprus	0.1
Denmark	0.1
Ireland	0.1
Norway	0.1
Portugal	0.1
Turkey	0.1
Georgia	0.1
China	0.1
Japan	0.1
Malaysia	0.1
Nepal	0.1
Philippines	0.1
Thailand	0.1
Yemen	0.1
Egypt	0.1
Mauritius	0.1
Tunisia	0.1
(blank)	0.7
<b>Total</b>	<b>100.0</b>

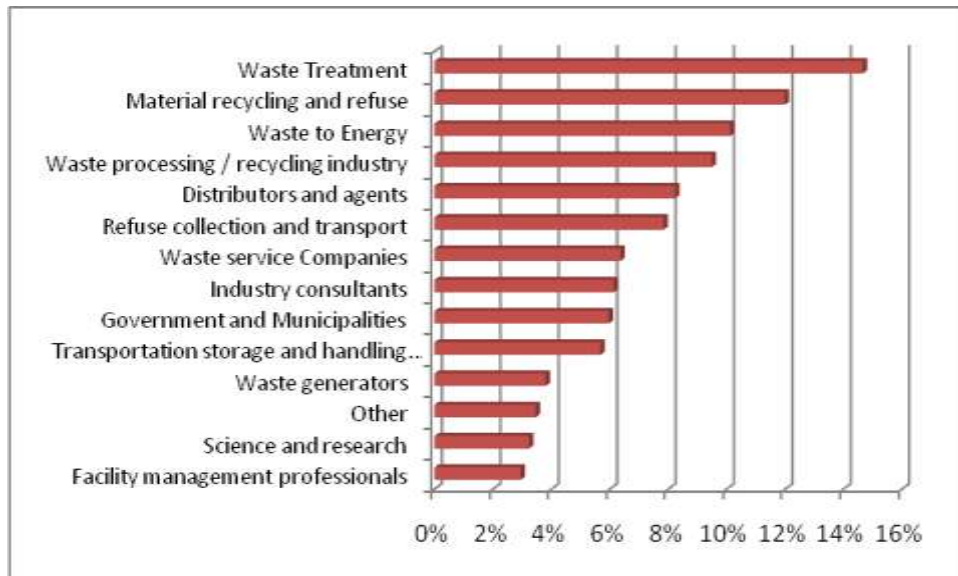
#### 4. Exhibition visitors by job title

Job function	No.	%
Chairman / President / Vice President / CEO / MD	452.9	25.7
Sales / Marketing	315.7	17.9
General Manager	219.9	12.5
Consultant / Advisor	172.9	9.8
Engineer	172.9	9.8
Technical Manager / Director	140.9	8.0
Operations Manager / Director	90.2	5.1
Commercial Manager / Director	75.2	4.3
R&D	56.4	3.2
Facilities Manager	31.9	1.8
Contractor	16.9	1.0
Press	13.2	0.7
(Blank)	77.1	4.4
<b>Grand Total</b>	<b>1759</b>	<b>100.00</b>



### 5. Exhibition visitors by company activity

Companys main activity	Total	%
Waste Treatment	258	15%
Material recycling and refuse	211	12%
Waste to Energy	178	10%
Waste processing / recycling industry	167	9%
Distributors and agents	145	8%
Refuse collection and transport	138	8%
Waste service Companies	112	6%
Industry consultants	108	6%
Government and Municipalities	105	6%
Transportation storage and handling experts	100	6%
Waste generators	67	4%
Other	61	3%
Science and research	57	3%
Facility management professionals	52	3%
<b>Total</b>	<b>1759</b>	<b>100%</b>



## 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