

Over 3,000 attend region's first mobile trade show

The Mobile Show a resounding success for exhibitors and visitors

Dubai, United Arab Emirates (18 April 2012): The Mobile Show, the Middle East's first dedicated mobile trade show attracted over 3,000 visitors to the event held at the Madinat Arena in Dubai.

Presented by Mobily, the inaugural two-day event gave businesses and individuals the opportunity to engage with industry experts, leading app developers, and mobile specialists from across the globe.

Event organiser Mathew Wallhead, General Manager of Terrapinn commented that the show was a resounding success for exhibitors and visitors alike, "the mobility era is upon us and The Mobile Show is all about bringing together global and regional mobile technology companies to explore ways to benefit from this increased connectivity."

The potential for business growth through mobile innovations was a prevalent theme throughout the two-day event. This notion was underpinned during Tuesday's welcoming address by H.E. Mohammed Al Ghanim, Director General of the Telecommunications Regulatory Authority, who highlighted how significant mobile growth is in the region.

Over 60 exhibitors were present at the exhibition including mobile operator Mobily, app developers Asgatech, through to global industry players Samsung, Nokia and BlackBerry.

The exhibition and conference also included presentations from over 85 industry experts from around the world, including mobile advertising guru Matt McKenna, Founder of Red Fish Media; mobile music innovator, Alexander Ljung, CEO of Soundcloud; Michael Bayle, SVP and GM for Mobile at ESPN; and classic app creator of Doodle Jump, Igor Pušenjak.

Keynote speaker and show sponsor, Khaled Al Kaf, CEO of Mobily, commented on the company's participation at the show, "The Mobile Show is a great cross-industry platform that has enabled us to showcase our latest mobile application innovations to a targeted audience. Specifically, the show allowed us to identify new developers in the region and explore opportunities to partner with them and further expand our mobile ecosystem."

Visitors were also able to attend The Internet Show co-located with The Mobile Show. Speakers included industry leaders from Microsoft, Paypal and Lego.

Both The Mobile Show and The Internet Show are set to return next year as the region's largest trade show in mobile and digital technology.

-ENDS-

For more information, interview opportunities and images please contact:

Gehna Mohanani, Account Executive, Edelman UAE
Tel: +971 50 800 9254
Email: gehna.mohanani@edelman.com

Bonny Lawrie, Account Director, Edelman UAE
Tel: +971 50 616 8716
Email: bonny.lawrie@edelman.com