

<b>Publication</b>	Strategiy (English)	<b>Circulation</b>	0
<b>Country</b>	United Arab Emirates	<b>Page No.</b>	0
<b>Language</b>	English	<b>Size</b>	74 cc
<b>Section</b>	Other	<b>AVE</b>	\$3250.00

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January 24, 2007

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Shannon Norris, Events Director, TME, said, "Due to the unprecedented demand at the Dubai event in December, the decision to launch in Abu Dhabi in May was an obvious one to make. Overall we attracted in excess of 30,000 visitors, many of whom had traveled from around the region, including many from Abu Dhabi and Al Ain. Currently there is no event of this kind in Abu Dhabi and with a population of over one million, we are confident that there is substantial market demand."

The Dubai event attracted an impressive array of over 130 brands, retailers and entertainment providers, covering more than 4,000 square metres. However, the biggest draw last month was children's favourite purple dinosaur, Barney. The edutainment star who helps children develop a range of skills essential for their personal development, appeared live at the show, and also launched a limited-edition DVD exclusively at the show for the first three days of its release.

The main stage schedule also featured musical shows and personal appearances by the Teenage Mutant Ninja Turtles, Care Bears and numerous other Space Toon characters including every little girl's favourite figure, Fulla.

**[Part 2] - New arrival expected for Mother Baby & Child Show**

However, the ethos of the show embraced a wholesome approach to family and childcare, highlighting issues affecting not only children but parents and mums. Free workshops were organised to give practical advice and tips on everything from nutrition and car safety, to breastfeeding.

"Mother, Baby & Child Show in Abu Dhabi will follow the same formula that has made the Dubai event such a resounding success. By making the show far more accessible to families living in, or near the capital we will broaden its appeal still further," added Norris.

Other activities included the Progress Zone for babies and toddlers and the Ministry of Education & Youth also participated with sound advice for parents on the role of health and sport in child development.

The Nivea Pampering Zone, proved to be a big hit with the ladies, who got a make over with demonstrations and beauty tips and Mothercare also provided a very practical Pushchair Testing Assault Course, with a 'try it before you buy it' concept.

"The show was extremely successful. Showcasing our products to such a broad section of families, including a high percentage of toddlers and pregnant women, of various nationalities, complements our marketing strategy," said Mary Rose Maatouk Associate Manager Consumer Marketing Wyeth Pharmaceuticals (Middle East & North Africa)