

Publication	Trade Arabia	Circulation	0
Country	United Arab Emirates	Page No.	0
Language	English	Size	36 cc
Section	Other	AVE	\$3250.00

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January 24, 2007

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Posted: Wednesday, January 24, 2007

Dubai

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"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," said events director, TME, Shannon Norris.

"Overall we attracted in excess of 30,000 visitors, many of whom had travelled 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.

"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. **Trade Arabia News Service**