

A Star is Born as Mother Baby & Child Show is Safely Delivered in Abu Dhabi
Three-day family event attracts over 15,000 visitors preparations now underway for the Dubai 'experience' in December

Under the patronage of Her Highness Sheikha Sheikha Bint Saif, wife of His Highness Sheikh Sultan Bin Kahlifa Al Nahyan The Mother Baby and Child Show enjoyed a successful launch in Abu Dhabi recently. The event which took place at the Abu Dhabi National Exhibition Centre (ADNEC) attracted more than 15,000 visitors. The organizer, The Main Event (TME), has announced that the next episode of the three-day fun-filled family event will open at the Dubai Exhibition Centre (DIEC) on 16-18 December 2007.

Shannon Norris, Events Director, TME, said, "Due to the unprecedented demand at the Dubai event in December last year, we decided to launch in Abu Dhabi as well. Overall we attracted in excess of 15,000 visitors, which fully justified that decision."

Inaugurated by H.E Naser Butti Bin Omair Bin Yousef, Board Member Abu Dhabi Chamber of commerce and industry (ADCCI) the Abu Dhabi show also attracted an impressive array of over 85 brands, retailers and entertainment providers, covering more than 3,500 square metres. However, predictably the biggest draw 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.

Exhibitors at the show were in an upbeat mood as well. **Mary Rose Maatouk Associate Manager Consumer Marketing for Progress Gold, Wyeth Pharmaceuticals,**

commented, "The show is going from strength to strength. Showcasing our products to such a broad section of families, including a high percentage of toddlers and mums-to-be, complements our marketing strategy."

Bitu Hamidi of Sebamed, concurred, "We have already booked our space for the Mother, Baby & Child Show Dubai in December."

According to Norris, this has been one of the major advantages of staging two shows per annum. "Many exhibitors have confirmed their participation for Dubai in December as well as Abu Dhabi next year. Making the show biennial allows our exhibitors to reach a national audience"

In addition there were fashions for women and children and the latest maternity wear for mums-to-be from international companies such as Uzazi and Banjo wishing to develop business in the Middle East market.

The event also generously endorsed the Make-A-Wish Foundation, by providing a complimentary exhibition stand to raise funds and create awareness of the foundation. The charity supports the 'wishes' of children who are unfortunately diagnosed with a life-threatening illness.

Shannon Norris, Exhibition Director, said, "When we were presented with the opportunity to help the foundation we were only too pleased to provide any assistance and support that we could."

Show sponsors included, Gold-Progress Wyeth, Silver-Sebamed & Fuji Film, Bronze-Sudocrem.