



# EuroShop 2026

MIDDLE EAST

THE ULTIMATE MIDDLE EAST TRADE FAIR FOR RETAIL  
INNOVATIONS AND TECHNOLOGIES

26 - 28 OCTOBER 2026

DUBAI WORLD TRADE CENTRE - UNITED ARAB EMIRATES



Messe  
Düsseldorf  
Gulf Office



**EuroShop**  
MIDDLE EAST

Officially Licensed by



**VENUE : DUBAI WORLD TRADE CENTER**  
**LOCATION : DUBAI - UNITED ARAB EMIRATES**  
**DATE : 26 - 28 OCTOBER, 2026**  
**DURATON : 3 DAYS**  
**ROTATION : ANNUAL**



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# WHY DUBAI?

Dubai stands as a global gateway between East and West, offering strategic access to over 1.5 billion consumers within a four-hour flight. With world-class infrastructure, business-friendly regulations, and a reputation for innovation, the city provides the ideal environment for hosting high-impact retail exhibitions that connect brands, buyers, and investors from across continents.

Dubai’s \$30+ billion retail sector is among the most dynamic in the world, supported by strong consumer demand, a diverse expat population, and over 16 million annual tourists. As the regional headquarters for countless global brands, Dubai offers exhibitors unmatched exposure, high footfall, and the opportunity to tap into one of the fastest-growing consumer markets in the MENA region.

<b>\$42.29B</b>	<b>\$58.36B</b>	<b>96</b>	<b>54,000</b>
RETAIL MARKET VALUE IN 2023	RETAIL MARKET VALUE EXPECTED BY 2029	SHOPPING MALLS IN DUBAI ALONE	EXHIBITING COMPANIES IN 2023



# FACTS & FIGURES

- Strategic Access to 2.5+ Billion Consumers
- \$30+ Billion Retail Sector (UAE-wide)
- Over 16 Million Tourists Annually
- 80% of MENA Retail Headquarters are in Dubai
- 100+ Nationalities in One City
- World-Leading Venues
- Zero Income Tax & 100% Foreign Ownership
- High Purchasing Power
- Government Support for Events & Innovation

**TOP 5**

GLOBAL RETAIL  
CITY RANKING

**100 M+**

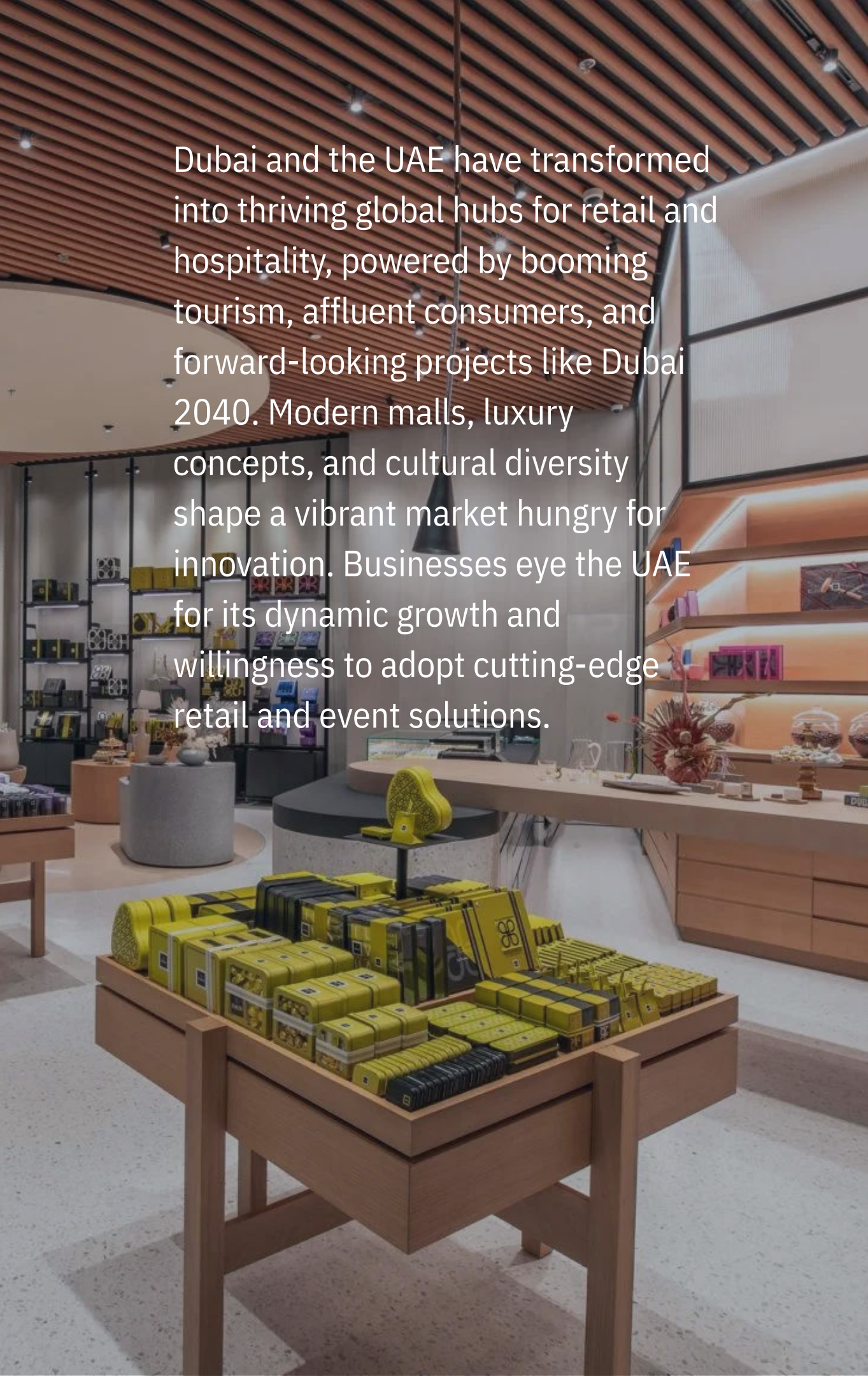
VISITORS TO DUBAI  
MALL ANNUALLY

**26%**

RETAIL SHARE  
OF DUBAI'S  
NON-OIL GDP

**4,000+**

INTERNATIONAL  
BRAND



Dubai and the UAE have transformed into thriving global hubs for retail and hospitality, powered by booming tourism, affluent consumers, and forward-looking projects like Dubai 2040. Modern malls, luxury concepts, and cultural diversity shape a vibrant market hungry for innovation. Businesses eye the UAE for its dynamic growth and willingness to adopt cutting-edge retail and event solutions.

# SHOW PROFILE

- Shopfitting & Store Design
- Retail Lighting
- Retail Technology
- Refrigeration & Energy
- Retail Marketing
- Food Service Equipment
- Expo & Event Marketing



**\$2.4 T**

RETAIL SALES  
FORECAST FOR  
THE MIDDLE  
EAST

**1,200+**

RETAIL PROJECTS  
IN GCC

**#1 CITY**

DUBAI RANKED AS  
THE TOP GLOBAL  
SHOPPING  
TOURISM HUB

**45%**

SMART RETAIL  
INVESTMENT  
GROWTH

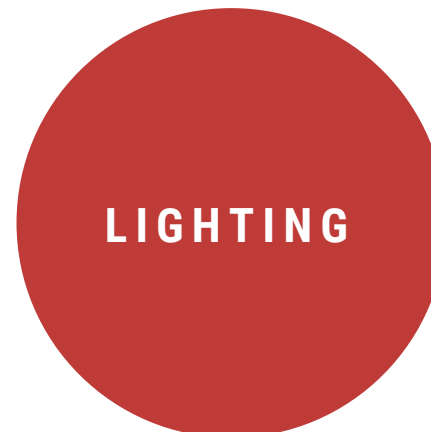
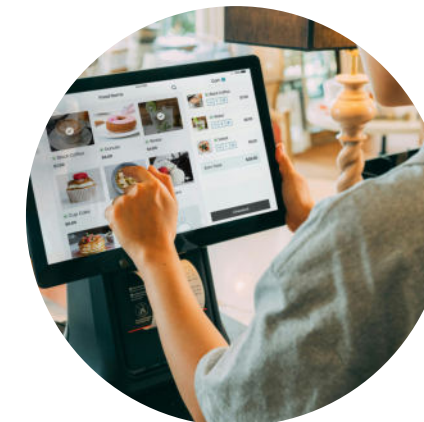


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MIDDLE EAST

# SHOW PROFILE



**SHOFITTING &  
STORE  
DESIGN**



**LIGHTING**



**EXPO & EVENT**



**REFRIGERATION**



**RETAIL  
TECHNOLOGY**



**FOOD SERVICE  
EQUIPMENT**



**RETAIL  
MARKETING**

# POTENTIAL PARTNERS & ASSOCIATIONS



# POTENTIAL BRAND GROUPS

BAITUTI  
*Home*

al tayer

ZADEA

الروستمانى  
MR. OSTAMANI



LANDMARK  
GROUP



ماجد الفطيم  
MAJID AL FUTTAIM

سينومي  
cenomi



CHALHOUB GROUP

RIVOLI

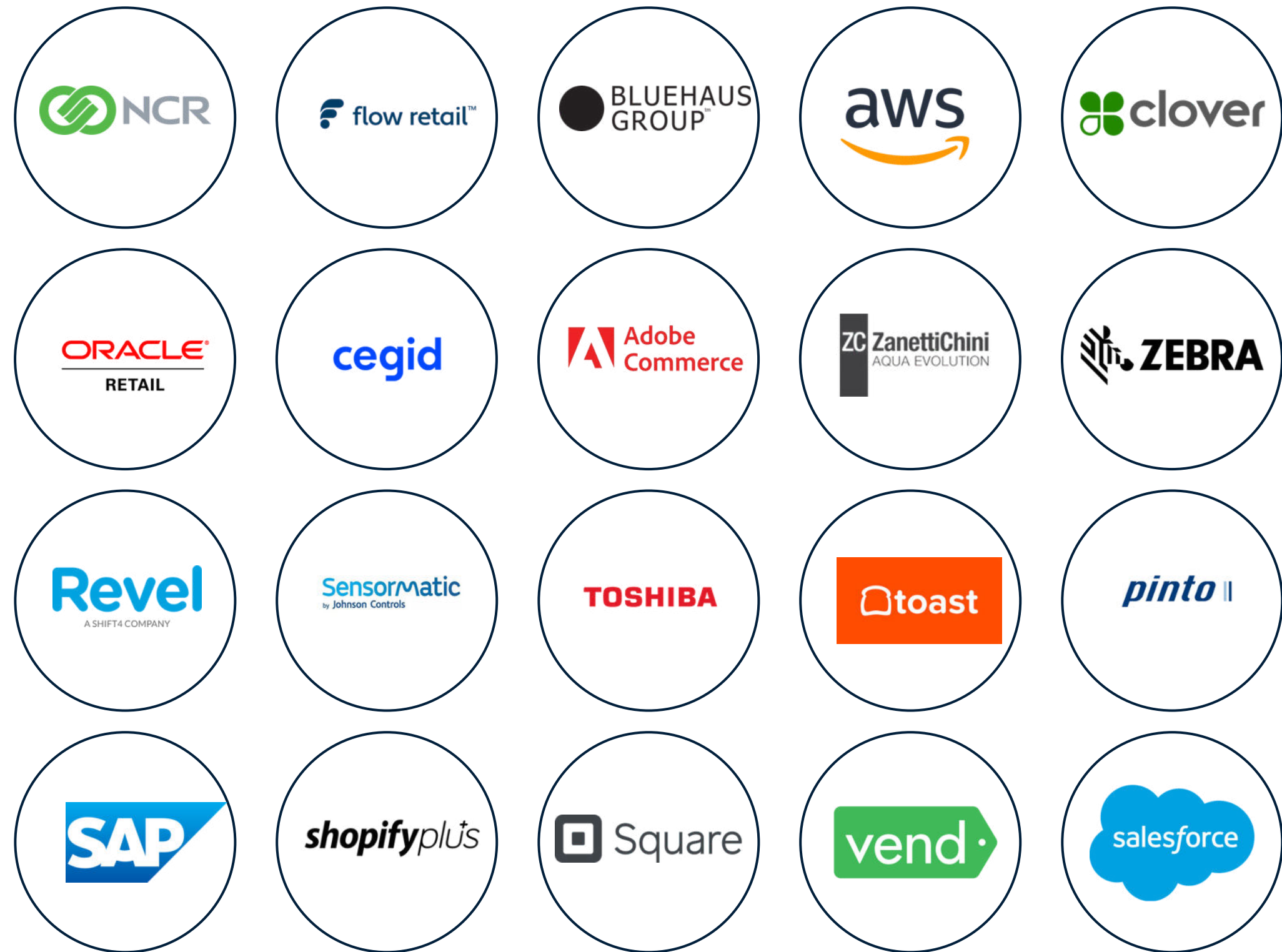
APPAREL GROUP  
EXCEED EXPECTATIONS EVERYDAY

ALSHAYA  
GROUP



الحبتور  
ALHABTOOR

# POTENTIAL SPONSORS & EXHIBITORS



POTENTIAL VISITORS



# VENUE AND SPACE BOOKING



## Space Booking & Participation Fees

The following net participation fees have been set for EuroShop Middle East 2026. Prices apply as per square metre of floor space.

### For booking until 26/12/25 (early bird rates):

Row Stand (One open side)	€	420.00/m <sup>2</sup>
Corner Stand (Two open sides)	€	430.00/m <sup>2</sup>
Peninsula (Head) Stand (Three open sides)	€	440.00/m <sup>2</sup>
Island Stand (Four open sides) Min. 60 sqm	€	450.00/m <sup>2</sup>

### Booking from 27/12/25 (Standard rates):

Row Stand (One open side)	€	445.00/m <sup>2</sup>
Corner Stand (Two open sides)	€	455.00/m <sup>2</sup>
Peninsula (Head) Stand (Three open sides)	€	465.00/m <sup>2</sup>
Island Stand (Four open sides) Min. 60 sqm	€	475.00/m <sup>2</sup>

Registration Fees	€	390.00
Co - Exhibitor Fees / CE	€	390.00 /Exhibitor

### Stand Construction

Shell Scheme Turnkey Stand	€	140.00/m <sup>2</sup>
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- All Spaces / Stand type are subject to availability
- All prices subject to 5% VAT
- Minimum Space booking 12 m<sup>2</sup>
- Minimum Island stand booking 60 m<sup>2</sup>
- Minimum Space Only booking 20 m<sup>2</sup>

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