



EuroShop
MIDDLE EAST

THE ULTIMATE
MIDDLE EAST
RETAIL TRADE FAIR

DUBAI • UAE

26 – 28 OCTOBER 2026

DUBAI WORLD TRADE CENTER



EUROSHOP MIDDLE EAST 2026: PIONEERS WANTED FOR NEW BUSINESS HORIZONS.

2026 marks the launch of a new trade fair for retailers and their partners: EuroShop Middle East. In Dubai, at the interface between West and East. At one of the fastest-growing business locations in the world. This trade fair is part of the EuroShop trade fair family, organised and inspired by the know-how and success of the world's number one in retail: EuroShop. Take advantage of this unique opportunity to be one of the first to attend. Open up new horizons for your business.

Pioneers wanted at EuroShop Middle East 2026 – you are very welcome.

EUROSHOP MIDDLE EAST 2026: RIGHT PLACE, RIGHT TIME, RIGHT TRADE FAIR.

The retail world has a new centre: Dubai. We have the right trade fair: EuroShop Middle East. These are the most important advantages of your participation:

- You secure competitive advantages through earlier access to new markets.
- You strengthen your market position, find new business opportunities and partnerships.
- You become visible to future customers, gain prestige and, last but not least, valuable experience.

DUBAI: WELCOME TO THE MOST AMBITIOUS CITY IN THE WORLD.

Dubai is aiming high. This is not only recognisable by its skyline. The Arabian Peninsula (United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Oman) is increasingly developing into an attractive economic centre:

- Gross domestic product per capita (2023) 48,140.60 US dollars
- 2nd largest airport in the world by passenger volume (2023)
- 11th largest port by container throughput (2022)
- 20th place in the Global Financial Centres Index (2024)
- 3rd most visited city in the world (2023)



SHOW PROFILE

The range of topics at EuroShop Middle East 2026 covers seven dimensions, customised to the needs of today's and tomorrow's retail sector. Seven perfect platforms where exhibitors can present their products, services and innovations to a future-oriented audience:

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

Choose your dimension and then: Get ready to perform!



Shopfitting & Store Design



Retail Technology



Expo & Event Marketing



Lighting



Retail Marketing



Food Service Equipment



Refrigeration/
Energy Management

WHO'S ATTENDING

- Shopping Centers & Malls
- Hospitality & Food Service
- Logistics, Supply Chain & Fulfillment Providers
- Retail Technology Providers
- Architects, Designers & Consultants
- Manufacturers & Suppliers
- Marketing & Advertising Agencies
- Events and Exhibitions Organizers
- Government & Regulatory Bodies

MEGA-CITY DUBAI: UNIQUE ENVIRONMENT, UNIQUE OPPORTUNITIES.

With Dubai's location and global reputation as a retail centre, EuroShop Middle East is the perfect event to showcase your brand, network with industry leaders and tap into a rapidly growing market.

- The local trade fair industry is the largest and most established in the region, and new state-of-the-art venues are being planned.
- The city is not only the most populous in the United Arab Emirates (UAE), but also one of the most modern metropolises in the world, with first-class infrastructure.
- It offers a thriving and diverse retail environment with over 96 shopping centres.
- Last but not least, Dubai is highly attractive for business and leisure travellers, not least thanks to its openness and internationality and its more western character.

EMIRATE DUBAI: STABLE, PROSPEROUS, SAFE.

As part of the United Arab Emirates (UAE), the emirate of Dubai is characterised by

- political and social stability,
- government subsidies,
- the highest forecasted economic growth in the region,
- easy entry opportunities (no visa requirement),
- clear regulations for business activities (in the region).

EuroShop Middle East 2026 offers you the exclusive opportunity for your performance at one of the most strategically favourable trade fair locations in the world: the economic and financial hotspot of Dubai.

Ideal conditions for pioneers.



EUROSHOP MIDDLE EAST 2026: FACTS & FIGURES.

Location: Dubai World Trade Center, Dubai

Date: 26 – 28 October 2026

Duration: 3 days



WANNA GO FOR IT? WE'RE BY YOUR SIDE.

The EuroShop team is your team! We are there for you – with concentrated expertise, competent service, comprehensive advice and support. Before, during and after the trade fair, with arrival/departure, logistics, accommodation, etc.

The proven EuroShop structures and content paired with local expertise ensure sustainable exhibitor success. You can rely on our many years of international experience. And on our extensive network and our strong partnerships in the Middle East

For all your questions about
EuroShop Middle East:

Julian Bolz

Senior Project Manager
Retail & Retail Technologies
Tel.: +49 211 4560-7282
BolzJ@messe-duesseldorf.de

Tarek Sibai

Managing Director
Messe Düsseldorf Gulf Office
sibait@md-gulfoffice.com
www.md-gulfoffice.com



EuroShop
MIDDLE EAST