



17-19 SEPTEMBER 2016
DUBAI WORLD TRADE CENTRE
www.piscine-middleeast.com



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PARTNERSHIP TO DEVELOP WORLD-LEADING POOL & SPA EVENT

GL event, organisers of Piscine Global, Lyon, partners with leading Dubai exhibition organiser **dmg events** to bring **Piscine Middle East** (previously held in Abu Dhabi) to **Dubai World Trade Centre, 17-19th September 2016**.

The announcement of the new joint venture comes at a time when the Global Wellness Institute says that UAE is the “top spa growth powerhouse” in the Middle East and Africa, forecast to double tourism figures by 2017. Whilst Euromonitor International reports that UAE spa revenues will reach US \$ 495 million by 2019.

“UAE hotels and leisure attractions boast some of the most impressive and luxurious pool and spa offerings in the world,” said **Christine Davidson, group event director of the dmg events hospitality portfolio** including The Leisure Show Dubai and The Hotel Show Dubai. “There is huge demand for pool and spa facilities throughout the entire region in the many new hotels, gyms, tourist attractions and residential developments.”

Davidson continued: “We are pleased to be able to expand our event offering in September to now include a *dedicated* pool and spa event which will be located to the popular and well regarded, The Leisure Show, which showcases saunas, fitness, wellness, sports, recreational fun, adventure, outdoor furniture, landscaping, design and lighting products and services.”

Noémi Petit; manager of the Piscine Overseas Pool Export Network for GL events Exhibitions (Piscine Global - Piscine Middle East and Piscine Asia), said: “We are excited to be entering the Dubai market, bringing our expertise in the global pool and spa industry together with dmg events’ Middle East and Asia’s knowledge of the market here. After two editions in Abu Dhabi, Piscine Middle East will deliver the pool and spa market a dedicated show with not only the crème de la crème of local and international providers for pool and spa designing, building and renovation but also events for the pool professionals such as Piscine Water Tests (equipment demonstrations in real situation in a swimming pool), new products area and a technic visit to a recent swimming pool.

See the region’s only showcase of pool and spa products and accessories from Jacuzzis to pool lighting and tiling and much more at Piscine Middle East, co-located with The Leisure Show Dubai 2016. For additional information on how to exhibit or attend please access: www.piscine-middleeast.com.



For more information and / or images, please contact:

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The Leisure Show

The premier event for the leisure industry

The Leisure Show is organised by dmG events and belongs to the dmG hospitality portfolio comprising of The Hotel Show Saudi Arabia, The Hotel Show Dubai, The Vision Conference, The Leisure Show, The Middle East Hotel Awards and The Middle East Pool & Spa Awards.

The Leisure Show Dubai (17-19 September 2016, Dubai World Trade Centre) is the only event in the Middle East and Africa dedicated to cater to its thriving leisure industry. Co-located with The Hotel Show and working with Department of Tourism and Commerce Marketing, strategic partners and supporters including Dubai Sports Council, REPs UAE and the Society of Engineers, the Shows include visionary features, extensive educational content (through the Vision Conference and The Leisure Hub) and other knowledge sharing platforms together with networking.

Find out more or register to attend for free at www.theleisureshow.com



Piscine Middle East

The leading swimming pool & spa event

Piscine Middle East is a growing event in UAE that draws pool and spa professionals of all types, giving them a unique opportunity to meet and exchange ideas: visitors, exhibitors, journalists, federations, etc.

Building on its success, Piscine Global, the world leading pool and spa show (600 exhibitors and 18,000 visitors) has developed Piscine OPEN (Piscine Overseas Pool export Network), which today comprises 3 international pool and spa exhibitions, to support manufacturers and suppliers as they develop their international business.

www.piscine-middleeast.com

www.piscine-expo.com/the-show/the-piscine-open-network

