

Written by Bob Snyder
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This year's InfoComm MEA, says the organizer, enjoyed an unintended benefit. The hall location away from the main traffic flow meant that some visitors missed the event, but by the same token, those who made their way there were decidedly more focused on Pro-AV solutions.

The result was InfoComm 2013 was noticeably less well attended than in 2011. Just about every exhibitor remarked on this – although not all of them said they were disappointed by it.

Sharp Middle East FZE said they had a very good show. Deputy General Manager Marketing (Business Solution Division), Gautam Chakrabarty said: "There was a high level of quality visitors and very relevant crowd. Over the past few days we have had valuable business discussions with the industry and have sold quite a fair bit of our products that are displayed at our stand."

First-time exhibitor, **Prysm**, also benefited from its participation. "There has been a steady stream of visitors at our stand, which generated a good amount of high quality leads. We met with the right people from governmental and large scale projects," said Steve Scorse, Prysm's VP for Europe, Africa and Middle East.

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Hosny M Rafaat, Business Development Manager, **Salam Media Cast** in Doha, Qatar even got his clients to meet him at the Show. “A lot of my customers have been asking me about the latest digital wireless microphone system. So I arranged to meet with my clients here at the show, to take a look, feel and try out the products, and at the same time discuss how we could integrate this as a solution for their business needs.”



“This show provides us with a great platform in generating awareness for our brand and product, establishing our distributor and dealer network, educating the market, as well as reaching out to our targeted end-users. Compared to the more matured US and European markets, this market still has great potential to develop,” says Michael Lisch, Director of Global Sales, **WolfVision GmbH**.

Event organizer InfoCommAsia Pte Ltd, felt that the positive feedback from both exhibitors and visitors attests to the strong market potential for the AV industry in the MEA region. Even companies like Christie who jump into Gitex itself do it in response to the feeling that the Middle East region is once again primed for growth.

InfoComm MEA General Manager Richard Tan says, “This serves to strengthen our resolve to continue building on the success and goodwill that the InfoComm events have garnered in the industry. We will work hard to deliver effective platforms that will help thrust the industry

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towards higher growth.”

And that’s really the point...the reason why many exhibitors seem willing to support InfoComm MEA as it comes to grip with how best to leverage its Gitex relationship. The market offers renewed hope for opportunity...with even mature companies reporting more than 30% annual growth in the region.

Part of the AV industry wants to maintain its superiority and not mix it up in IT; others long for the increased traffic that Gitex might offer. How to satisfy both contingents is just as hard as solving the problem that big companies in front of the hall get the best traffic while little guys in the back have it even worse.

At this stage InfoComm MEA still has the support it needs to find the right balance. And the MEA market is worth the patience.

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