
Event partners agree to postpone ISMEA 2009

Contributed by Cress
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Exhibitor requests contribute to shift from March timeframe

AMSTERDAM, 9 JANUARY 2009: Integrated Systems Events, LLC and UBMI UAE Jersey Limited (formerly CMPi UAE Jersey Limited) have announced the postponement of the inaugural Integrated Systems Middle East & Africa (ISMEA) tradeshow. Originally scheduled to be held 23-24 March 2009 at the Abu Dhabi National Exhibition Centre (ADNEC), the show will now be staged at a later date.

“We had a tremendous response from the AV and electronic systems industry to our plans to launch an event in this region,” comments Mike Blackman, Managing Director, Integrated Systems Events. “However, in the light of trading conditions, some of our key exhibitors had raised concerns about the timing of the event. We have always listened closely to the advice of our industry and tried to tailor our events to suit its needs, and we believe that postponement is the best option for all of us at this time.”

Kent Daniels, Event Director, UBMI UAE Jersey Limited, adds: “While it is always disappointing to postpone the launch of an event such as ISMEA, it is not in anybody’s interest to proceed with a new show if market conditions are making it difficult to deliver an event of the quality and integrity for which both of our organisations are renowned. By taking this decision now, we and Integrated Systems Events are securing the future of the ISMEA show as the region’s only B2B event dedicated to professional AV and electronic systems integration.”

Reaffirming the commitment that both partners share in developing the market for audiovisual products and services in the region, Blackman concludes: “This postponement does not in any way undermine our belief that this market deserves its own, highly focused tradeshow and associated education programme. Our consultations with the industry are ongoing, and further announcements will be made in due course.”