PRESS RELEASE

Successful DEAL 2023 sets the stage for the 30th edition next year

Global amusement and theme park industry brands from 40 countries exhibited at the show this year and welcomes trade visitors from close to 100 countries

DEAL 2023 attracted serious investors from countries across the globe looking for opportunities within the entertainment, amusement & leisure industry. The largest show in its category in the Middle East and Africa region, DEAL was officially inaugurated by HE Dawoud Al Hajri, Director General of Dubai Municipality. This industry leading show once again catapulted the local, regional, and global FEC and theme park industry players within the MEA region on to the growth trajectory yet again.

The 29th edition of DEAL saw a massive turn out of serious buyers and quality visitors from close to 100 countries, coming from GCC, Middle East, Asia, Europe, North and South America, North and South Africa among other geographies. The show is home to global FEC, theme parks, and amusement industry brands from 40 countries. DEAL had some of the oldest exhibitors who have been participating at the show for 29 long years, that is basically from the very first edition of the DEAL show and were present at DEAL 2023 with their latest entertainment concepts.

Abdul Rahman Falaknaz, Chairman of International Expo-Consults LLC - organisers of the DEAL show, stated, "DEAL has always attracted quality and serious trade visitors from across the globe. DEAL means business and we are targeted when it comes to onboarding trade visitors so that it benefits our valued exhibitors. DEAL once again delivered another brilliant success story and we are delighted to receive a highly positive feedback post the show. We also saw several trade visitors from countries across the globe who want to exhibit in the 30th edition of our show in 2024."

Furthermore, there were many new exhibitors as well that showcased some really innovative concepts that caught the attention of the global trade visitors present at the show. New exhibitors from US, UK, China, Turkey, Korea among other Asian and European regions showcased their innovative products. Some major deals were being signed and several new launches by industry leaders were seen at the show.

The 6th edition of the LEA Conference took place with an aim to discuss opportunities and challenges for the industry. The LEA Conference was co-located with the MENALAC Waterpark Conference 2023, Safety Day, and the annual MENALAC Awards ceremony. High-profile speakers comprising top names and experts of the L&E industry shed light on the status of the industry, the opportunities, challenges and future trends. Top CEOs, Founders, Owners, Investors, C-Level Audience and Senior Management in the L&E Industry attended these events. This was a big opportunity for industry professionals to connect with the biggest names in the industry and learn from the experts.

"DEAL is a permanent home to some of the leading global exhibitors that have been participating since the very first edition which showcases the trust that the industry has in DEAL. The 30th edition next year will be one of the largest editions of the show and will propel the industry further ahead. DEAL is the reflection of the theme park and amusement industry and showcases the latest concepts from across the globe. With a curated and proven business model, we have replicated the success story for 29 consecutive years. DEAL thereby serves as the ideal platform for the amusement industry to achieve that important business goal. Our show has enabled several global brands in the last few decades to establish a very firm foot print in the region and apart from a strong brand presence, DEAL show has also enabled them to multiply their profits year-on-year. DEAL 2024 will be a much larger showcase in its history and we would urge all the exhibitors to reserve their booths at the earliest," concluded Sharif Rahman, CEO, International Expo- Consults LLC.

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