PRESS RELEASE

DEAL 2024: A resounding success shaping the future of entertainment in the Middle East & Africa

Dubai, 11th March 2024 – The Dubai Entertainment Amusement & Leisure (DEAL) show, the Middle East & Africa's premier event for the amusement industry, proudly concluded its landmark 30th edition. DEAL 2024 has once again proven to be a pivotal platform for innovation and business in the family entertainment centers, theme parks and amusement industries.

DEAL 2024 has made history, drawing an overwhelming response with 300 exhibitors from 40 countries converged at the Dubai World Trade Center from March 5 to 7. Furthermore, this year the visitor numbers touched 10,375 from 75 plus countries. This year's show was a spectacle of innovation, showcasing global advancements in virtual reality, arcades, redemption games, amusement rides, soft toys, inflatables and themed entertainment. As a vibrant B2B platform, DEAL spurred a slew of strategic alliances, launched groundbreaking projects and featured visionary concepts that signify a quantum leap for the entertainment sector.

"DEAL stands as a beacon for the amusement industry in the Middle East and Africa region. This year, we have proudly orchestrated an environment where leaders of the entertainment industry have come together to shape the future of entertainment," stated Abdulrahman Falaknaz, President of International Expo-Consults LLC. "With each edition, our ambition is to eclipse the past, pushing boundaries and championing innovation. DEAL 2024 exemplified this ethos, providing an immersive experience that unveiled the next wave of industry megaprojects."

This year's DEAL was instrumental in propelling the FEC, theme park and amusement sectors within the MEA region. With the Middle East emerging as a new epicenter for top-tier entertainment, DEAL 2024 served as a testament to the region's rise. The event captured the industry's upward trajectory, fuelled by a spike in immersive entertainment demands, demographic dynamics, rising incomes and progressive investments in infrastructure and tourism.

"The overwhelming turnout and positive feedback from exhibitors and visitors alike underscore DEAL's irreplaceable role in the entertainment sector's growth," added Mr. Falaknaz. "As a catalyst for transformation, DEAL 2024 offered unparalleled opportunities for stakeholders to foster international collaborations, steering the industry toward a flourishing future."

"The burgeoning growth of the MEA's entertainment sectors is unmistakable, supported by substantial investments in spectacular entertainment projects and a thriving tourism sector. DEAL is at the heart of this evolution, reinforcing the region's position as a leading global entertainment hub," Mr. Falaknaz concluded.

With a record number of attendees and new exhibitors, DEAL 2024 set a new benchmark for the industry, affirming its place as the epicenter for international business and innovation in entertainment. As DEAL continues to expand its horizons, it upholds its commitment to being the

torchbearer of industry trends, nurturing global partnerships and showcasing the best the world has to offer in the realm of amusement and leisure.

The accompanying Leisure, Entertainment & Attractions (LEA) Conference by MENALAC further underscored the current and future trends driving the FEC and theme park industries in the region. In addition the 'Safety Day' conference once again raised awareness about the latest standards and technologies in safety as current regulatory guidelines, inspection and testing updates, and the impact on health, safety and wellness on the first day of the DEAL show.

LOOKING AHEAD AT DEAL 2025

As the anticipation builds for DEAL 2025, industry experts are keenly observing the transformative potential of the FEC, theme park and amusement industries in the Middle East and Africa. With the region's dynamic demographics and burgeoning tourism sector, these sectors are poised for unprecedented growth and innovation. FECs, serving as community hubs for entertainment and leisure, are expected to diversify their offerings further to cater to evolving consumer preferences. Theme parks, on the other hand, are primed to unveil immersive attractions and themed experiences that push the boundaries of imagination. Next year's DEAL promises to be a catalyst for these industries, showcasing groundbreaking technologies, innovative concepts and strategic partnerships that is continuously shaping the future of entertainment in the region.

DEAL 2025 in its 31st edition will be a platform for industry leaders to explore emerging trends and capitalize on new opportunities within the FEC, theme park, and amusement sectors. With advancements in technology driving guest engagement and enhancing operational efficiency, businesses are poised to deliver unparalleled experiences to visitors. From interactive gaming experiences to immersive storytelling attractions, the possibilities are limitless. Moreover, the emphasis on sustainability and eco-conscious practices will underscore the industry's commitment to responsible growth and environmental stewardship.

DEAL 2025 will provide a glimpse into the future of entertainment, where innovation, sustainability and guest satisfaction converge to create unforgettable experiences for audiences across the Middle East and Africa.

As DEAL continues to expand its horizons, it remains committed to fostering collaboration and driving industry growth in the region. DEAL 2025 will serve as a forum for stakeholders to exchange ideas, forge strategic alliances and explore new avenues for development. With the industry's potential on full display, DEAL 2025 promises to be a landmark event that propels the FEC, theme park and amusement industries to new heights. From innovative attractions to creative entertainment concepts, DEAL 2025 will showcase the best the industry has to offer and chart a course for a brighter, more exciting future of entertainment in the Middle East and Africa.

For early bookings, please contact **Frida Caparas:**

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About International Expo-Consults (IEC):

International Expo-Consults LLC (IEC) is an internationally recognized trade show management company with an impressive track record of over 30 years of operations in the Middle East and Asia Pacific region. The Exhibition arm of the Dubai-based conglomerate, the Falak Holding; IEC is the organiser of key exhibitions including Sign and Graphics Imaging (SGI), and the Dubai Entertainment, Amusement and Leisure show (DEAL). Falak Holding has been an industry pioneer for over 4 decades having diversified business interests including real estate development; retail - sports, fashion, home furnishings; exhibitions, medical diagnostics, trading and many more as part of its portfolio. Falak Holding is also a key stakeholder and investor in the prestigious Dubai Sports City project. For more information on DEAL please log on to http://www.dealmiddleeastshow.com.