

InfoComm MEA to Become Standalone Show in 2016

Written by Roger Douglas
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Say, “Good-bye, GITEC.”

InfoComm MEA will become a stand-alone show in 2016. There will be no more co-location with GITEC, the giant IT show of the region.

Instead InfoComm MEA 2016 will stand alone from 6-8 December 2016 at the Dubai World Trade Centre—although it will continue to be jointly organized by InfoCommAsia and the Dubai World Trade Centre and promoted with support from the GITEC Technology Week marketing team.

In 2016, for the first time, the new **Digital Signage Summit will be co-located at InfoComm MEA**, bringing a stronger focus on digital signage use in retail, hospitality, transportation, and Digital Out of Home.

Under the theme of *Digital Interconnect for Peak Performance*, InfoComm MEA 2015 hosted more than 200 manufacturers and suppliers from 30 countries, an increase from 184 companies in 2014. Total visitors were up 3% to 14,659 (despite the show closing two hours earlier.)

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The Middle East's audiovisual market is set to reach USD 2.76 billion by 2016, up 76% from 2012, driven by GCC megaprojects and increasing demand for screens, audio, lighting, and control systems in Smart Cities, hospitality, retail, transportation, and entertainment sectors.

Co-location with GITEX was thought to be a way to bring together IT and AV, but according to industry observers separate events in a large venue instead created numerous complications in exhibits and attendees.

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