



In 2010, **Orkila**, in conjunction with its partners, and for the fourth consecutive, exhibited at the Middle East Coatings Show held this year in Dubai.

Confirming its popularity, the 17th MECS exceeded expectations. Returning to Dubai, one of the global hot-spots for business, MECS 2010 continued the previous success enjoyed in 2009 in Cairo and remains the only dedicated coatings event in the Middle East and Gulf Region for raw materials suppliers and equipment manufacturers for the coatings industry.

Despite a depressed economic climate, there are signs that the market is beginning to pick up. Production has been buoyed by the increasing demand from the tourist industry (construction of residential complexes) which continues to grow throughout the Middle East. In addition, the export of local product to emerging countries is increasing, and new markets, such as Inks and Emulsion Polymerization, are recovering.

The market may be undergoing major reorganization as a consequence of the global economic crisis, but the desire to innovate and develop new technology products was as strong as ever. **Orkila**, and its Partners were able to respond to this need with unique solutions for the paints formulators, such as Rhodia's "*Low/Zero VOC innovations for Paint Formulators*".

The exhibition attracted a larger and seemingly more technically qualified audience than previously, with technical presentations being held at regular intervals in the exhibition halls. Indeed, over three quarters of the contacts and enquiries received over the three days of the show were technical in nature; underlining Orkila's position as a problem solver and solution provider to its customers.

The Orkila name received wide media exposure during the show, with articles relating to the group and photos of the Orkila stand making the front page of the daily PPCJ journal.

The MECS also provides an excellent opportunity to meet traditional customers and to reinforce the Orkila brand with the industry. With over two hundred contacts made and a number of contracts signed, Orkila considers the MECS to have been, once again, a very productive and worthwhile investment.

Orkila would like to thank its business partners and all those who visited us during the show, for their continuing support and we look forward to seeing you next year in Cairo between **March 1st - 3rd for MECS 2011, Orkila Booth A3!**

