

Dubai International Character & Licensing Fair

(Character Dubai 2009)

27 – 29 October, 2009

Dubai International Convention & Exhibition Centre
Halls 6 & 7 (in conjunction with Dubai World Game Expo)



Report 2009

"Middle East's Largest and Only dedicated Licensing, Entertainment and Content event"

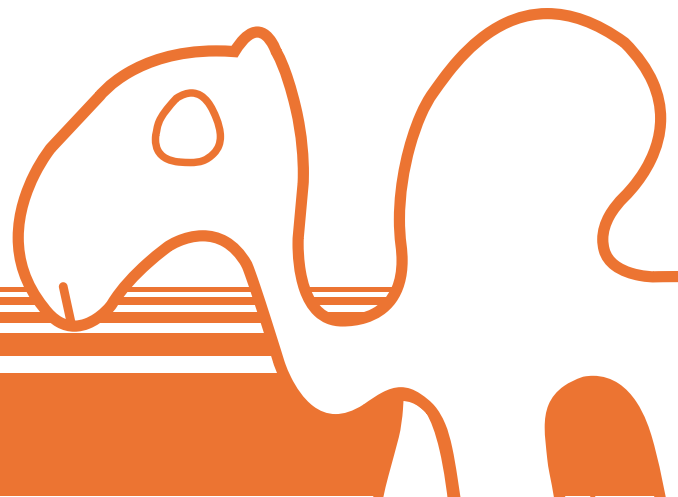
Dubai International Character & Licensing Fair, the first and only dedicated trade event in the Middle East for production, marketing and licensing of cartoon characters, animation, logos, films, brands, arts & designs will be held from 29th November – 1st December 2010 at Hall 4, 5 & 6 of Dubai International Convention & Exhibition Centre - Dubai, UAE.

Under the Patronage of
H.H. Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum,
Chairman of Dubai Culture & Arts Authority,

Character Dubai is the gateway to access the burgeoning animation, licensing, media, retail and publishing market in the Middle East and North Africa region. The 3-day event has been a one-stop-shop for hundreds of business deals, partnerships & agencies contract.

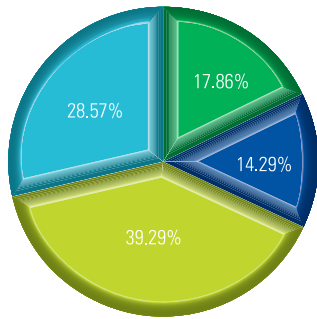
12,408 visitors 152 companies

Deals Worth more than 100 million US Dollars



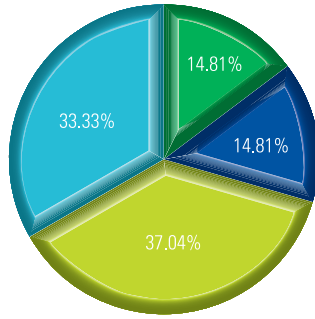
Exhibitor Satisfaction

Exhibition Overview



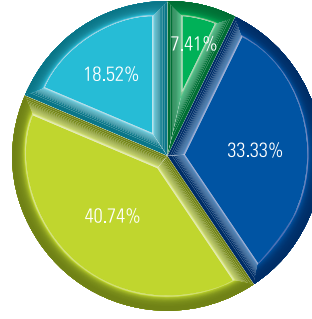
■ Excellent ■ Very Good
■ Good ■ Fair

Business Generated



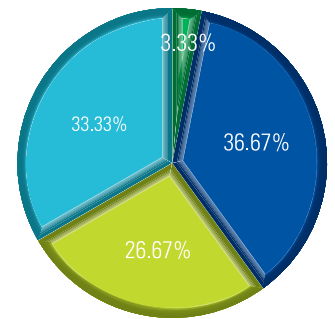
■ Excellent ■ Very Good
■ Good ■ Fair

Expanding New Market



■ Excellent ■ Very Good
■ Good ■ Fair

Visitor's Quality



■ Excellent ■ Very Good
■ Good ■ Fair

Seminar

The seminar and workshop sessions were extremely beneficial and informative to all the character and licensing professionals and attendees in upgrading their knowledge to the most-up-to-date information. Character Dubai also hosted several meetings and press conferences parallel to the event.



Social Activity

The Gala Dinner was held on the evening of October 27, 2009 at the Al Murooj Rotana Hotel. Highlight of the evening included a "Thank you speech" given by Mr. Abdul Salam Al Madani, President of INDEX Holding to all guests attending. He also applauded all the contributors for the support and efforts exerted in reaching the greatest success in Character Dubai 2009!



Visitors Country



2010 – in conjunction with MYCONTENT & Dubai World Game Expo



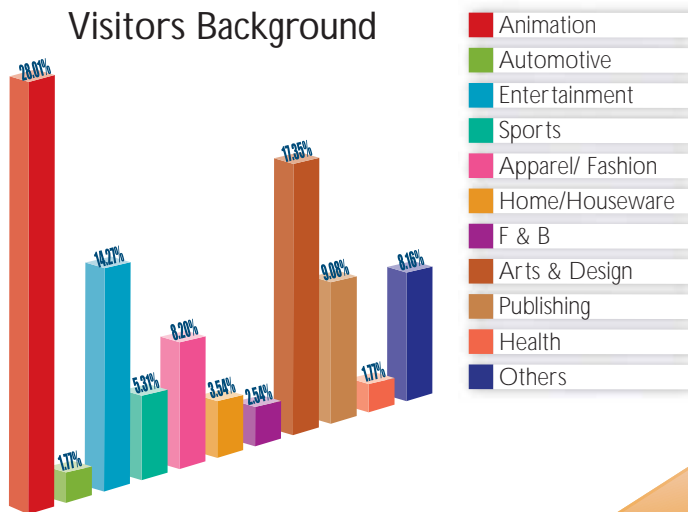
The most exciting and only international entertainment content show in the MENA region. It is essentially a marketplace for co-producing, selling, buying, and distributing entertainment content. It

provides the people involved in the TV, film, animation, comics, music, and media content industry. MYCONTENT is a sub event for Dubai International Character & Licensing Fair solely dedicated to the content market.

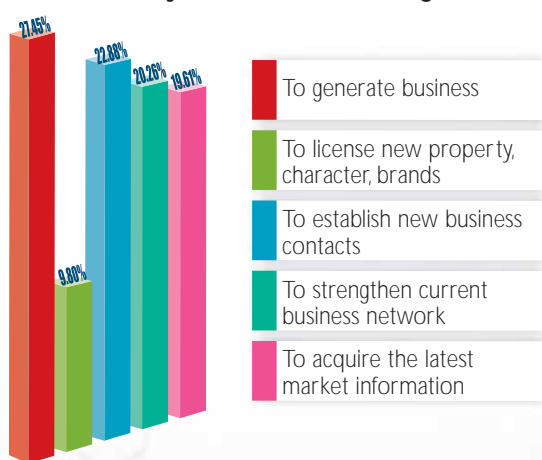


Dubai World Game Expo – DWGE is devoted to introduce a wide variety of computer games, including entertaining video games, online gaming, mobile games, edutainment & infotainment software, game related hardware, and next-generation platforms, together with opportunities to feel them all in one place in 3 days. DWGE is the largest annual gathering of interactive entertainment industry, focusing on B2B and public in the Middle East.

Visitors Background



Objective of Visiting



Media Attendee

NEWSPAPERS COUNTRY

Abu Dhabi Media Company	UAE
Akhbar Al Arab	UAE
Al Bayan	UAE
Al Ittihad	UAE
Al Khaleej	UAE
Al-Jazirah Daily Newspaper	KSA
Alroya Aleqtissadiya	UAE
Emarat Al Youm	UAE
Emirates Business 24/7	UAE
Gulf News	UAE
Khaleej Times	UAE
Siraj Malayalam Daily	UAE
The Gulf Today	UAE
The National	UAE

MAGAZINES COUNTRY

Dar Al Sada	UAE
Design & Health	UAE
ITP	UAE
Middle East Chandrika	UAE
Trends	UAE

RADIO COUNTRY

Arabian Radio Network	UAE
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TV COUNTRY

Al Arabiya News Channel	UAE
Al Hurra TV	UAE
Al Majd TV	UAE
Al Rai TV	Kuwait
Arab Media Group	UAE
Ary Digital Network	UAE
Charisma TV	Lebanon
City 7	UAE
Decision Makers TV	UAE
Dubai Media Incorporated	UAE
Dubai TV	UAE
E-Vision	UAE
GEO TV	UAE
Jeevan TV	UAE
Oman TV	Oman
Pan Arabian Network	UAE
Sama Dubai TV	UAE

ONLINE COUNTRY

Eye of Dubai	UAE
Gulf Telenevs	UAE
IT Insight ME	UAE
jazarah.net	UAE
Maktoob Business	UAE
Middle East Gamers	UAE
moneycab.com	UAE
Snaps India	India

OTHERS COUNTRY

Dubai Media City	UAE
Dubai Press Club	UAE
Emirates News Agency	UAE
National Media Council	UAE
UBI France Press Office	UAE
United Press International	Japan
Xinhua News Agency	China

Comments from Exhibitors



Turner CN Enterprises is proud to have participated in this year's International Character and Licensing Fair in Dubai. We were delighted with the response which our presence at the show received during the event as well as subsequent new business opportunities to have come our way as a result. Our presence at the show clearly demonstrates our commitment to developing the Turner CN Enterprises business in the Middle East. This event was the perfect platform for our business to showcase its brands and help us drive the licensing, merchandising, retail and live events business into 2010 and beyond."



Jason Rice Territory
Manager, Turner CN Enterprises



Deals during the Fair



Emari Toons and Speedy Productions signed a deal worth more than \$22 million (Dh80.7m) at the Character Fair 2009, which took place at the Dubai International Exhibition and Conferences Centre. The agreement includes producing a series of 22 episodes that will display facts and challenges of each and every Arab country.



- Business 24/7 (November 23, 2009)



Freej signed a deal with Al Hokair Group from Saudi Arabia.



Al Hokair Group, which specialises in tourism and hospitality in Saudi Arabia, will be the exclusive distributor of Freej characters in the Saudi market.

Majid Al Hokair, Executive Chairman of Al Hokair Group, said:

This agreement is part of the group's strategy that aims to achieve integration in the entertainment projects; we also believe Freej will be welcomed warmly in the Saudi market.



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Media Partners



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