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Press Release

Successful Launch for The Elevator Show Dubai: The lift industry has a new meeting place

Over the three days of the trade fair, approximately 3,700 visitors came to the Dubai World Trade Centre (DWTC) to attend the first edition of The Elevator Show (TES) Dubai. Exhibitors and organisers concluded on a positive note, and are already looking to the future. The next TES Dubai will take place from 21-23 September 2026 at the Dubai World Trade Centre (DWTC).

DUBAI, U.A.E. – The Elevator Show Dubai already stood out as an international meeting place at the first event. Approximately 3,700 visitors from 76 countries came to Dubai from all over the world to explore the exhibitors' offerings and experience *the* new meeting place for the lift industry live. A total of 110 exhibitors from 14 countries presented their products and services to the lift industry at the new industry platform. The response to the event was positive from both visitors and exhibitors. Companies that were not yet represented as exhibitors this year have already announced their participation in The Elevator Show Dubai 2026.

The Elevator Show Dubai is organised by AFAG Messen und Ausstellungen, organiser of the world's leading trade fair for lift industry, interlift, together with leading industry publisher Elevator World, Inc.

T. Bruce MacKinnon, CEO/President of Elevator World, said: “It is humbling to be a part of the inaugural of TES Dubai, and even more impressive that it has been so fruitful for all involved. As the global media for this industry and organizing partner TES, it lifts my spirits to know this event is filling a real need in the sector and region. Elevator World has been very careful in its partnerships and pursuits, as it is vitally important to us to continue to be an independent voice for the global industry. I am personally very thankful for all the exhibitors and attendees and our partner, AFAG, for their trust in us.”

The managing directors of trade fair organisers AFAG, Henning and Thilo Könicke, are also very satisfied with the first The Elevator Show Dubai: “We are delighted with the success of AFAG's first trade fair abroad. The quality of service in Dubai and the internationality of the exhibitors and

visitors were outstanding, and pleasantly surprised us. We look forward to the next reunion with the international lift industry, from 14 to 17 October 2025 at interlift at Messe Nürnberg.”

The next The Elevator Show Dubai will take place from 21-23 September 2026 at the Dubai World Trade Centre (DWTC). www.elevatorshowdubai.com

Statements

ALBERTO SASSI & SMS

“We have been at THE ELEVATOR SHOW in Dubai for three days of meeting and business. The first edition has turned to be an interesting and successful event in this world area and a great opportunity to meet new qualified professionals in the lift industry and strengthen existing relationships with customers and friends. Thank for the efficient organization and we wish a successful post-exhibition to all participants and involved people.”

Zhang Lexiang, General Secretary China Elevator Association (CEA): *“As the Dubai International Elevator Exhibition successfully concludes, we extend our warmest congratulations to the organizers, who have once again demonstrated their exceptional capability in hosting international professional exhibitions. Chinese exhibitors are pleased with the outcomes of the event, returning home with a rich harvest, and look forward with anticipation to the next edition of the exhibition in two years, which promises to be even bigger. We eagerly anticipate our next gathering at the Dubai Elevator Exhibition, where we will together witness the growth and prosperity of the industry.”*

Christian Dressler, CEO Meiller Aufzugtüren:

“The trade fair was very interesting for us in order to gain a deeper insight into the markets in the United Arab Emirates and the neighboring countries. We were able to make numerous and promising contacts and hope that the trade fair will continue to gain in importance. Many thanks to the organizers for the excellent organization, we look forward to a repeat in 2026.”

Janne Piironen, Sales Director Wittur EMEA:

“Our experience at Wittur booth at The Elevator Show Dubai was truly remarkable, and we are glad Wittur decided to attend this event. Being in Dubai allowed us to forge valuable connections with a diverse range of customers and industry partners, as well as showcasing our innovative products such as ElevatorSense® Digital companion to elevator installer and Wittur ESG electro-mechanical activated safety gear, together with

our range of doors and drives. The discussions we had were not only insightful, but also established promising business opportunities that align with our commitment to innovation and excellence.

At Wittur, we recognize the importance of being close to our customers and understanding their unique challenges, and our presence in this dynamic market confirms our dedication to delivering innovative, high-quality elevator components that cater to the growing demands of the Middle East's booming construction sector.

We are aiming to reinforce our presence in this highly attractive market, adapting and offering our customized solutions to meet regional needs and providing exceptional service and expertise to support our customers. We look forward to building on the relationships established after the exhibition and actively contributing to the industry's growth in this dynamic region. We extend our thanks to all the customers who visited our booth at the Elevator Show.”

Massimo Santambrogio, General Manager of Sicor Italy S.r.l.:

“I would like to express my sincere gratitude for the excellent organization of the Elevator Show in Dubai, in which I had the pleasure of participating as an exhibitor. The event was impeccably organized, allowing us to present our company in the best possible way and to connect with numerous potential clients and partners. The care and attention given to every aspect of the event were evident, contributing to a professional and stimulating environment for all participants. A special thank you goes to your team, who were always available and attentive to our every need, making the overall experience extremely positive. We are confident that the contacts and opportunities that emerged during the event will be highly beneficial for us, and we look forward to participating in future editions.”

Doğan Şengün, Arkel Elektrik Elektronik:

“We were thrilled to participate in this year's event and found it to be an excellent platform for showcasing our innovative solutions and connecting with industry professionals. The turnout at our booth was impressive, and we had the chance to engage with a wide range of partners and clients. The show's organization and overall atmosphere truly contributed to the success of our participation. In summary, The Elevator Show 2024 has been a resounding success for Arkel Elektrik Elektronik. It not only provided us with a platform to demonstrate our leadership in the market but also allowed us to gather invaluable feedback and insights from industry peers. We are excited to carry forward the momentum from this event and integrate the learnings into our future endeavors. We believe The Elevator Show plays a pivotal role in advancing the industry, and we are proud to be a part of it. We look

forward to the future of this collaboration and to participating in upcoming events.”

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