

EuroShop Middle East 2026: the leading retail trade fair to expand to Dubai

EuroShop, The World's No.1 Retail Trade Fair, continues its international expansion: EuroShop Middle East will take place in Dubai for the first time from October 26 to 28, 2026. As a central retail platform for the Middle East the new trade fair offers companies operating in the areas of store fitting, lighting, retail technology as well as marketing, food service equipment, energy management and expo a tailor-made stage for innovations and developing business.

“EuroShop Middle East will be a first-class platform for companies wishing to present themselves at one of the fastest growing business and retail locations in the world,” explains Petra Cullmann, Executive Director at Messe Düsseldorf, and adds: “Our proven EuroShop offerings and structures combined with local know-how provide ideal prerequisites for sustainable success in this highly attractive market environment.”

The new EuroShop subsidiary trade fair will be organised by a new management company specifically established for expanding business in the Gulf region named “Messe Düsseldorf Connex Gulf Exhibition Organizing LLC” (or “Messe Düsseldorf Gulf Office“ for short). “Securing EuroShop Middle East 2026 at the Dubai World Trade Centre marks a significant milestone in our Gulf region strategy. This is just the beginning – our aim is to bring more leading global exhibition brands to the region in the near future,” says Tarek Sibai, Managing Director of [Messe Düsseldorf Gulf Office](#). With Dubai's strategic location both exhibitors and visitors to EuroShop Middle East will benefit from one of the world's most dynamic business centres. The city is considered a global hub for retail and innovation – boasting first-class infrastructure, a flourishing retail sector and optimum conditions for business success. According to market research company MBB, the United Arab Emirates will see average growth of 5.7 per cent by 2026 and a market volume of around USD 370 billion.

Find more info at <https://euroshop-me.com>.



EuroShop

THE WORLD'S NO.1 RETAIL

TRADE FAIR 22 – 26 FEB 2026

DÜSSELDORF, GERMANY

www.euroshop.de



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