



Photos courtesy of CABSAT.



# A region of great promise

The satellite sector is seeing strong growth in the Middle East and this year holds much promise for increased growth and development. Satellite Evolution looks at the key facts about CABSAT 2008, the premier regional satellite event.

**Over the past decade, there has been tremendous** growth in the Electronic Media and Satellite Communications industry across the Middle East, Africa and South Asia. This expansion is a result of the liberalisation in the communications sector by governments, coupled with the explosive increase in the number of new FTA TV and Radio Channels. Additionally the introduction of advanced technological innovations such as HDTV, Mobile TV and PVRs, has significantly encouraged investment in this industry.

As an annual event, CABSAT is the perfect arena where industry decisions makers, buyers and sellers can network, explore business opportunities, formulate strategies and create partnerships. CABSAT 2008, to be held from 4-6 March at the Dubai World Trade Centre, offers buyers an end-to-end technological showcase in the region. It is also the only event in the Middle East that is strongly supported and endorsed by international industry associations.

### Excellent support

CABSAT has garnered excellent industry support over the years and has gained huge popularity. The show is comprised of seven country pavilions and four exhibition halls catering for broadcast and production, satellite communications and cable and satellite equipment and accessories.

If last year's exhibition and conference is any gauge of success, the 2008 event will set new record. 2007 saw a grand total of 8,530 visitors attending the show and 580 exhibitors from 50 countries. 79 percent of those visitors were from the Middle East, eight percent from Asia, seven percent from Europe and five percent from Africa. The purpose for the visits of the majority of those attending was to meet with potential and existing buyers and suppliers and also to source products and gather market information.

The visitors to the event fell in the following visitor categories emphasizing the broad appeal that the exhibition has throughout the region:

- Satellite Operators/Carriers;
- Satellite Systems Manufacturers/Distributors;
- Satellite Launch Service Providers;
- Telecom Carriers;
- Telecom/Operators Providers;
- Telecom Infrastructure;

- System Integrators;
- Billing System;
- Video Conferencing;
- Data Equipment & Services;
- Gateway Solutions; and
- Wimax/Wifi Solutions.

### New additions to the programme

This year will see the inaugural CABSAT Knowledge Exchange that aims to spearhead the communication and exchange of new and dynamic solutions and practices in the industry. Consisting of conferences, workshops and discussions organised alongside the exhibition, industry professionals will have the opportunity to engage in a series of comprehensive, interactive and informative sessions. In addition to the Knowledge Exchange there will also be a Radio and Audio Pavilion, a Mobile TV Showcase and the Dr. Dish TV Awards. The Mobile TV Showcase is certain to be popular, as in 2007, there were a total of 15 companies launching Mobile TV services. ●

