

# EventPulse

MONTHLY

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**Inside:** Insights from Health Asia Exhibitors



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MONTHLY

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## WELCOME TO EVENTPULSE

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# Message *From the* Editor

## What Exhibitions Leave Behind

An exhibition concentrates opportunity. In a few days, businesses can meet suppliers, examine technologies, exchange knowledge and reach markets that might otherwise take months to access. Turning that access into lasting value requires commitment beyond the exhibition calendar.

The breadth of this September edition brings that responsibility into focus. Across investment, property, healthcare, pharmaceuticals, mobility, and others, progress depends on connecting capital with expertise and ambition with the capacity to deliver. Exhibitions create the conditions for those connections. What follows determines their significance.

At Saudi WoodShow, the agreement to establish a wood and furniture academy linked international expertise with local skills development. At Health Asia, exhibitors described Pakistani capabilities in operating theatres and diagnostic equipment, bringing domestic manufacturing into conversations with healthcare buyers. Both stories invite us to follow how an introduction or agreement develops into practical capability.

Our coverage of entertainment and fashion adds another dimension. Thoughtfully designed spaces can encourage participation, deepen understanding and help visitors discover businesses they might otherwise overlook.



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The experience itself can shape the quality of the relationships that follow.

That places responsibility across the industry. Organisers can sustain introductions and revisit announced commitments. Exhibitors can provide clear proposals and dependable support. Buyers and public institutions can identify the financing, skills and standards needed to move opportunities forward.

For EventPulse Monthly, the responsibility is editorial too. An academy agreement deserves further coverage when training begins. A technology introduction becomes more instructive when users can discuss its performance. A partnership warrants attention as its results emerge.

These developments take time. Following them gives our reporting continuity and our readers a clearer understanding of where opportunity is becoming progress.

An exhibition's strongest legacy is a business, institution or community that can now do something it could not do before.



# Where Capital Meets the Future: AIM Congress Expands Global Investment Connections



قمة AIM للاستثمار  
AIM CONGRESS

**Dubai gathering links global finance, emerging markets and the development of future cities**



**His Highness Sheikh Saud bin Saqr Al Qasimi,**

UAE Supreme Council Member and Ruler of Ras Al Khaimah inaugurated AIM Congress 2026

AIM Congress 2026 closed with a practical expression of its purpose: an agreement with CEO Clubs Network to extend investment matchmaking and international business connections beyond the exhibition halls.

Organised by **AIM Global Foundation** at Dubai World Trade Centre, UAE, from 7 to 9 September 2026, the Congress convened under the theme **“Reshaping Global Prosperity: Unlocking New Investment Pathways Towards a Sustainable and Inclusive Future”**.

The Event was attended by 25,000 participants

from 191 countries, with 540 speakers contributing to 103 conference sessions. The gathering brought together ministers, sovereign wealth managers, central bank governors, institutional investors, venture capitalists and technology pioneers.

Across its Global Markets, Future Economies and NexGen pillars, the programme connected sovereign wealth and institutional capital deployment with cross border foreign direct investment. Discussions examined smart infrastructure for future cities, targeted capital allocation into emerging markets and technology driven investment pipelines.



Structured bilateral matchmaking sessions and high level round-tables gave investors and government representatives settings to examine opportunities directly. Official memorandum of understanding signings established frameworks for continued cooperation. The CEO Clubs agreement, covering business delegations, investor connections and market access, demonstrated how conference introductions could develop into organised commercial engagement.

National and regional pavilions added a practical dimension to the investment dialogue. **Tanzania's national pavilion** brought together its investment authority, TISEZA, and public and private sector representatives to promote strategic projects. The **Sharjah Pavilion** connected investors with government entities supporting business establishment and expansion, while the **Africa Pavilion** provided a broader regional platform

linking African project sponsors with Gulf sovereign funds and institutional investors.

Exhibitors gained visibility before institutional investors, while visitors could engage directly with global capital leaders. Kurdistan's participation alongside six local companies illustrated how the exhibition helped destinations present investment opportunities through businesses already operating there.

Taken together, these exchanges reinforced Dubai's position as a premier international investment events hub bridging regional and global markets. For governments and FDI stakeholders, the Congress's immediate achievement was a broader network of accessible partners, supported by arrangements for continued engagement. The subsequent delivery of investment projects will provide the longer term measure of that success.



RAKEZ team engages with visitors at the Ras Al Khaimah Pavilion during AIM Congress 2026.



# Saudi WoodShow's Lasting Opportunity: Turning Trade Links into Local Expertise

The Riyadh exhibition closed with partnerships linking machinery, skills and responsible sourcing to industrial development



An agreement to establish the Saudi Academy for Wood and Furniture gave **Global WoodShow**, part of the **Saudi Wood Forum 2026**, a clear industrial development focus. Signed with Portugal's wood and furniture association, AIMMP, it connected international expertise with ambitions for stronger local production under Vision 2030.

The third edition ran from 1 to 3 September at the Riyadh International Convention and Exhibition Center. Organised by Strategic Exhibitions and Conferences under the patronage of the Ministry of Industry and Mineral Resources, it was inaugurated by **Dr Ahmed bin Sami Al Zawawi**, Assistant Deputy Minister for Industrial Competitiveness and Advanced Manufacturing.

**Saud Alsheikh**, CEO of Strategic Exhibitions and Conferences Company in Saudi Arabia, stated:

"Saudi Arabia's wood and furniture industry is entering a new phase of transformation, driven by industrial expansion and growing investment opportunities. Global WoodShow Part of Saudi Wood Forum stands among the region's leading specialized events for wood, woodworking machinery, and manufacturing technologies. By connecting investment with manufacturing, national ambition with international capabilities, and Saudi market demand with advanced

solutions, the exhibition reinforces the Kingdom's position as a global destination for industrial events, business, and strategic partnerships."

The organiser's closing updates also confirmed a partnership between GUMACO and Sela, alongside support from Riyadh Chamber and the Made in Saudi programme. These developments gave the exhibition tangible links to commercial cooperation and domestic industry.

Timber suppliers, machinery companies and country pavilions offered access to materials and production systems. Exhibitors included SIMCO, Simplex, French Timber and Baillie Lumber, illustrating the connection between machinery investment and material sourcing. The accompanying **IFAC exhibition** extended buying opportunities into furniture accessories, components and semifinished products.

Conference discussions addressed smart manufacturing, CNC technologies, circularity and timber architecture. Closing sessions examined waste reduction, recycling and environmental compliance, including the importance of Forest Stewardship Council standards for sustainable sourcing.

With construction, hospitality and interior projects shaping demand, the commercial challenge is ensuring Saudi producers can supply consistent quality, meet specifications and deliver reliably at competitive costs.



# International Property Show (IPS 2026) Concluded with Investor Confidence and Innovation at its Core

*Dubai's property showcase offers a lesson in connecting commercial opportunity with regulation, innovation and lasting business relationships.*



The **22nd International Property Show (IPS)**, inaugurated by **His Highness Sheikh Saud bin Saqr Al Qasimi**, UAE Supreme Council Member and Ruler of Ras Al Khaimah, concluded on 9 September 2026 after three days at Dubai World Trade Centre. Held from 7–9 September with Dubai Land Department as its strategic partner, the exhibition brought property opportunities, regulatory expertise and investment networks together, illustrating how exhibitions can support a destination's wider economic ambitions.

The strategic partnership between **Dubai Land Department** and **IPS** provided the foundation. In the supplied pre-event statement, **Majid Al Marri**, Executive Director of DLD's Corporate Support Sector, described its contribution as "reinforcing transparency, promoting innovation, and strengthening investor confidence across the market." The exhibition's comprehensive programme gave practical expression to that ambition through engagement on institutional investment, professional standards and national talent development.

For the exhibition industry, this carries significance. A regulator's active participation can help visitors understand the environment surrounding a purchase, while giving developers and intermediaries opportunities to engage with the institutions shaping their market. That makes government participation a substantive part of the visitor experience.

IPS facilitated commercial activity accompanying this institutional presence. Prestige One Developments engaged investors and channel partners around its portfolio; Titanium Sponsor Fakhruddin Properties showcased Treppan-branded residences alongside robotics and AI concepts; and New City Projects highlighted Armenia's development opportunities. Together, these updates illustrated the event's combination of Dubai property promotion, technology positioning and international destination marketing..

The Armenian presence also points to a useful distinction in destination strategy. Dubai can



promote its own real estate while hosting conversations about opportunities elsewhere. For an international exhibition, that breadth strengthens its relevance as a meeting place for investors comparing markets.

Technology provided another substantive theme. DLD's second-day programme explored AI systems capable of supporting task execution, including document reading and data extraction through its Initial Registration platform. Workshops with the Higher Colleges of Technology and the University of Dubai addressed specialised education and professional development. These reported activities connected innovation with the operational processes and human capabilities required to sustain it. DLD's second-day report

The editorial implication is clear: an exhibition's technology agenda becomes more useful when visitors can understand how an innovation improves an actual service. The same applies to education. Connecting academic institutions with employers and regulators gives conference programming a purpose that extends into recruitment, skills and professional practice.

The market backdrop gave IPS considerable momentum. According to the supplied August release, Dubai recorded AED 252 billion in real estate transactions during the first quarter of 2026, up 31% year on year by value. These figures describe the wider market; they cannot establish the exhibition's contribution to investment flows.

That distinction also matters when assessing the show's results. IPS's closing digital message stated that connections had led to deals, adding: "The event has concluded, but the deals and partnerships are only beginning."

## **International Property Show 2026**

successfully connected developers, investors and property professionals in Dubai, opening avenues for cross border investment and strategic partnerships.

**IPS 2026** therefore offers a strong case for the strategic value of exhibitions, with commercial impact still requiring fuller measurement. Its most transferable lesson is the value of bringing projects, public institutions, technology providers and professional expertise into one accessible setting. The lasting achievement will be reflected in the investment decisions, partnerships and improved practices that follow those encounters.



# Health Asia 2026 Concluded with a Stronger Case for Healthcare Collaboration

*The Karachi exhibition connected international expertise, medical technology and public policy, placing affordability and practical healthcare improvement at the centre of its wider significance.*



The minister's opening remarks added a policy dimension. He called for greater investment in preventive healthcare and invited foreign manufacturers to pursue technology-transfer partnerships with Pakistani companies. He also visited domestic medical-device manufacturers, linking international engagement with the development of local production capacity. These priorities gave the exhibition a role in a broader discussion about how Pakistan can strengthen its healthcare supply chain.

For the tradeshow industry, this is a consequential connection. An exhibition becomes more useful when government participation helps businesses understand national priorities and identify

The **23rd Health Asia International Exhibition & Conferences**, inaugurated by **Syed Mustafa Kamal, Federal Minister for National Health Services, Regulations and Coordination**, concluded on 12 September 2026, attracting **over 50,000 visitors** during its three-day run at Karachi Expo Centre.

Held from 10–12 September, the event brought healthcare professionals, manufacturers, international experts and policymakers into a shared setting for business and knowledge exchange. Its significance lay in connecting Pakistan's healthcare needs with the technology, expertise and partnerships required to address them.

opportunities for investment, manufacturing and service development. Sustained engagement after the event will determine how far those opportunities progress.

That ambition provides a useful benchmark for assessing the exhibition's longer-term contribution. Affordability depends on the full cost of adopting a technology: installation, consumables, maintenance, staff training and dependable technical support. The commercial conversations initiated at Health Asia will have greater value where they produce solutions that hospitals can operate sustainably and patients can afford.





According to **Farhan Anis**, Project Director, Health Asia, the exhibition featured more than 600 stalls, with international displays from China, Indonesia, Iran, Türkiye and other countries. His account also highlighted experts from 15 nations. Such international engagement gives Pakistani healthcare institutions an opportunity to compare technologies, question suppliers directly

and explore partnerships without the expense of visiting multiple overseas exhibitions.

Anis emphasised the exhibition's role in connecting Pakistan with international expertise and making healthcare innovation more accessible. **"This interaction with global experts will drive significant development and bring advanced technologies to Pakistan at affordable prices,"** he said.

**The conferences were another defining strength of Health Asia.** According to **Dr. Zakiuddin Ahmed, Co-Founder & Convener of Health Asia**, the programme comprised **22 conferences, moots and workshops, with 35 international speakers and more than 260 national speakers.** He

described the gathering as a "huge opportunity of learning, networking, business & collaboration for Pakistan." His emphasis reflected the exhibition's wider purpose: bringing healthcare professionals, industry and policymakers together to exchange knowledge and develop practical partnerships.

The Event hosted digital health discussions, the **3rd Stakeholders Meet on Healthcare Quality & Patient Safety**, cardiology sessions, pharmaceutical marketing discussions,



international business meetings and practical CPR and manual-defibrillator training. The patient-safety gathering involved the Federal Health Ministry, the Drug Regulatory Authority of Pakistan and the Healthcare Quality & Safety Association of Pakistan.

These activities strengthened the exhibition's relevance to everyday healthcare delivery. Practical training gives participants skills they can take back to their workplaces, while discussions involving regulators and healthcare providers can help connect innovation with quality standards. For exhibitors, proximity to clinicians also creates a valuable opportunity to understand how products perform against actual working conditions and patient needs.

**Indonesia's participation as Country Partner** illustrated the event's potential for healthcare diplomacy. Facilitated by the Indonesian Consulate General in Karachi, the Indonesia Medica pavilion brought together medical-device and healthcare businesses, with the federal minister visiting the pavilion during the opening. The participation created a focused setting for



bilateral commercial engagement across medical equipment, hospital-related products and consumer health.

Health Asia convened a substantial audience around Pakistan's healthcare priorities. The next measure of its impact will be the business agreements, technology-transfer projects, training outcomes and institutional collaborations that emerge from those encounters. Tracking these developments would provide a fuller picture of the exhibition's contribution to the sector.

Health Asia 2026 demonstrated the value of bringing healthcare's commercial, clinical and policy communities together. Its lasting contribution will emerge as those encounters become better-equipped facilities, stronger local capabilities and more accessible care. The exhibition created opportunities for that progress; the responsibility for carrying them forward is now shared by industry, healthcare institutions and government.

Health Asia was Organized by Ecommerce Gateway; Co-Organized by Ministry of National Health Services, Regulations & Coordination; Special Investment Facilitation Council (SIFC) was the Strategic Supporter and Digital Care was Conference Partner





# Highlights from some of the Health Asia Sponsors

## Versatech: Building Operating Theatre Expertise Locally



Versatech's Health Asia presentation highlighted domestic expertise in modular operating theatres. Director Tauqeer Islam said, "The complete designing, programming and planning, we are doing in Pakistan." His account placed local technical capability before healthcare buyers, positioning the exhibition as a platform for manufacturers to demonstrate their work and build confidence in Pakistani production.

## Platinum Corporation: Bringing Imaging Choices into Focus



Platinum Corporation used Health Asia to present its portfolio of 11 brands, including a helium free MRI system, according to Executive Director Abdullah Mangi. "We try to bring together multiple products and briefs at once," he explained. His comments highlighted the Health Asia's role in product awareness, helping buyers understand available technologies and identify their local distributors.

## BIOS: Connecting Hospital Needs with Technology



BIOS presented radiology and critical care equipment, reflecting the breadth of hospital procurement needs. Regional Sales Manager Ahsan Shaikh said, "We have complete ranges of radiology equipment and many types of critical care equipment." His emphasis on international participation highlighted Health Asia's value as a meeting point where suppliers could discuss technology requirements with Pakistan's healthcare community.

## Rays Medical World: Local X Ray Manufacturing on Display



Rays Medical World showcased radiography equipment developed with Al-Shifa Medical Equipment. "We have two models displayed today, iCare X40 and iCare X50," said Director Muhammad Rafique. He described low power requirements and mobile connectivity as features. The presentation brought attention to how local manufacturers were approaching equipment affordability and operating conditions in Pakistan.

# From Spectators to Creators: Deconstructing the Next Generation of Pop Culture Events



## Middle East Film and Comic Convention connected screen stars, gaming communities and fan creativity

An autograph was only the beginning. Middle East Film & Comic Con 2026 concluded on 13 September after three days at ADNEC Centre Abu Dhabi, UAE. Organised by Informa Connect, the event combined celebrity encounters, gaming and fan creativity, allowing visitors to move between watching, competing, performing and creating.

Crunchyroll's sponsorship of Otaku District placed a brand within anime music, dance and participatory programming. Alongside the Bookworm Lounge and Collectors Gallery, it demonstrated how experiential design could accommodate different interests and tempos, embedding brand activations within the visitor journey.

Celebrity programming featured John Cena, Mackenyu, Pom Klementieff, Arden Cho, Jacob Romero, Charithra Chandran and Joonas Suotamo. Comic creators Jim Cheung, Federico Vicentini, Brett Breeding, Dexter Soy and Ken Lashley connected audiences with the craft behind familiar characters.

Main Stage panels offered conversation, while the Festival Plaza outdoor stage supplied performances, music and competitions. Together, they illustrated the production challenge of coordinating several simultaneous experiences across one venue.

Cosplay made visitors part of the spectacle, with an AED 60,000 competition prize pool. Gaming and

guided tabletop sessions offered further routes into participation. Billed as the UAE's largest TCG battles, the trading card programme spanned 3 days and 3 tournaments, with capacity for 300 players.

For local exhibitors, these communities offered opportunities to demonstrate products and build relationships. International brands could encounter regional fan preferences directly, while visitors from the UAE and overseas could combine celebrity access with shared creative interests.

The organiser's phrase "for the fans and by the fans" captured the underlying shift: visitors helped produce the entertainment they came to enjoy.





# Epicenter of Acceleration: How South China Is Reshaping the Global Pharmaceutical Axis



## CPHI & PMEC Shenzhen 2026 at Shenzhen Convention & Exhibition Center (SZCEC), China | 16 to 18 September 2026

The traditional geography of global pharmaceutical manufacturing is undergoing a profound recalibration. Capital, research capabilities, and supply chain infrastructure are rapidly consolidating in South China, transforming the Greater Bay Area into a vital nerve center for world health markets. At the center of this structural shift stands CPHI & PMEC Shenzhen 2026, organized by Informa Markets. Functioning as the launchpad for next generation pharma, the three day gathering offers an analytical window into how domestic innovation and global demand are converging to redefine international medicine production.

Spanning over 30,000 square meters of exhibition space at the Shenzhen Convention & Exhibition Center, the event gathers more than 800 exhibiting companies and expects over 15,000 visitors representing 60 plus countries. For international buyers seeking supply chain resilience, Shenzhen offers direct access to key active ingredients, specialized excipients, and advanced drug delivery mechanisms. For domestic Chinese biotechs and contract development and manufacturing organizations, the platform provides an unprecedented gateway to form high value international partnerships without leaving the region.

The exhibition floor highlights critical technical disciplines driving modern drug creation. Key focus sectors include contract services, automated production systems, smart packaging, and artificial intelligence in drug discovery. By showcasing scalable automation alongside AI driven formulation platforms, the event demonstrates how rapid technological adoption lowers manufacturing costs while elevating regulatory compliance across global markets.

This convergence creates a unique dynamic where connections spark growth across the entire supply chain. Foreign visitors gain transparent visibility into Chinese advanced manufacturing capabilities, while local suppliers secure direct entry into western and regional distribution channels. As modern medicine demands greater speed, cost efficiency, and technological integration, the gathering highlights why the strategic weight of global pharmaceutical commerce continues its decisive move East.





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# The Mechanics of Engagement: Why Play Is the New Currency of Global Tech

## Tokyo Game Show 2026: The Business of Play and the Global Experience Economy

Modern interactive entertainment no longer measures value solely through software sales, it thrives on real time engagement and physical experience. When a player touches a controller at a massive trade show, developers gain instant market intelligence. In today's gaming industry marketing, allowing visitors to play developed titles is crucial for both AAA studios and independent developers, serving as an indispensable mechanism for forecasting future sales and planning ongoing development activities.

Taking place from **17 to 21 September** at Makuhari Messe in Japan, **Tokyo Game Show 2026** expands to a record five full days, marking the longest run in event history. Organized by the **Computer Entertainment Supplier's Association (CESA)** alongside **Nikkei Business Publications, Inc.** and **Sony Music Solutions Inc.**, the massive exhibition spans Halls 1 to 11, the International Conference Hall, and TKP Tokyo Bay Hall. The extra public day explicitly targets visitor satisfaction by creating more opportunities for visitors to try out games, mitigating line bottlenecks while maximizing hands on play time.

The show floor presents a dual structure designed

for both business executives and enthusiastic consumers. Business Days on 17 and 18 September facilitate B2B crossover, investment deals, and technological collaboration across specialized zones like the AI Technology Pavilion and Business Solutions Area. Public Days from 19 to 21 September transform the space into an experiential arena for esports activations, cutting edge hardware debuts, and immersive gaming experiences.

Nearly 300,000 visitors and a projected 3,500 exhibition booths are expected to converge at the venue as said by CESA. International exhibitors and domestic creators alike benefit from global exposure. For rising talent, the SELECTED INDIE 80 initiative hosts 80 selected global developers free of charge, anchored by the SI80 Excellence Awards. Meanwhile, high impact sponsorship options and experiential marketing spaces allow global brands to engage directly with active brand communities, cementing the show as a premier gateway to Asia Pacific gaming markets.

**TOKYO  
GAME  
SHOW  
2026**



# Architecture of Tomorrow: How IBC2026 Put Media's Future on Display

**AI, cloud production and immersive storytelling moved from concepts to practical demonstrations at RAI Amsterdam**



The most revealing conversations at IBC2026 began beside working demonstrations. Across RAI Amsterdam, broadcasters, content owners, rights holders and technology developers examined how tools could change the way media is produced, distributed and experienced.

Held from 11 to 14 September 2026, the event was organised by International Broadcasting Convention LLP, through the IBC Partnership. Its published exhibition overview listed 1,300 exhibitors across 14 innovation halls, connecting European businesses with international participants.

Hall 14's Future Tech area focused on practical applications. The Accelerator Media Innovation Programme, with Google as Headline Sponsor and EIT Culture & Creativity as Innovation Partner, presented nine collaborative projects addressing production, connectivity and audience experience.

Network Control explored how open 5G network interfaces could prioritise broadcast devices in congested environments. Delta Protocol investigated a different approach to live streaming, using an understanding of scenes to

guide delivery. Immersive Festival Live examined remote festival attendance through multiple video perspectives, spatial audio and audience interaction. Together, these projects connected artificial intelligence, cloud workflows and immersive technology with concrete operational questions: reliability, accessibility, production costs and the quality of the viewing experience.

Future Tech Ignite added startup showcases, supported by AWS as Headline Sponsor, while Microsoft sponsored the Future Tech Stage. Emerging companies gained opportunities to present ideas alongside established media organisations.

The exhibition's collaborative design extended into IBC Exchange, powered by Braindate. Scheduled individual and small group conversations matched participants around shared expertise and challenges.

For exhibitors, this created settings to demonstrate relevance and understand customer needs. For visitors, it made the exhibition a place to compare technologies, question assumptions and find collaborators capable of turning technical possibilities into usable production systems.



# Next Stop, Automation: Is InnoTrans 2026 Setting the New Global Transit Standard?

## Unpacking Artificial Intelligence, Heavy Transport Infrastructure, and Global Connectivity



The global transport sector stands at a monumental crossroads where physical tracks meet digital intelligence. As transport networks face surging demand, artificial intelligence transitions from an experimental concept to an essential operational backbone. Industry pioneers gather at **InnoTrans 2026**, taking place from **22 to 25 September** at **Messe Berlin**, to examine how data driven applications reshape worldwide movement.

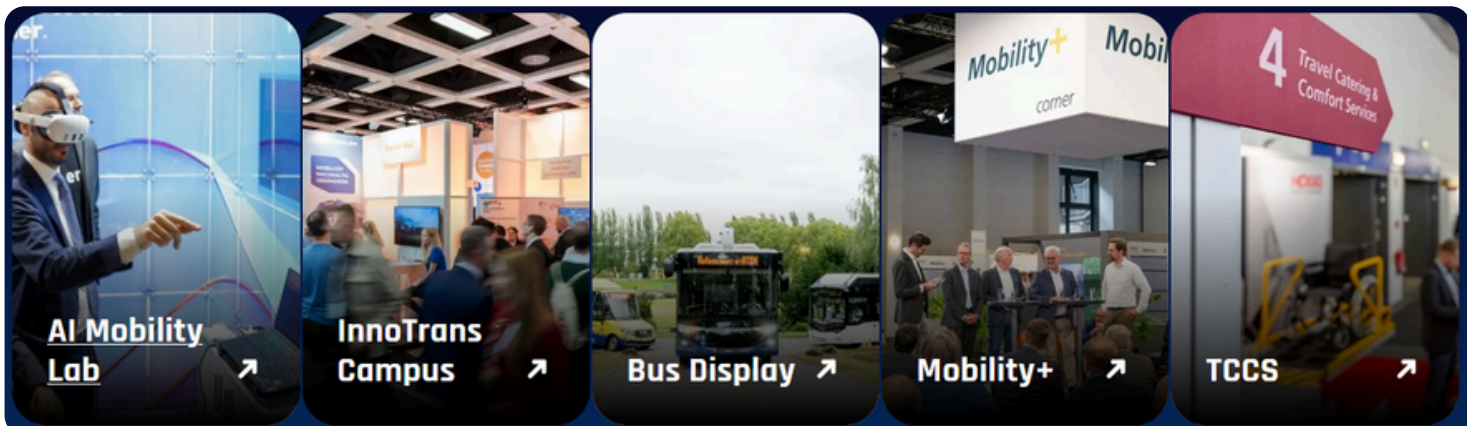
Organized by **Messe Berlin GmbH**, this premier international trade fair serves as a benchmark for world innovations. Spanning 200,000 square meters of exhibition space, the fair brings together around 3,000 exhibitors alongside 111 display vehicles across the outdoor track and bus areas. Attendees include high speed rail authorities, developers, startups, and major industry players such as Hitachi Rail and Plasser & Theurer.

The integration of artificial intelligence is central to this evolution. Inside the dedicated AI Mobility Lab, delegates explore existing real world solutions including predictive maintenance algorithms, autonomous rail operations, and smart mobility management systems.

These technologies optimize schedule precision while minimizing operational downtime. Beyond software, the fair highlights advanced infrastructure development. Exhibitors demonstrate next generation transport equipment, intelligent signaling networks, and specialized track maintenance machinery designed to modernize modern transit systems.

Beyond technological showcases, the gathering excels in business events positioning. The InnoTrans Campus nurtures emerging talent, while international cooperation platforms like the African European Industry Dialogue on Railways foster strategic global partnerships. Digital extensions via InnoTrans Plus offer year round B2B networking capabilities, connecting regional participants with international stakeholders.

By addressing critical operational challenges, the event offers immense value to both local operators seeking regional upgrades and global entities driving international expansion. Ultimately, this comprehensive gathering defines the future of mobility, proving that intelligent automation and robust infrastructure are fundamental to the next generation of global transport networks.



# Reimagining the Factory Floor Through Hardware and Brainpower



## Deployable artificial intelligence and connected production shape the agenda at IMTS 2026

At **IMTS 2026**, manufacturing intelligence is being judged by what it can deliver on the factory floor. The International Manufacturing Technology Show is underway at McCormick Place in Chicago from 14 to 19 September 2026, owned and produced by AMT, The Association For Manufacturing Technology.

The programme encompasses more than 1,800 exhibitors across 10 technology sectors and over 1.2 million square feet. CNC machining, automation, additive manufacturing and digital systems give engineers and production managers a broad basis for comparing investment options.

New this year, the Industrial AI Arena brings together more than 40 established companies and emerging innovators, according to IMTS. Its focus includes inspection, process optimisation, cybersecurity and demand forecasting. The first Industrial AI Conference, scheduled for 16 September, addresses predictive maintenance, data readiness and decisions about deploying AI at the machine or through cloud infrastructure.

AMT's Emerging Technology Center makes integration tangible through an automated cell designed to manufacture, assemble, test and fly drone quadcopters. Developed by Oak Ridge National Laboratory's Manufacturing Demonstration Facility, it connects robotics and machining within a working production sequence.

For smaller shops, accessibility matters as much as technical sophistication. AMT cites surveys showing that fewer than 40 percent of job shops use automation. Demonstrations include software that supports machining estimates and programming, alongside cobots that operators can teach by demonstrating a task.



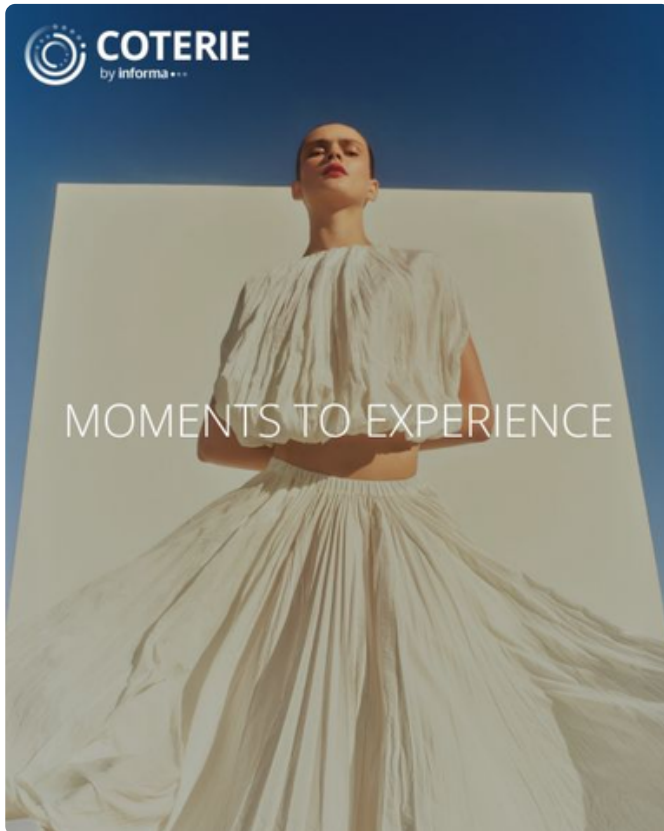
For local manufacturers and international exhibitors, this format offers a practical meeting point between operational problems and potential suppliers. Visitors can examine integration requirements, skills and likely returns, while exhibitors can explain how their systems fit existing facilities. The central test is whether connected technology can deliver repeatable improvements in everyday production.





# Beyond the Collection: How COTERIE Connected Fashion with the Business Behind It

**COTERIE New York linked contemporary women's fashion with retail expertise and production partnerships**



For a retail buyer, discovering a label is only the start of a commercial decision. COTERIE New York brought product selection and business support into closer proximity during its 9 to 11 September 2026 edition at the Javits Center.

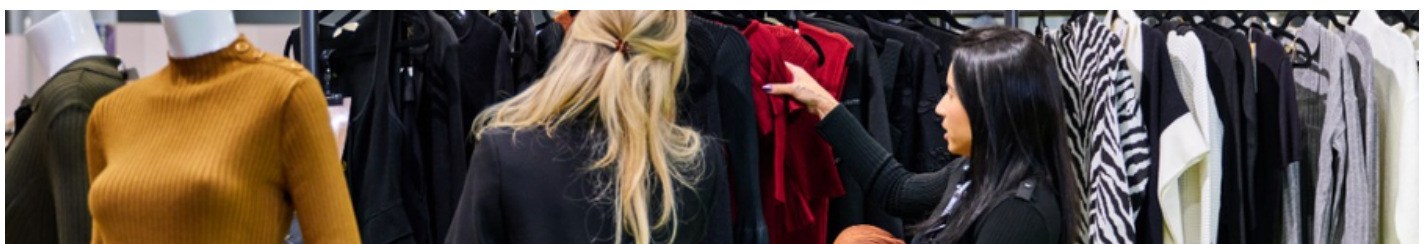
Organised by Informa Markets, the event presented contemporary women's apparel, footwear and accessories alongside **MAGIC** and **SOURCING** by Informa, placing wholesale buying within a broader conversation about how fashion businesses operate.

**COTERIE's** curated groupings of complementary brands offered a way to explore collections through a shared aesthetic and customer profile. For independent retailers, this structure provided a framework for comparing products and building coherent assortments. For international exhibitors, it created opportunities to explain brand positioning directly to American buyers.

The Business Solutions Center extended that approach beyond merchandise. Its offering covered retail planning, logistics, online commerce and artificial intelligence, linking product discovery with the systems needed to manage inventory, fulfil orders and reach customers.

Within the wider marketplace, the Council of Fashion Designers of America's new partnership with FASHION by Informa brought seven New York manufacturers to **SOURCING**. Its sessions explored local production and technology collaboration, connecting creative decisions with the practical demands of making products and measuring commercial impact. The collaboration, announced in July and running into 2027, gave the September marketplace a connection to continuing industry development.

Taken together, these elements suggest that COTERIE's commercial value lay in bringing buying, business support and production expertise closer together. The relevant measure of success now lies in what follows: suitable retail accounts, dependable partnerships and orders that translate into sustainable business.



# From Machinery to Manufacturing Capacity: What Propak West Africa Delivered

The Lagos exhibition connected packaging technology with finance, standards and regional supply networks



At **Propak West Africa 2026**, the conversation about manufacturing capacity extended from machinery performance to financing, food safety and material recovery. Organised by Montgomery Group Africa, the exhibition ran from 8 to 10 September at the Landmark Centre in Lagos, Nigeria.

The organiser's 2026 recap reported more than 3,800 industry visitors and over 200 exhibitors across four halls, with representation from 12 African countries. The exhibition covered packaging, plastics, food processing, labelling and printing.

Local exhibitors including Beta Glass Nigeria and SBA Nigeria appeared alongside international suppliers such as Clearpack Group and the Piovan Group. Machinery demonstrations and technical discussions gave manufacturers a setting to compare solutions against their own production requirements.

The accompanying summit reported more than 35 speakers and examined artificial intelligence, automation, packaging standards and access to

finance. KPMG's executive breakfast focused on circularity and resource optimisation, linking reliable energy, financing and operational innovation. A session led by the Recyclers Association of Nigeria addressed the gap between packaging placed on the market and materials recovered.

Sponsors included Chen Hsong, Leatherback, SIG Combibloc Nigeria, Neofyton, Sacmi Imola, Gdxi Precise Machinery and Uflex. The first Women in Print & Packaging session, developed with Girls Who Print Africa, added skills and leadership development to the programme.

For local manufacturers, this combination placed supplier access within a broader discussion of investment readiness. International exhibitors gained opportunities to understand regional purchasing needs and the standards shaping product adoption. The programme pointed to a practical lesson for industrial development: equipment investment needs finance, technical skills and effective material recovery systems to deliver lasting value.



# The Blueprint for Seamless Transit: What Kenya's Mobility Revolution Means for Africa

## Inside the Kenya Transport Summit and Expo 2026



East Africa stands at a pivotal crossroads where fragmented regional planning meets the urgent demand for unified infrastructure delivery. From **30 September to 2 October 2026**, the landmark KICC Nairobi becomes the primary arena for this transformation. Under the guiding framework of Building Africa's Connected Transport Future: Inside Kenya's New Mobility Agenda, key stakeholders gather to dismantle traditional transportation silos and construct an integrated, resilient network across road, rail, air, and water corridors.

Organized by the **National Public Transport Alliance (NAPTA)** in strategic partnership with **the Institute for Development Studies (IDS) at the University of Nairobi and Droll Alfa**, the event marks a decisive shift toward national accountability. Over 3 full summit days, the platform brings together national and county government leaders, regulators, researchers, operators, and global investors. Most notably, the gathering bridges public administration and private enterprise by connecting decision makers across all 47 counties to align localized transit needs with overarching policy goals.

The agenda centers on 6 strategic thematic pillars designed to address every facet of modern transport: Public Transport and E Mobility, Financing and Investment, Railway Transport, Freight and Logistics, Maritime and Blue Economy, and Aviation. These targeted sectors create an essential dialogue between policy frameworks, academic research, and real world implementation.

For local operators, the gathering offers practical pathways to modernize public service vehicles (PSVs) through scalable electric bus systems and sustainable fleet financing. Concurrently, the platform holds immense appeal for international exhibitors seeking access to emerging markets. Global firms can showcase advanced technology including Intelligent Transport Systems (ITS), modern rolling stock, and specialized port infrastructure, while tapping into lucrative Public Private Partnerships (PPPs), asset financing, and global climate funds. By aligning cross border capital with regional technical expertise, the gathering sets a fresh benchmark for sustainable development across the continent.



# Why **Networking** is still the **heart** of every great event



By **Fazila Aijaz** ([fazila@exhibitorstv.net](mailto:fazila@exhibitorstv.net))

The word "networking" is used so much that it has become a cliché. There is simply too much use of the term networking.

A great event is not just a full house, amazing production or an expansive program. It's the meeting of people, sharing of ideas, and creation of opportunities. A meaningful conversation can start a partnership, new opportunity, or even a professional relationship that can span years.

Hence the importance of networking at great events! However, getting people together is just the beginning. With the right environment, intelligent technology and strategic networking, short chats can transform into long-lasting relationships.

## **Creating events that foster connections and make a difference:**

Networking can be made easy through event design. People can mix, mingle and converse

beyond the lines of chairs at round tables, coffee corners, networking lounges, and breakout areas.

Seating, conversation prompts, networking areas and breaks are comfortable places and the right times for attendees to get connected. Organizers need to make sure that they make these spaces accessible and welcoming to all.

## **Technology should be used to facilitate human interaction:**

Networking doesn't need to be a daunting task for people and can be facilitated by technology. The use of AI matchmaking, event apps, and digital platforms can enable attendees to connect with the right individuals, book meetings, and remain engaged before and after the event.

The job is straightforward: by leveraging technology, put the appropriate people together, and leave it to them to form a relationship with one another.



### **How to make networking work for Attendees:**

Wear clothes that are suitable for the event. Define objectives, check out information on people to be met and consider learning objectives to obtain.

In conversation listen with curiosity and ask questions, don't just try to promote yourself. Don't judge a book by its cover; consider giving before asking by offering a helpful resource, idea or introduction.

### **Convert Connections into Relationships:**

Networking should be ongoing following the event. A personalized follow-up e-mail, shared resource or second meeting can transform a simple introduction into a professional relationship that lasts.

Finally, great events aren't just defined by people who come, but by the relationships, opportunities, and communities that are built. Great Events Connect People and Connect People.



### **Quality is more important than quantity:**

Networking isn't about acquiring as many business cards or LinkedIn connections. It's better to have a few good, solid talks than hundreds of contacts.

Small group meetings, focused groups, and relevant introductions also provide greater opportunities for individuals to share their ideas and get to know each other. Forced networking and matchmaking should be avoided in order to prevent artificial networking.

“There is no better way to further existing business relationships or to create new ones than by meeting face to face.”



**Geoff Dickinson,**  
CEO, dmg events

# Beyond the Business Card: The Art of the Post-Event Follow-Up



By **Amna Malik** (amna.malik@exhibitorstv.net)

You leave the exhibition floor with swollen feet, a pocket stuffed with business cards, a phone log of scanned QR codes, and a mental repository of promising conversations. The floor energy was magnetic, the handshake commitments felt real, and the potential ROI of attending the event seemed entirely within reach.

Then Monday morning arrives.

The lanyard goes into a desk drawer, the badges are tossed aside, and the stack of business cards sits neatly beside your keyboard—where it will remain untouched for weeks. It is one of the most persistent, self-sabotaging paradoxes of corporate exhibitions: while virtually every professional understands how to collect contacts, very few possess a structured strategy to convert those initial interactions into meaningful business relationships.

Data from the Center for Exhibition Industry Research (CEIR) paints a stark picture: over 70% of trade show leads are never followed up on.

When organizations invest thousands of dollars into registration, travel, booth design, and personnel, abandoning leads post-event is equivalent to buying a high-end commercial vehicle and leaving it parked in the garage without gas. Exchanging contacts on the exhibition floor is merely an introduction; the real commercial, strategic, and professional value is built entirely in the days that follow.

## Phase 1: The 48-Hour Golden Window & Triage Protocol

The single most common mistake event attendees make is delaying outreach under the guise of "letting things settle down." By the time Day 5 arrives, your prospect has returned to a mountain of backlogged emails, fires in their operations, and dozens of competing operational priorities. The sensory detail of your conversation has faded.

To maximize response rates, you must execute your follow-up within a **24- to 48-hour golden window**. To achieve this without experiencing operational burnout, you must implement a triage protocol *during* or immediately after the event floor closes.



- **Tier A (High-Intent Leads & Strategic Collaborators):**

Decision-makers who articulated an immediate pain point, requested a proposal, or asked for specific documentation.

- **Tier B (Network & Ecosystem Builders):**

Industry peers, potential vendor partners, and secondary contacts worth integrating into your professional network.

- **Tier C (Informational / Low-Priority):**

General inquiries, non-decision makers, or contacts with no clear present synergy.

## Phase 2: Deconstructing the "Anti-Spam" Outreach Blueprint

Generic outreach templates like: "It was great meeting you at the conference! I'd love to get 30 minutes on your calendar to show you our platform" are reflexively flagged as spam by modern professionals. According to outreach benchmark data published by HubSpot, sales and networking follow-ups that leverage specific personal context and lead with value achieve up to 30% higher open rates and dramatically higher reply rates than standardized email blasts.

To break through inbox clutter, structure your post-event email using a four-part architecture:

1. **The Context Anchor:** Establish instant recognition by stating precisely where you spoke and referencing the exact topic of conversation.
2. **The Value Lead:** Offer insight before asking for commitment. Share a relevant whitepaper, an industry analysis report, or a promised contact introduction.
3. **The Micro-Insight:** Show that you paid attention by framing your offer around their specific challenge.
4. **The Low-Friction CTA:** Eliminate open-ended calendar requests. Ask a single, low-effort question that requires a simple reply rather than a scheduled meeting.

## Phase 3: Multi-Channel Touchpoint Strategy

Relying exclusively on a single cold email creates a single point of failure.

- **LinkedIn Network:** Best for long-term brand anchoring. Once connected, engage naturally with their shared posts before launching a direct message.
- **Direct Email:** Best for formal propositions and value delivery. Keep lines short, use bold formatting for key metrics/insights, and embed one hyper-relevant link while avoiding heavy attachments.
- **Messaging Apps (WhatsApp / SMS):** Best for fast-tracking conversational pipelines.

## Phase 4: The 3-Touch Nurturing Cadence

If your initial reach-out goes unanswered, resist the urge to assume disinterest. Returning from a major trade show or industry conference typically results in hundreds of unread emails.

- **Touch 1 (Day 1–2): The Anchor & Value Lead:** Contextual gratitude + memory anchor + zero-friction resource link.
- **Touch 2 (Day 5–7): The Context Extension:** Reply directly within the original email thread. Keep it to two sentences.
- **Touch 3 (Day 14): The Soft Permission Close:** Acknowledge post-event calendar chaos and politely pass the ball back.

By categorizing contacts on the spot, personalizing context within the 48-hour golden window, leading with value rather than sales pressure, and executing a multi-touch cadence, you ensure that event investments yield real, measurable pipeline growth and lasting strategic partnerships.



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