

New game at Toy Fair

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Dubai ĩ^a Entrepreneur Reem Askalan has launched the educational Rahala Board Game at Toy Fair Middle East.

This innovate game is an Explorersĳ ĩ trivia board game, which offers an opportunity to delve into the historic Middle East.

Reem Askalan fulfilled her life long dream by creating the Game which launched today.

Reem said: ĳ°The Toy Fair Middle Eastĳ ĩ steady growth, which includes a diverse and large number of game producers, is an exceptional platform for new comers with novel ideas to show their work to international distributors and buyers.ĳ±

Through its History Questions, the game reveals the widely spread geographic boundaries of this civilization and its people, religions, minorities, scientific discoveries, cultural milieus, and interactions with other civilisations.

The History Questions cover the time period from 20th Century BC until the end of the 20th Century A.D. through six historic eras.

ĳ°Through this journey the players add to their knowledge, instigate their imagination, and refresh unused information. Overall, the game offers something new for the players to keep coming back toĳ± comments Professor Ridwan Al Sayyed of Islamic Studies at the Lebanese University.

The Middle East Toy Fair and Housewares and Homestyles, which are running parallel to

Beautyworld / Wellness & Spas Middle East, were officially opened today by Sheikh Hasher Bin Maktoum Al Maktoum, director-general of Department of Information, Government of Dubai.

He was accompanied by a VIP entourage from the diplomatic and commercial sector, along with celebrities including the former Miss Lebanon, Sandra Rizk, and highly acclaimed popular singer, Madeline Matter.

Both the Toy Fair Middle East and Houseware and Homestyles are the largest fairs of their kind within the Middle East and have attracted a total of 330 exhibitors to this year's show.

Maren Kiesel, show manager of Toy Fair Middle East, said:

°The Exhibition is receiving wide support from overseas government trade agencies who are assisting their industries with the establishment of country pavilions.

°We currently have country pavilions from France, Italy, Spain, Germany, Thailand, Hong Kong and China but overall, the show has exhibitors from over 30 countries.±

One locally based company, USAT, are exhibiting their latest pioneering product Sit-n-Stroll, which is no ordinary car seat, this product is suitable for both baby and infant, can be used as a flight seat, restaurant booster see and a baby stroller, guaranteeing to save parents a great deal of time and energy.

The Housewares & Homestyles show incorporates art, design and practicality.

Potential buyers will find such a diverse range on show from kitchenware, to works of art from The Picasso Gallery, Art of Life Furniture and the most incredible sculptures from the Zimbabwe sculptor Chipso Musandi.

A first time exhibitor at Housewares and Homestyles is the UAE's exclusive RAK Porcelain, a state of the art plant producing the finest porcelain tableware.

The production line produces 15 million pieces of tableware per annum; this includes an exclusive range produced for the hotel and catering industry.

Linens feature strongly at this year's show IDC Homewares from Australia are featuring the Winter Collection at show.

The designs are great, with a retro edge, very suited to the modern minimalist developments cropping up within the region, especially in Dubai. Egyptian Trade & Industry °FAFO±, have a luxurious selection of the finest Egyptian cotton, which includes bed sheets, tablecloths and towels.

The Messe Frankfurt Dubai team has over 20 years experience of organising international trade fairs throughout the world.

The successful portfolio of events they organise in Dubai include Intersec, Materials Handling, Hardware & Tools, Garden, Landscaping & Outdoor Living, ISH °C Kitchen + Bathroom, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, Housewares & Homestyle Middle East, Hometech Middle East, Gulf News Ideal Home Show and the Middle East Toy Fair.

Messe Frankfurt Dubai is a subsidiary of Messe Frankfurt, the world's second largest trade fair organiser conducting over 100 events worldwide with 15 subsidiaries across Europe, Asia, America and Africa.

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