

**MIDDLE EAST  
HUNTING**



**EXP 2027**

**YOUR GATEWAY TO THE  
MIDDLE EAST HUNTING MARKET**

# **MIDDLE EAST HUNTING EXPO 2027**

**22-26 APRIL 2027  
DUBAI EXHIBITION CENTRE  
EXPO CITY DUBAI, UAE**

[www.mehuntingexpo.com](http://www.mehuntingexpo.com)



# WELCOME TO THE MIDDLE EAST HUNTING EXPO

The Middle East Hunting Expo (MEHEX) is the region's premier exhibition for hunting enthusiasts, professionals, and businesses. We are thrilled to bring together a wide range of exhibitors and visitors from across the world to showcase the latest hunting equipment, accessories, and apparel, and to provide a platform for discussions and networking opportunities.

The exhibition offers a unique opportunity for hunting and shooting sports community to interact with manufacturers, suppliers, and experts in the hunting industry, learn about the latest trends, and discover new products that are essential for a successful hunt. Our exhibitors represent a diverse range of companies, from small startups to large corporations, all focused on delivering the best products and services for the hunting community.



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## THE ORGANISERS

# ABOUT THE DOMUS GROUP

THE **D**OMUS  
GROUP

Domus Group is a leading international events specialist with over 30 years of experience in exhibitions and conferences.

Headquartered in Dubai, with a branch office in Shenzhen, China, the company delivers high-impact events that drive collaboration and business growth across industries. Our mission is to deliver consistently high-quality events through expertise, strict operational standards, and close attention to detail.

Domus Group is led by Mr. Abdulla A. Abulhoul, whose 40+ years of exhibition management experience and industry insight continue to shape the company's success.





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## ABOUT THE VENUE



### DUBAI EXHIBITION CENTRE EXPO CITY, DUBAI

The Dubai Exhibition Centre is the ultimate venue for the Middle East Hunting Expo 2027, combining state-of-the-art facilities with cutting-edge technology to deliver a flawless event experience.

Situated inside Expo City Dubai, just steps from the iconic Expo 2020 site, the centre offers a prime location with seamless access to nearby hotels, major transport links, and all the facilities and services exhibitors and visitors need for a smooth and hassle-free experience.

With advanced security and specialist infrastructure, the venue is perfectly equipped for showcasing hunting weapons and outdoor equipment, providing a safe, professional, and unforgettable experience for all attendees.



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# MIDDLE EAST HUNTING EXPO 2025

## EVENT HIGHLIGHTS



**15,000+**

**VISITORS/  
ATTENDEES**



**100+**

**GLOBAL &  
REGIONAL BRANDS**



**80%**

**DECISION-MAKERS & OFFICIAL  
GOVERNMENT REPRESENTATIVES  
FROM ACROSS THE REGION**

The Middle East Hunting Expo returns in 2027, bringing together hunters, outfitters, manufacturers, and regulators to showcase innovations, create opportunities, and drive growth in the region's hunting & outdoor sector.



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# MEHEX 2027

## YOUR GATEWAY TO THE \$4.5B MENA HUNTING & OUTDOOR ECONOMY

High-wealth demand, managed reserves, and pro-trade laws are making MENA the world's #1 growth market for international outdoor brands.



# \$4.56 B

MEA Hunting Equipment & Accessories market revenue (2030)

## 8.1% CAGR

Significantly outperforming global averages;  
**Ammunition & Rifles:** fastest-growing segments

## \$735 M

Middle East **Angling & Hunting equipment** market value (2026)

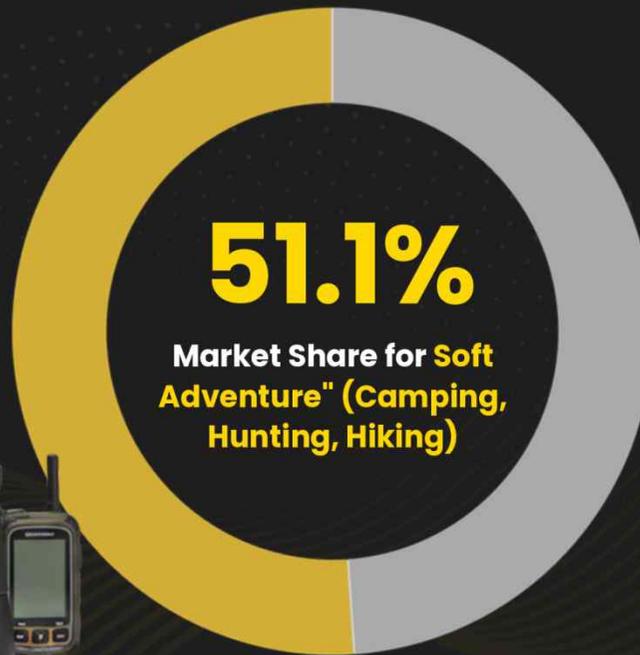
Sources: Grand View Research / GlobeNewswire – Jan 2026 / The Business Research Company



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# THE ADVENTURE BOOM

## EXPERIENTIAL INDULGENCE & THE "SOFT ADVENTURE" SURGE



**51.1%**  
Market Share for **Soft Adventure**" (Camping, Hunting, Hiking)



# \$340 B

Projected Tourism Contribution to GCC GDP (2030)



# 15.8% CAGR

Projected annual growth in the adventure tourism sector (2026–2033)



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# THE PRECISION TECH SHIFT

## ADVANCED MARKSMANSHIP & THE "SMART" GEAR REVOLUTION



**37%**  
**Adoption Spike** in smart hunting tech including optics, thermal imaging, & digital navigation

### 15% YoY Growth

Fueled by AI optics & thermal imaging demand in 2026

### \$ Multi-Million Opportunity

4x4 gear, roof-top tents & desert GPS systems

### Next-Gen Hunter

45% of buyers aged 20–40; digitally fluent, high-spending, seeking "smart" solutions



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# WHO SHOULD EXHIBIT



**Firearms Manufacturers**



**Ammunition Manufacturers**



**Optics & Scopes Manufacturers**



**Hunting Equipment Manufacturers**



**Hunting Knife Manufacturers**



**Outdoor Gear Suppliers**



**Wildlife Conservation Organisations**



**Archery Equipment Providers**



**Tactical Gear Suppliers**



**Safety and Survival Gear Suppliers**



**Hunting Apparel Manufacturers**



**Hunting Footwear Suppliers**



**Hunting Related Travel Services**



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# MEHEX 2027 SECTORS

## FIREARMS

- Handguns
- Rifles
- Shotguns
- Submachine Guns
- Assault Rifles
- Machine Guns
- Sniper Rifles

## HUNTING WEAPONS

- Hunting Rifles
- Crossbows
- Compound Bows
- Air Rifles
- Knives
- Machete
- Ammunition

## AIRGUNS

- Spring-powered Airguns
- PCP Airguns
- CO2 Airguns
- Pump-action Airguns

## ACCESSORIES

- Scopes & Optics
- Holsters
- Gun Parts & Upgrades
- Range Equipment

# WHY YOU SHOULD EXHIBIT AT MEHEX 2027



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# WHY YOU SHOULD EXHIBIT



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## EXPAND YOUR MARKET IN THE MIDDLE EAST

The Middle East has long been a key market for the hunting and weapons industry, driven by cultural traditions, government investments in security, and growing interest in outdoor sports. The region boasts a high demand for firearms, hunting equipment, and tactical gear, making it an ideal market for international manufacturers and suppliers.

# WHY YOU SHOULD EXHIBIT



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## DUBAI AS THE GLOBAL COMMERCIAL HUB

Dubai is globally recognized as a commercial hub, offering unparalleled access to international buyers, investors, and decision-makers. With its world-class infrastructure, strategic location, and business-friendly policies, this location provides you an instant exposure to high-value markets across the Middle East, Africa, and Asia.

## WHY YOU SHOULD EXHIBIT



### CONNECT WITH B2B, B2G & B2C ATTENDEES

Our exhibitors engage directly with traders, wholesalers, distributors, government agencies, and high-net-worth individuals, including hunting enthusiasts, connecting with key decision-makers and serious buyers.



### SHOWCASE YOUR UNIQUE INNOVATIONS

MEHEX offers a premier platform to present your products, including an exclusive private royal gallery to showcase and sell directly to Royal Families and VVIPs, maximising exposure to high-net-worth audiences.

# EXCLUSIVE ADVANTAGES OF JOINING MEHEX 2027



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## EXCLUSIVE ADVANTAGES



### GOVERNMENT-SUPPORTED EVENT

MEHEX is supported by major UAE government entities, including Dubai Police, Ministry of Defence, and Ministry of Interior. The event was honored by visits from Sheikh Mohammed bin Rashid Al Maktoum during its 2024 and 2025 editions.



### WEAPON LICENSING PLATFORM

MEHEX features a dedicated weapon licensing platform, allowing buyers to apply for licenses directly on-site and complete the process quickly and seamlessly while exploring the exhibition.

## EXCLUSIVE ADVANTAGES



### LOGISTICAL SUPPORT

With the backing of our official logistics partners, we ensure seamless product transport and handling. We also support exhibitors in securing required approvals and permits for weapon imports, delivering a smooth, hassle-free experience.



### MARKETING OPPORTUNITIES

We offer comprehensive marketing solutions—including media coverage, PR, social media, email campaigns, and integrated promotions—to position your brand before key attendees, decision-makers, and industry leaders across the Middle East.



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# EVENT HIGHLIGHTS

## MEHEX 2024 & 2025



# EVENT HIGHLIGHTS



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## MIDDLE EAST HUNTING EXPO 2024 & 2025

The Middle East Hunting Expo 2024 and 2025 were both honoured by the presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, along with members of the royal family.



The 2024 edition welcomed over 10,000 attendees, while 2025 drew more than 15,000 visitors, including government officials, VIP buyers, dealers and distributors, and representatives from the military, police, and key public institutions—further solidifying the expo’s position as the region’s leading hunting event.

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# MIDDLE EAST HUNTING EXPO 2024 & 2025 SPONSORS



# CORE VISITOR SEGMENT



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Royal Families &  
Private Buyers



Hunting Enthusiasts &  
Outdoor Adventure Seekers



Dealers & Distributors of  
Hunting & Outdoor Products



Police, Military &  
Government Officials



Public Interested in Hunting  
& Outdoor Equipment



Industry Professionals &  
Corporate Agents



Journalist and Media  
Representatives



Institutional  
Investors & Banks



Weaponries and  
Taxidermy Collectors

# WHY PEOPLE VISIT



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## Meet Hunting Enthusiasts

Meet and connect with like-minded individuals who share the same passion for hunting & outdoor activities



## Shop Hunting Equipment

Purchase the latest hunting and outdoor equipment and gain insights about product developments and innovation



## Connect with Suppliers and Manufacturers

Interact directly with hunting manufacturers and suppliers to ask questions and get expert advice



## Enhance Hunting Skills

Enhance hunting skills and knowledge through hands-on experiences and practical demonstrations



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# EXHIBITION RATE & SPONSORSHIPS

## MEHEX 2027



# EXHIBITION STAND OPTIONS



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## SPACE ONLY

Only bare space provided.  
Minimum booth space of 18 sqm.

**Price per SQM: US \$350 (+5% VAT)**



## SHELL SCHEME BOOTH

Normal stand includes carpet, chairs, table, counter, waste bin, spotlight and power socket.  
Minimum booth space of 9 sqm.

**Price per SQM: US \$400 (+5% VAT)**

## READY BOOTH

Lightbox stand with printed background includes carpet, chairs, table, counter, waste bin, spotlight and power socket.  
Minimum booth space of 9 sqm.

**Price per SQM: US \$480 (+5% VAT)**



## LIGHTBOX STAND SAMPLES



## SPONSORSHIP & BRANDING PACKAGES

MEHEX offers various sponsorship opportunities to promote your brand in front of the entire MENA hunting & shooting community. For more details about sponsorship packages & partnerships, please email [ayman@domusgroup.ae](mailto:ayman@domusgroup.ae)



### A. EVENT LANYARD SPONSOR (EXCLUSIVE)

Your company logo prominently displayed on lanyards distributed to all attendees at the exhibition entrance

### B. EVENT CARRY BAG SPONSOR (EXCLUSIVE)

Your company logo prominently displayed on official event bags; size and position agreed upon with organisers

### C. SPORT SPONSOR/SHOOTING CLUB

- 20 Delegate Passes for Club members
- Sponsor logo listed on the event website with a link to the Institute website
- Logo inclusion on all industry-specific marketing and promotion campaigns
- Acknowledgement verbally during the Exhibition
- Listing on Event Show Guide flagged off as Sport Sponsor
- One Half Page sponsored article on the Event Show Guide

### D. GIFT SPONSOR (EXCLUSIVE)

Branding opportunity to include a branded gift inside the event bags

# GET IN TOUCH WITH US!

For more information, bookings,  
sponsorship, or any inquiries:

Email: [info@domusgroup.ae](mailto:info@domusgroup.ae)

Phone: +971 4 241 7177

Website: [www.mehuntingexpo.com](http://www.mehuntingexpo.com)



SCAN TO BOOK  
YOUR SPACE



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