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J&C Joel Middle East is a division of



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J&C Joel at PALME Middle East 2011

From 26 – 28 April 2011 J&C Joel Middle East attended PALME; the region's largest trade show for the entertainment, audiovisual, lighting and system integration industries.

As a division of the IBS GROUP, J&C Joel Middle East exhibited alongside their partners at the ninth annual PALME Middle East show at the Dubai International Convention and Exhibition Centre to over 6,500 exhibitors from 68 countries.

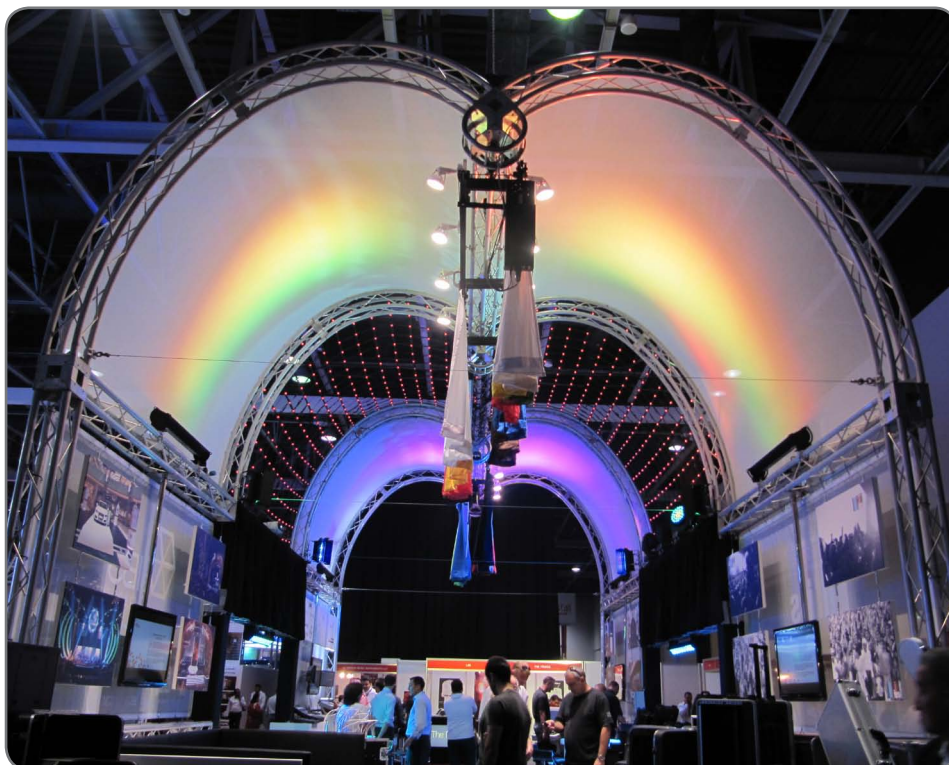
J&C Joel Middle East continue to go from strength to strength and PALME offers a fantastic platform to reach out to potential customers and companies in the region.

Based in the Dubai Investment Park, J&C Joel are making great headway into the Middle Eastern market, supplying high quality flame retardant fabrics, tailor made drapes and custom fabric shapes, as well as acoustic solutions, rigging systems and stage machinery.

Staff from J&C Joel's offices around the world gave PALME's visitors information on J&C Joel Middle East's range of products and details on some of their ongoing installations, including Education City in Doha, The Royal Opera House in Muscat, Oman and Zayed University in Abu Dhabi.

J&C Joel Middle East operations manager, James Martin said of the show, "PALME is always a great event for us and that's why we return every year.

"The show is a fantastic opportunity for us to showcase J&C Joel's products to visitors from across region and it has really helped us gain a foothold in the Middle East."



J&C Joel Middle East exhibited as part of the IBS Group at PALME Middle East 2011 at the Dubai International Convention and Exhibition Centre, UAE

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