



industry, as well as to expand overseas influences of the Chinese flooring companies. The organizer of the International Flooring Awards invited world famous international press and experts to form a judging panel to perform vigorous evolutions of the products based on brand values and innovations from the perspective of the market, both before and during the exhibition. The winners were selected fairly and openly.

International Interior Design & Flooring Application & Development Forum 2009

The forum is jointly sponsored by DOMOTEX asia/CHINA FLOOR & "e-jjj" of Interior Architecture of China, and contracted by Copland Designer Club. Based on the past experiences, The Forum succeeded in winning famous interior designers such as Patrick Fong, David Tan to give speeches on-site on different



application possibilities of different floors for model houses designs, public space designs and hotel designs, as well as analyzing different case-studies. 250 interior designers took the chance to attend.

Sino-U.S.-Europe Wood Flooring Summit

In order to enhance the interactions in the flooring industry worldwide, the specially-designed Sino-U.S.-Europe Wood Flooring Summit has been successfully held twice by the organizer. Representatives of the world-renowned flooring associations and companies have carried out in-depth discussion on hot topics in the flooring industry. Mainstream domestic and international professional media and representatives from the leading flooring companies have also participated in the summit as observers.

23-25 March 2010 DOMOTEX asia CHINA FLOOR SHANGHAI

Contact in Asia Pacific

Ms. Dolly HAN
Project Director
VNU Exhibitions Asia
3F, Business Mansion
No.1333 Nanjing Road (W)
Shanghai, PRChina 200040
Tel: +86 (21) 6120 6088 ext.998
Fax: +86 (21) 6247 6638 / 6247 9818
dolly.han@vnuexhibitions.com.cn

Contact in Europe

Ms. Christiane GROBE
Director-Global Fairs
Deutsche Messe AG
Dept. 422, Messagelaende,
D-30521 Hannover, Germany
Tel: +49 (511) 8931217
Fax: +49 (511) 8931209
christiane.grobe@messe.de

DOMOTEX Worldwide



DOMOTEX asia CHINA FLOOR SHANGHAI

Facts & Figures 2009

The Asia Platform for Floorings



www.domotexasiachinafloor.com

Mining Opportunities in Crisis



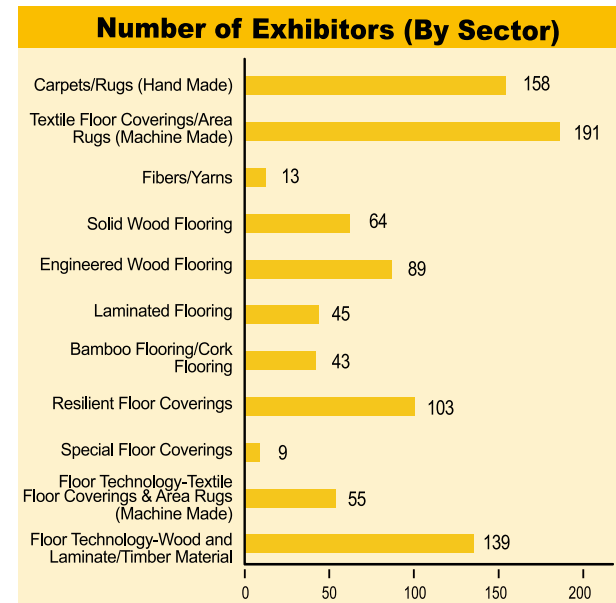
As the biggest professional flooring show in Asia coming out of the haze of the economic crisis this year, DOMOTEX asia/CHINAFLOOR 2009 has inevitably become a center of attention in the world flooring industry. This year's exhibition occupied eight halls plus an outdoor area with total gross space of 89,125 square meters and attracted 909 flooring companies from 38 countries show casing their latest products and solutions. During three days from March 24-26, the show welcomed a total of 36,986 professional visitors from China and abroad.

The flooring industry has been affected by the global economic slowdown in various degrees. However, the immediate slowdown cannot change the direction of the market. Companies are still having high expectations for the Asian-Pacific market and the quality of visitors of DOMOTEX asia/CHINAFLOOR. It is worth mentioning that the resilient flooring market has risen only in the Asia/Pacific region with remarkable results while the global commercial flooring/resilient flooring market shows signs of recession. Compared to last year, its total area has increased 42% in size at DOMOTEX asia/CHINAFLOOR.

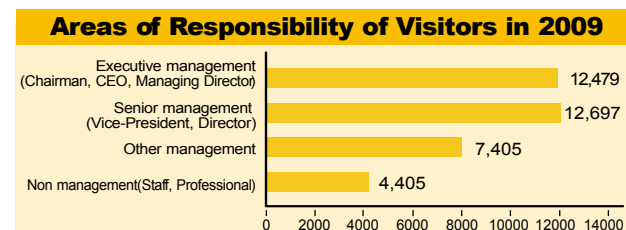
This year's parquet & laminate section still gathered numbers of famous brand names in the industry. Domestic leaders, such as World of Friends, Lulin, Fudeli, Anrantabu, Sterling Pacific, Yan Kanon, New Sihe, Sino-Maple, Kanglong, A & W, Jiusheng, Plantation, Jilin Forestry Jinqiao, Yihua, Yongyu, Kentierwood, were all present at the exhibition.

Famous international carpeting brands such as Milliken, Beaulieu, Balta, Mannington, NOURISON, Oriental Weavers, Al-Sorayai, Shanhua, etc. once again gathered together at the scene and displayed their latest products. Floortech Asia fully extended itself based on the traditional flooring sector, displayed the front-end

products from manufacturing and processing equipment, raw materials to Pro-Tech & Lay-Tech technologies deeply into after-sales market. So far, DOMOTEX Asia/CHINAFLOOR has essentially become the platform for providing product and service solutions to every aspect of the "life-cycle" of the entire flooring industry. It is without a doubt that DOMOTEX asia/CHINAFLOOR will again lead for the development trend and technological innovation in the whole flooring industry from A to Z.



Visitor Profile Upgrading in 2009



The number of participating professional visitors reached 36,986, and the quality of visitors has improved steadily every year. The number of international visitors remains high, which reflects that Chinese products, well-known for their "outstanding quality with affordable price", are most popular during times of crises. This year, the show welcomed 5,020 international visitors with several buyer delegations organized coming to the show

seeking for direct business relationships. The top 5 country and regions origin of visitors are Korea, Japan, U.S., Hong Kong and Taiwan. The proportion of designers, contractors and real estate developers among the visitors has increased compared with last year figure. There were a total of 4,000 interior designers at the show, among which 250 participated in International Interior Design & Flooring Application & Development Forum 2009 that took place during the show. Statistics also show that the proportion of management decision makers among visitors has



increased significantly to 68%; indicating that more companies are relying on this flagship show in this market of uncertainty, gaining insights of industry development and trends. According to the visitor registration statistic analysis, Hand-made carpets and rugs were the top interest of the visitors, immediately followed by solid wood flooring, engineered wood flooring, laminated Flooring and Resilient Flooring Covering.

Featured Events Revealing Industry Trends

2009 Wood Flooring Trend Show

DOMOTEX asia/CHINAFLOOR is not only a second-to-non trading platform in the floor covering industry in Asia, but also a unique communication platform for both the supplier and users of the product industry. During the exhibition, the organizer as well as Chinafloors and Meilidao jointly launched the 2009 Wood Flooring Trend Show. It demonstrated the trend of the wood flooring industry through a combination of colors and patterns.



Bamboo Flooring City of China-Anji Hall Opening Ceremony

This time, the organizer and Anji government worked together to create Anji Bamboo Flooring Image Hall, which consisted of 18 leading domestic bamboo flooring companies with the slogan of "Anji makes bamboo floors". The image hall had its grand opening on the 24th. Around 200 government officials and VIPs from associations participated in person.



China International Flooring Awards

In 2009, DOMOTEX asia/CHINAFLOOR, Domfloor.com and "Floor Realm", the official Magazine published by China National Forestry Products Industry Association, jointly launched the first China International Flooring Awards. The purpose of the awards was to promote the outstanding manufacturers and to recognize their contribution to the Chinese flooring

