

11-13 June 2007

DOMOTEX

Middle East

D U B A I

International Trade Fair for Carpets and Floor Coverings

2007 Review

www.domotex-middle-east.com

August 2007

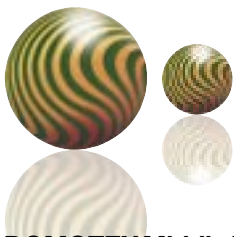
Exhibitors and visitors establish DOMOTEX Middle East as the major international trade show for carpet and floor coverings in the region.



It's official! DOMOTEX Middle East 2007, the region's only specialist carpet and flooring exhibition, opened its doors for a second showing attracting 6,326 visitors – a massive 22% increase, surpassing its record breaking debut in 2006 which delivered 5,200 trade visitors. 269 exhibitors (a 12% increase on 2006) from 37 countries conducted business with trade professionals from 92 nations, representing a tremendous 30% upswing on the 2006 geographic footprint, firmly establishing DOMOTEX as the largest carpet and floor covering trade show in the Middle East.

"The show is going very well. We have already sold almost 10 containers and it seems this is only the beginning. Also, on our first day, we met with customers who are looking to create long term working relationships with us. We are looking forward to coming back next year." **Assad Ahrali, Deputy Managing Director, MEGA Carpets, UAE**

"Such is our confidence in the DOMOTEX Middle East brand which increased our business by fifty per cent following last year's inaugural show, that we quadrupled our 2007 stand size, and plan to book as soon as possible for 2008, as we have received an enormous amount of existing and potential clients to our stand from across the region." **Masoud Mahmoudi, General Manager, Fibril, Dubai**



Exhibitors

DOMOTEX Middle East 2007 lived up to its reputation of being the only must-see event for carpets and floor coverings in MENA (Middle East North Africa), with exhibitors and buyers delivering a positive message. The high degree of internationality serves to show again the importance of this exhibition in the region. While 88% of visitors stated that they will return in the coming year, exhibitors were upbeat after writing record orders.

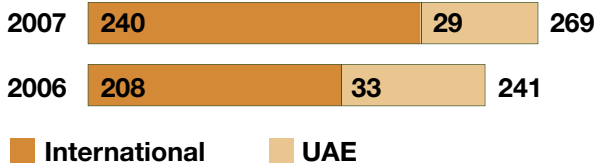
The second edition of DOMOTEX Middle East proved to be a proud follow-up to the record breaking success of its launch. With more exhibitors, more regional and international buyers and a focused range of exhibits, DOMOTEX Middle East is on track to becoming a permanent fixture on the industry's event calendar.



15% increase in international exhibitors

International exhibitors are integral to the show and in 2007 DOMOTEX welcomed first time representation from Cyprus, France, Hong Kong, Indonesia, Ireland, Norway and Poland. In addition to country pavilions from Belgium, China, India and the USA, 2007 also witnessed the country pavilion debuts of Afghanistan, Austria, Germany and the Netherlands.

Number of exhibitors



Exhibitors by display category

Display Category	Number of Exhibitors
carpets/rugs (hand-made)	52
carpets/rugs (machine-made)	72
textile floor coverings	19
resilient floor coverings	16
wood, parquet & laminated flooring	57
ceramic tiles, marble and natural stone	6
laying skills, cleaning and application technologies	20
fibres, yarns & textiles	10
publishing, trade associations, design etc	17
Total	269

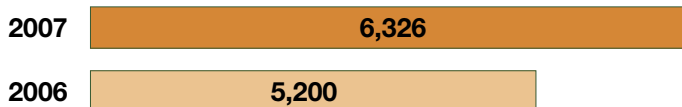
Exhibitors' countries of origin

Europe	126
Indian Subcontinent	49
MENA	47
Far East	29
America	13
South East Asia	4
Oceania	1
Total Countries	269



Visitors

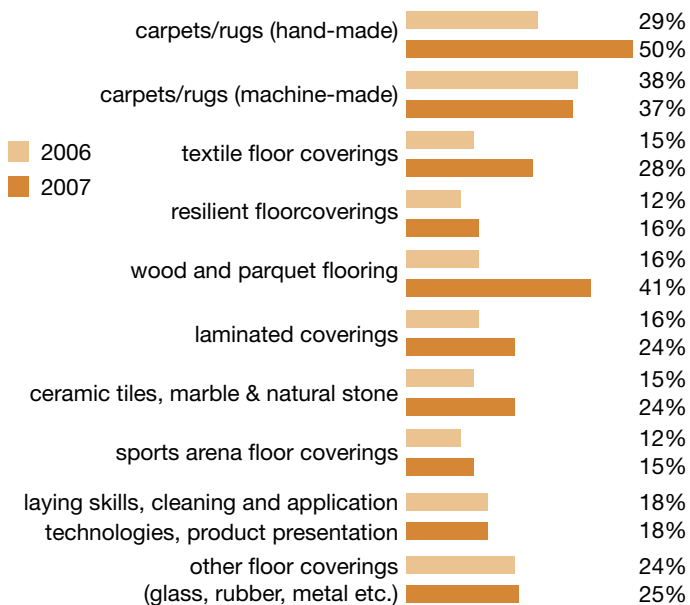
Number of visitors: 22% Increase



It's a buying show with a clearly defined focus

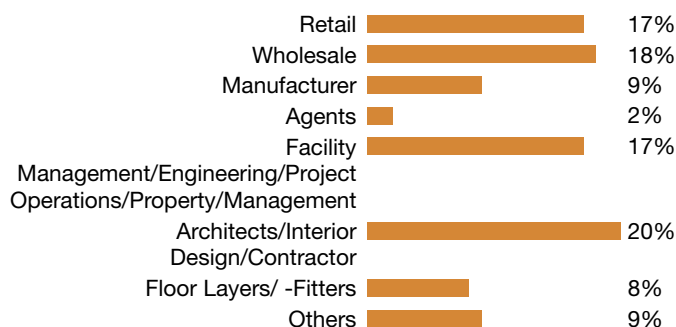
DOMOTEX Middle East is internationally recognised as the only dedicated event for carpet and floor covering professionals in the region. But visitors don't just come to the show to browse – they come to buy - an incredible 74% hold direct purchasing responsibility.

Visitors' areas of interest



74% of visitors have direct purchasing responsibility

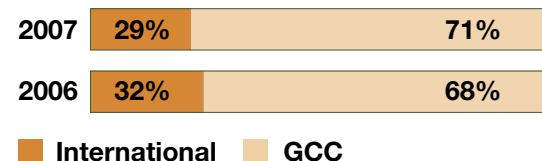
Main business of visitors



New faces from faraway places

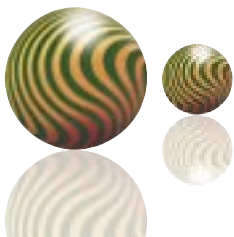
DOMOTEX continues to grow, attracting serious buyers who commit time and expense to travel to the show ensuring our exhibitors receive the widest possible exposure. People talk about it. They look forward to it. It has become an essential buying opportunity and 6,326 visitors from 92 countries made the trip to Dubai in 2007, keen to discover new and exciting trends and adding to the show's global reputation.

Buyers from 92 countries



Afghanistan, Algeria, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belgium, Bosnia Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Congo, Croatia, Cyprus, Czech Republic, Denmark, Djibouti, Egypt, Ethiopia, Finland, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Ireland, Italy, Japan, Jordan, Kenya, Kuwait, Lebanon, Liberia, Libya, Luxembourg, Madagascar, Malaysia, Malta, Mauritania, Mauritius, Moldova, Monaco, Morocco, Nepal, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Palestine, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Senegal, Singapore, Slovak Republic, Slovenia, Somalia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Syria, Taiwan, Tanzania, Thailand, Togo, Tunisia, Turkey, Turkmenistan, Ukraine, United Arab Emirates, United Kingdom, United States of America, Uzbekistan and Yemen





Bringing the floor to life

Adding value with our most successful features line-up ever

DOMOTEX Middle East 2007 offered flooring professionals more than just a brilliant buying opportunity. Our programme of live demonstrations, design showcases and social events provided them with essential advice, inspiration and time to relax after a busy day on the show floor. For exhibitors, that meant more footfall across the halls and fired-up buyers looking to put their new ideas into practice.

CARPET DESIGN AWARDS 2007

Celebrating the best creativity and quality in traditional and modern hand-made rugs and carpets, 11 carpets were presented with the Carpet Design Awards 2007 at DOMOTEX HANNOVER. These stunning designs were on show exclusively during DOMOTEX Middle East 2007. 79% of visitors rated this feature as good or very good and might be amongst the lucky winners of the raffle that we will treat to a lunch at the Burj Al Arab.

Live on the floor!

creative FLOORING DOMOTEX

The new live "how-to" demonstration area featuring time-saving and quality-enhancing techniques and new products was a great success according to 82% of the visitors. At the same time, exhibitors were impressed with the many examples of how to install mixed material combinations such as carpet, resilient, hardwood, laminate and more that was presented by The Flooring Industry Training Association (FITA) from the UK.



Carpet Design Awards Winner best liked by DOMOTEX Middle East 2007 Visitors 'In the Woods' by Floors to Heaven, Germany



DOMOTEX Middle East DUBAI

International Trade Fair for Carpets and Floor Coverings

See you next year:

25-27 May 2008

Global connections. Local knowledge

DOMOTEX Middle East is organised by Deutsche Messe, the name behind DOMOTEX HANNOVER, the World Trade Fair for Carpets and Floor Coverings and DOMOTEXasia/CHINAFLOOR, the number one flooring show in Asia. With 80 offices around the world, Deutsche Messe has an unmatched global capability to deliver buyers and drive results across countries and cultures.



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