

# Flooring makes the difference

Step forward in a growth market by exhibiting at the region's leading trade show for carpets and floor coverings.



[www.domotex-middle-east.com](http://www.domotex-middle-east.com)

Invitation to exhibit  
دعوة للزيارة!

12-14 May 2009

**DOMOTEX**  
**Middle East**

D U B A I

Dubai Airport Expo Centre



Organised by:  
Deutsche Messe  
Dubai Branch

# DOMOTEX Middle East

DOMOTEX Middle East is the unique and only dedicated floor coverings and carpet exhibition in the Middle East and North Africa (MENA) region. Meeting the wishes of both visitors and exhibitors, the upcoming year will see the show move to an earlier date. The fourth edition of the event will be held from 12 to 14 May 2009. The upwards trend of increasing visitor and exhibitor numbers is expected to continue due to the ongoing construction boom in the area, which fuels a high demand for flooring in Dubai, the UAE, GCC and the wider region. DOMOTEX Middle East is the ideal platform for gaining a footstep into this lucrative market and reconfirming one's position in the Middle East.



## Positive future outlook

The Middle East continues to show positive economic figures. The gross domestic product (GDP) of the GCC countries (Gulf Co-operation Council: Bahrain, Kingdom of Saudi Arabia, Kuwait, Oman, Qatar and United Arab Emirates) is expected to reach over 1.1 trillion USD in 2008, a nearly 300 billion USD growth compared to 2007 (source: Arab Monetary Fund (AMF)).

A key contributor to the rapidly expanding economy is the real estate industry. Currently there are 3,178 projects under construction in the GCC countries with a total investment value of 2.4 trillion USD. The UAE has the largest number of active projects. At the moment, there are 1,248 projects under construction with a total value of nearly 932 billion USD (source: The World Magazine, July 2008).

The growth of the construction industry in recent years has been remarkable. In 2007 alone, the growth of construction in the UAE was 25%.

## New venue for 2009

DOMOTEX Middle East will be held at the Dubai Airport Expo Centre. This venue is conveniently located next to the Dubai International Airport in the heart of Dubai. This central location in Dubai has a wide availability of high class hotels. Nearby is Festival City with a brand new shopping mall, top class hotels, restaurants and bars. Taxis and shuttle busses will provide quick access from the exhibition to these leisure and entertainment centres. Parking is easy and free of charge.



The central and east hall of the fairground will be used. This venue allowed DOMOTEX Middle East to move to an earlier date and provides sufficient space for growth.

## Marketing campaign

- Advertising in over 30 newspapers and over 20 specialist trade and business magazines
- Inserts in leading trade publications
- Over 250,000 highly personalised direct mail invitations
- Over 100,000 personalised email shots
- Over 500 radio advertising spots in key drive time slots
- Eye catching billboard roadside adverts
- Regularly, targeted e-newsletters and show updates
- [www.domotex-middle-east.com](http://www.domotex-middle-east.com) offering online registration
- Personal invitations to VIP's, trade associations and country delegations



# The place to be present!

DOMOTEX Middle East has become the region's essential buying opportunity for carpets and floor coverings, attracting more exhibitors, more visitors from more places and more business.

There's something special about DOMOTEX Middle East that exhibitors and visitors enjoy above all other shows. DOMOTEX Middle East is a business-to-business only exhibition. With a focused range of exhibits, easily identified sectors, a relaxed atmosphere with quality 'face time', it's the most direct or attractive place for taking orders.

DOMOTEX Middle East provides the unique trade only forum for your business to raise your industry profile – and to sell your products, services and capabilities to potential customers.

**Make use of this exceptional platform and grow your business by:**

- **Launching and demonstrating new products**
- **Generating international media interest in your products and services**
- **Meeting key decision makers**
- **Gaining immediate feedback on your products**
- **Selling directly to industry professionals**
- **Building and increasing a perfect network**



## **The participants in 2008 showed a lot of enthusiasm in doing business. A few quotes from the exhibitors:**

"DOMOTEX Middle East was after our previous version another good experience. The organisation was perfect as well as the volume of customers. Among numerous meetings with new contacts we were able to follow up existing leads and intensify the relationships with existing customers. The quantity and the quality of contacts during the exhibition were very satisfying and the trend promises to be very positive in this area. It was definitely another good step for us in order to increase our activities in the Middle East"

Hamberger Flooring GmbH & Co. KG  
Mr. Harro Hoseus, Export Director

"Mannington is at a time of expansion of our International business and DOMOTEX Middle East gave us exposure to new contacts from every Middle East country and India as well as local UAE visitors serviced by our local partner distributor."

Mannington  
Mr. Mike Chappell, Commercial International Manager

"This is the second time that FN Neuhofer Holz was an exhibitor at the DOMOTEX Middle East, and the company was very pleased with continuously increasing visitor numbers at the show and at its booth in the Sheikh Rashid hall. At this years' show, we were able to establish promising new customer ties and certainly also expand existing contacts".

Neuhofer Holz  
Mr. Franz Neuhofer Sr., CEO

"DOMOTEX Middle East 2008 served as a perfect platform for all flooring professionals to showcase their products to the thousands of trade visitors at the event. This is the first time we are taking part in DOMOTEX Middle East, and the success we have achieved at the show has meant that we will be regular participants in this important trade event."

MTE Middle East  
Mr. Majeed Mehrtash, CEO



# Special events

Additional value created at DOMOTEX Middle East via two special events. The feedback about **Designers Corner** and **Creative Flooring** was very positive from the visitors who felt that useful information was given, new ideas were formed and practical solutions for their business were presented: therefore an extra reason for architects, designers and decorators to come to DOMOTEX Middle East. A new event for 2009 will be the **Flooring Seminar** organised by the Association of Professional Interior Designers.

## DESIGNERS CORNER

Architects and designers are welcome to attend showcases, seminars and displays of design flooring in this event that was held for the first time in 2008. The designers lounge will be the central part of the corner where the activities (seminars + show case of reference projects) will be presented and adjacent to the lounge suppliers of design flooring will be exhibiting their design products. The Designers Corner is supported by the American University in Dubai (AUD) and the Association of Professional Interior Designers (APID).

“Our students have always participated at galleries and exhibitions, but the Designers Corner is definitely unique. It is a refreshing concept where interior designers and students will gain more inspiration than from visiting regular exhibitions. It also provides a unique opportunity for the graduates to get in touch with flooring companies and design firms. We look forward to cooperating with Deutsche Messe to arrange speakers and topics for the seminars.”

American University in Dubai

Dr. Linda Nubani, Assistant Professor of Interior Design

### Exhibitors in the 2008 Designers Corner were:

- American University in Dubai
- Bleile Cork (24k Gold Cork)
- Commercial Interior Design Magazine
- Diametral (Swarovski crystal flooring elements)
- DOMO Contract Flooring
- Hydram Int. (Grande Forge, C/S Group, Responsive)
- OFIS (PARADOR)
- Van Besouw



## Flooring Seminar

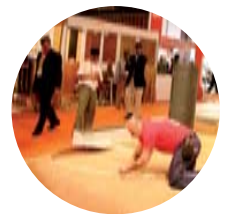
The annual seminar on Flooring held by the Association of Professional Interior Designers (APID) will be organized at DOMOTEX Middle East 2009. For the first time APID will hold the event at the exhibition and will closely work together with the organizers. The Flooring Seminar is scheduled for May 13, 2009 at the stage of the Designers Corner. The 2007 seminar attracted around 100 top interior designers from the UAE and other GCC countries. Interaction between the attendees, speakers and exhibitors will be stimulated during the breaks and after the seminar. APID will invite top speakers to exchange the latest trends and developments in design with their members. APID members will be treated as VIP guests to DOMOTEX Middle East in the Designers Lounge.

“APID is very pleased to work together with DOMOTEX Middle East on the Flooring seminar. The atmosphere of the Designers Corner and the high quality seminar program fits perfectly in the ambition of APID to provide members with high quality events”.

Vinod Thomas, Manager, APID

## creative FLOORING DOMOTEX

Creative Flooring is the “how-to” demonstration area where the latest techniques and a wide variety of flooring products are presented by professional installers and trainers from the UK. To install a floor especially in hotels and offices needs special attention. Therefore, Hotel and Office Flooring will be the theme for Creative Flooring 2009. A hotel and office floor will be created with products from the Creative Flooring sponsors.



The Creative Flooring 2008 platinum sponsors were Henkel Polybit, Roya, Estillon and Roberts.

Other Supporters of Creative Flooring were OFIS, PARADOR, Laegler and Alsorayai.



# Exhibition profile

The figures speak for themselves. DOMOTEX Middle East is a must for meeting thousands of quality buyers from across the GCC and wider region.

The quality of visitors was appreciated by the exhibitors. The visitor profile was of a high caliber as shown by the registration facts and survey results:

- 75% of the visitors have purchasing responsibility and are decision makers (same as 2007)
- 64% of the visits was determined by investment plans (10% more than 2007)
- Looking for new suppliers was the most often mentioned reason to visit (44% compared to 21% in 2007)

The visitors were very content with visiting the show and were more satisfied than last year's show:

- 61% rated the 2008 edition (much) better than the 2007 show
- 73% of the visitors found the visit to the show very successful (2007: 64%)
- 75% of the visitors rated DOMOTEX Middle East (very) good (2007: 60%)
- 83% recommended visiting the exhibition (same as 2007)
- 73% of the visitors recommend to exhibit at DOMOTEX Middle East (2007: 62%)

The visitors come from all over the world and have a different background. The highest growth (+30.8%) comes from visitors from the GCC countries, except UAE.

The total number of unique visitors increased by 13.8%. The number of total visitors was 6,430 in 2008.

## Origin of visitors

Top 3 countries		Top 3 regions	
UAE	53%	Middle East	67%
Iran	8%	Rest of Asia	19%
KSA	5%	Europe	9%



## Visitors' profile

Agent/distributor	18%
Architect/Interior designer	15%
Manufacturer	14%
Importer/exporter	12%
Contractor	10%
Decorator	7%
Building owner (incl. hotel owners)	5%
Retailer	5%
Others	14%

The visitors show an interest in all the exhibited flooring:

## Visitors' areas of interest

Wood and Parquet	30.0%
Hand-made Carpets and Rugs	29.5%
Machine-made Carpets and Rugs	27.4%
Textile Floor Coverings (wall-to-wall)	22.0%
Laminate	21.3%
Natural Stone, Marble and Ceramic Tiles	18.2%
Resilient Floor Coverings	15.0%
Fibres, Yarns and Textiles	15.0%
Artificial Grass and Sports Flooring	14.4%
Laying Skills, Cleaning and Application Technologies	7.3%
Associations and Publications	4.0%
Others	4.2%

The total number of exhibitors increased with 4% to 280. DOMOTEX Middle East is an exhibition for various types of floor coverings. The exhibits in 2008 were:

## Exhibitors by display category

Display Category	Number of Exhibitors
Hand-made Carpets and Rugs	86
Machine-made Carpets and Rugs	54
Wood and Parquet	39
Laying Skills, Cleaning and Application Techn.	19
Resilient Floor Coverings	17
Laminate	14
Fibres, Yarns and Textiles	13
Textile Floor Coverings (wall-to-wall)	8
Associations and Publications	8
Artificial Grass and Sports Flooring	6
Others	16
<b>Total</b>	<b>280</b>

# Be a part of the success – book your stand now!

## Option 1: Space Only

US\$ 340/sqm, min. 21 sqm



Simply rent the space and assemble the stand of your choice. Our professional team is always happy to advise you on choosing the right option and design that will present your company in the right light and reflect your image.

## Option 2: Standard Shell Scheme

US\$ 390/sqm, min. 12 sqm



Includes: stand construction, name panel with company name, electrical socket, electricity supply, stand carpet, spotlights, cleaning, and furniture package (1 table, 2 chairs, 1 waste bin)

## Option 3: Premium Shell Scheme

US\$ 445/sqm, min. 12 sqm



Includes: standard shell scheme package and additional colored name panel, feature columns, company logo, 1 lockable cabinet, 1 sqm storage room

## Option 4: Designers Corner Package

US\$ 470/sqm, min. 12 sqm

Includes: special design stand construction with company logo, special furniture and promotional activities as reference project presentation at Designers Lounge.

## Early Bird Discount

Register your stand space by **1 November 2008** and receive a US\$ 10 discount per square meter on your entire stand space. Sign up as soon as possible also to get a better choice of locations!

## Sponsorship Opportunities

Take your brand beyond your stand at DOMOTEX Middle East 2009. Sponsorship elevates your company and brands to an even higher level, with real opportunities for increased awareness and impact designed to drive lucrative traffic to your stand.

### Your contact in Dubai:

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Organised by Deutsche Messe, one of the foremost trade exhibition organisers with some 50 events worldwide, DOMOTEX is the internationally renowned name in floor covering exhibitions with shows in three prominent construction material markets. As the world's largest trade fair of its kind, German based DOMOTEX HANNOVER sets the benchmark standard for exhibiting companies and visiting professionals alike. Located in Shanghai, DOMOTEXasia/CHINAFLOOR is the biggest international trade fair for the floor covering industry in Asia and China. Catering to the market in the Middle East and North Africa, DOMOTEX Middle East in Dubai is the region's only specialised floor covering show, meeting the needs of its tremendous construction boom.

**DOMOTEX HANNOVER**  
**DOMOTEXasia/CHINAFLOOR**  
**DOMOTEX Middle East**

**January 17-20, 2009**  
**March 24-26, 2009**  
**May 12-14, 2009**

Supporters of DOMOTEX Middle East

