

25 – 27 May 2008

DOMOTEX
Middle East
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2008 Review

Official after show report for DOMOTEX Middle East 2008

June 2008

More visitors and exhibitors at the third edition of DOMOTEX Middle East!



Thanks to the tremendous growth in the Middle East's construction sector, and the increasing interest in flooring solutions of all qualities, DOMOTEX Middle East has become a must-attend event for all professionals in the flooring industry in the MENA (Middle East North Africa) region.

The new event "Designers Corner" and the second "Creative Flooring" live demonstrations added value to the exhibition by giving extra interaction.

The 2008 edition showed an increase in number of exhibitors and visitors. The amount of exhibitors increased from 269 to 280 and the visitor turnout was higher as well (6,430 compared to 6,326). This show review provides further details of the exhibits and visitor profile.

Exhibitors gave positive feedback about the show:

Majeed Mehrtash, CEO, MTE Middle East, based in the UAE, said, "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."

"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." **Mike Chappell, Mannington Commercial International Manager, USA**



Exhibitors

DOMOTEX Middle East 2008 lived up to its reputation of being the only must-see event for carpets and floor coverings in the Middle East with exhibitors and visitors delivering a positive message. The high degree of internationality serves to show again the importance of this exhibition in the region. While 90% of the visitors stated that they will return in the coming year, exhibitors were upbeat after writing numerous orders.



Number of exhibitors

Year	International	UAE	Total
2008	243	37	280
2007	240	29	269
2006	208	33	241

■ International
 ■ UAE

Exhibitors by display category

Display Category	Number of Exhibitors
Hand-made Carpets and Rugs	86
Machine-made Carpets and Rugs	54
Wood & Parquet Flooring	39
Laying Skills, Cleaning and Application Technologies	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
Total	280

Exhibitors' countries of origin

Europe	97
MENA	69
Indian Subcontinent	43
Far East	37
America	26
South East Asia	7
Oceania	1
Total Exhibitors	280



Visitors

Number of visitors: 13.8% Increase in unique visitors

An important growth in visitor numbers came from neighbouring countries of the UAE. From these other GCC countries (Oman, Saudi Arabia, Bahrain, Qatar, Kuwait) there were welcomed 30.1% more flooring professionals (2008: 489). From the UAE the growth was over 5% to 2,533 in 2008.

Unique visitors means that the people who visited the show more than one day are only counted as one visitor.

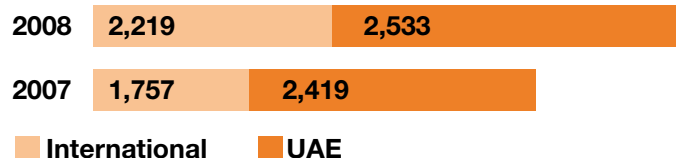
The registration of the visitors has been independently conducted by Infosalons.



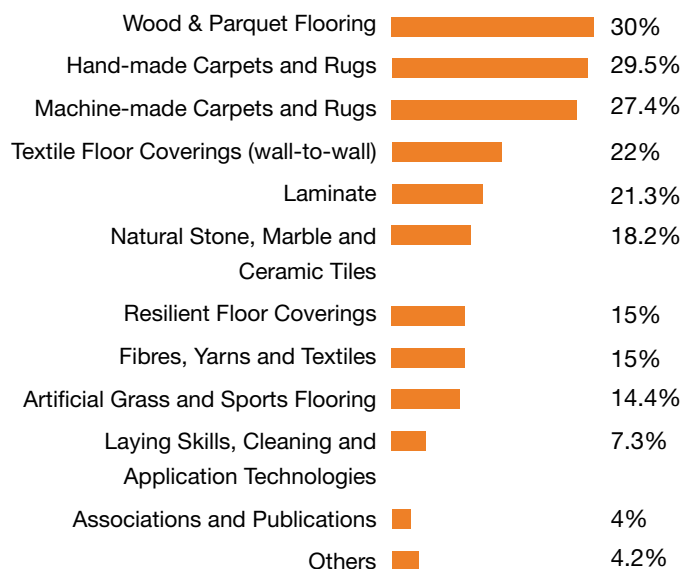
Middle East region well represented: High concentration of flooring professionals at DOMOTEX Middle East!

From the total Middle East the visitor turnout was 3,166 persons compared to 2,902 in 2007. This growth of 9.1% shows the scope of the show increased to a strong Middle East event. In total, the visitors came from all continents. 91 countries were represented by all visitors!

Buyers from 91 countries



Visitors' areas of interest



Independent research at the show showed that wood and laminate flooring are tremendously popular. Carpets continue to be an important product group.

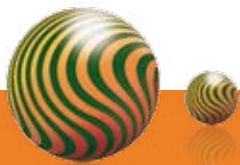


The top three reasons for visiting were: (between brackets the 2007 result)

- Looking for new suppliers 54% (54%)
- Seeing the latest trends and developments 42% (53%)
- Meeting current suppliers 29% (12%)

73% of all visitors placed orders during the show (in 2007 it was 68%).

The visitors were very satisfied about the show (75% stated good to very good), thought the visit had great benefit for their work (78%), would recommend visit (85%) and plan to visit the 2009 edition (91%).



Bringing the floor to life

Adding value with successful features line-up

DOMOTEX Middle East offered flooring professionals more than just a great buying opportunity. Our programme of live demonstrations, design showcases and seminars provided essential advice, inspiration and the latest in floor laying techniques.

Live demonstrations!

creative FLOORING DOMOTEX



Creative Flooring presented again the live "how-to" demonstration area featuring time-saving and quality-enhancing techniques and new products. Flooring professionals discovered how to install mixed material combinations on a variety of surfaces including wall-to-wall carpet, wood flooring, carpet tiles and laminate flooring.

The themes in Creative Flooring in 2008 were hotel flooring and office flooring. The demonstrations were held by professionals from the UK.



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Deutsche Messe
Dubai Branch



Deutsche Messe
Hannover

New:

DESIGNERS CORNER

Architects and designers attended showcases, seminars and displays of design floor coverings in the new event called Designers Corner.

They were inspired in a special atmosphere with a designers lounge area where the hottest projects in the GCC were presented. Also, the best works of the students were displayed in the designers lounge.

The Designers Corner was supported by the American University in Dubai (AUD) / Department of Interior Design, Commercial Interior Design magazine and the Association for Professional Interior Designers (APID).

Adjacent to the lounge, 7 companies presented their design flooring which fitted perfectly in the mix of inspiration, lounging, presentations and product displays.

The new feature Designers Corner was warmly welcomed by both exhibitors and visitors and will be continued and further developed towards 2009.



Global connections. Local knowledge

DOMOTEX Middle East is organised by Deutsche Messe, the name behind DOMOTEX HANNOVER, the world trade fair for 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.

Thanks to our supporters



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See you next year:

12 -14 May 2009