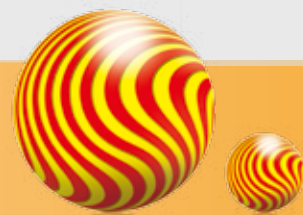




Innovation & Respect for Nature

March 22-24, 2011
Shanghai New International Expo Centre



22-24 March 2011

DOMOTEX
asia **CHINA FLOOR**

S H A N G H A I

Addressing what the world demands



Innovation & Respect for Nature

"The Chinese market is booming. We are here to capture the local and Asian interest because the economy here is booming. The business we do over here makes up for what we haven't been doing back home—though we see things improving."

Alex Peykar, Principal of Nourison New Jersey (Courtesy of Floor Covering Weekly)

As China's market grows for everything from wood to resilient, carpet to cork flooring, DOMOTEX asia/CHINAFLLOOR is being seen not just as one of the world's most exciting sourcing market for floorings, but also as the place where innovative designs with environmental life cycles benefits and technologies are launched.

Modern designers and buyers in today's world respect the ideas of sustainability and innovation in flooring. With China's increased economic success and cultural refinements in home decor, there is increased interest in our markets for innovative products that are infused with art, design and fashion yet show respect for nature. China's flooring manufacturers are responding to that demand as are manufacturers around the world.

The rapid acceleration of global economic integration means that more Chinese brands will enter international markets and international brands will enter the Chinese markets, making DOMOTEX asia/CHINAFLLOOR the place to

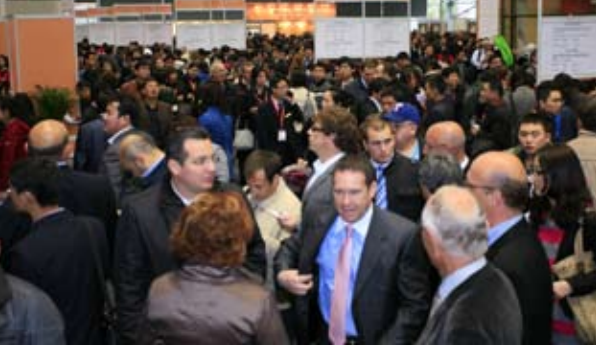
show and discover what the world will be buying next year.

DOMOTEX asia/CHINAFLLOOR continues to be the largest and most authoritative floor covering trade fair in the Asia-Pacific region. It is the platform for injecting powerful new innovative ideas into this rapidly changing and fast growing global flooring industry. The show has also achieved a steady growth during its 12 years and noticeably during the global economic crisis in 2009, stepping out into the right direction as we witnessed in 2010.

Whether you are an Asian manufacturer looking to expand your market here or in the rest of the world, an international manufacturer seeking to enter the Asian market...if you are looking for new opportunities, new channel partners and new products...this is the place to be, inside China and around the world.

Plan now to exhibit at DOMOTEX aisa/CHINAFLLOOR 2011!

Why you should exhibit



Because China will soon be the largest floor covering market in the world.

Expose your products, find new products, discover new opportunities and create new channel partnerships at DOMOTEX asia/CHINAFLOOR.

The rapid rate of urbanization in China is creating the largest demand for floor covering the world have ever seen. Over 40 billion square meters of floor space will be built in the next 15 years—the equivalent of 10 New York Cities. And China's economy is on pace to grow 9.5 % in 2010 creating one the fastest growing middle classes in the world. Estimates place China's urban middle class at 612 million people by 2025 wielding the equivalent of 2.7 trillion US dollars. In all of Asia, over a billion new consumers are expected to emerge by 2015.

China's emerging flooring market by 2025

- 350 million additional people will move from rural areas to cities.
- Six new megacities will emerge; two will have more than 20 million residents.
- 221 cities will have grown to a more than 1 million people (the EU has only 35).
- 40 billion square meters of floor space will be built in 5 million buildings; 50,000 of those will be skyscrapers – the equivalent of constructing 10 New York Cities.

Source: McKinsey Global Institute

"Dasso has exhibited at DOMOTEX asia/CHINAFLOOR since 2003, and we witnessed its dramatic growth. Attracting more quality buyers than other shows, it comes to a unique networking opportunity. We saw a giant potential in China's market through the exhibition, which has been the most important way to unveil new products."
Zhong Xue, Marketing Manager, Dasso

Great potential in all segments



Continuing rise of wood flooring

DOMOTEX asia/CHINA FLOOR is the largest trade platform in the world where globally recognized wood flooring manufacturers participate annually to display their brands, designs and innovation. The expansive wood section features parquet, laminate, solid and engineered wood, cork and bamboo. As a result of such a successful event in 2010, major world famous exhibitors have signed up again for 2011, which shows their optimism towards the market. Given the popularity of this flooring category and the products' respect for nature, we expect this section will gain even more importance at the 2011 show.

Consumption potential for carpet grows in Asia

Chinese, Japanese, Korean and Australian consumers, as well as the European and Americans, continue to value the advantages of textile flooring and area rugs. With the recent rapid growth in tourism, real estate and entertainment industries, carpet demand has increased by 20% in the Asian contract market. New construction projects desire to reflect economic success and cultural refinement and this means that China's buyers are looking for higher quality and unparalleled design.

Commercial demand makes steady rise of resilient flooring

With a 28% jump in exhibitors in 2010, resilient flooring is undoubtedly the fastest growing section at DOMOTEX asia/CHINA FLOOR. Expansion of the resilient exhibition area reflects the high rate of urbanization in China and the growing floor covering demand throughout Asia.

Within this area, the specially designated "Sports Arena" gathers together specialty sports flooring products.

FLOORTECH asia rebounds at DOMOTEX asia/CHINA FLOOR 2011

FLOORTECH asia integrates materials, products and technology to demonstrate the entire wood flooring cycle from production to installation and maintenance in one venue. In 2010, FLOORTECH asia increased its floor space and exhibitors by 20% from the previous year and, judging from commitments received so far, FLOORTECH asia will be an important venue for DOMOTEX exhibitors in 2011. LAYTECH & PROTECH areas provide a dedicated venue for installation and maintenance products. LAYTECH includes installation tools and equipment, underlayments, adhesives, skirtings, mouldings and locking systems while PROTECH is dedicated to cleaning and maintenance solutions, tools and equipment, oils and waxes. (See new Creative FLOORING)

Carpet Tech provides a total solution

DOMOTEX asia/CHINA FLOOR 2011 will provide a total solution venue for carpet retailers and manufactures at Carpet Tech where the newest in manufacturing techniques, equipment and advanced technology will be displayed. Advances in colour and design, fiber enhancements, cushion, cleaning and maintenance products will be featured to provide a complete carpet experience for visitors.

"The show is much more positive this year, and there's an encouraging energy. The economy still isn't where we want it to be but it's showing signs. Last year we had five American buyers. This year we had that many on day one."

Randy Cox, General Manager, Verde Floors (a division of SIHE Wood) (Courtesy of Floor Covering Weekly)

New in 2011—Creative FLOORING



Creative FLOORING arrives in China

With an ever increasing demand for creativity and an eye for finer details and finishing in China flooring, the pressure is mounting on designers and suppliers to provide innovative applications, products and concepts that are applicable to every day use in residential and commercial projects. Craftsmen are eager to learn new skills and techniques to match the designers' innovations and expectations.

Live demonstrations in our "Creative FLOORING" venue will demonstrate how to utilize floorings to achieve the best results and how designers' creative demands can be met by using different types of flooring and applications together. "Creative FLOORING" presentations are conducted by experts from the UK's Academy of Flooring Skills (TAOFS).

Use the "Creative FLOORING" venue to increase exposure of your products

Creative FLOORING provides exhibitors with a great opportunity to increase exposure by showcasing their products to a live, interactive audience. This can be done through sponsorship and packages available to all exhibition participants.

To find out more about these exciting concepts and sponsorship opportunities, please contact us via telephone at +86 21 6195 6088, or through email at dacf@vnuexhibitions.com.cn

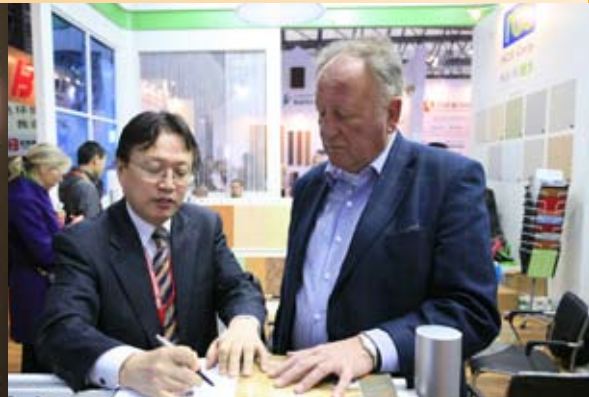
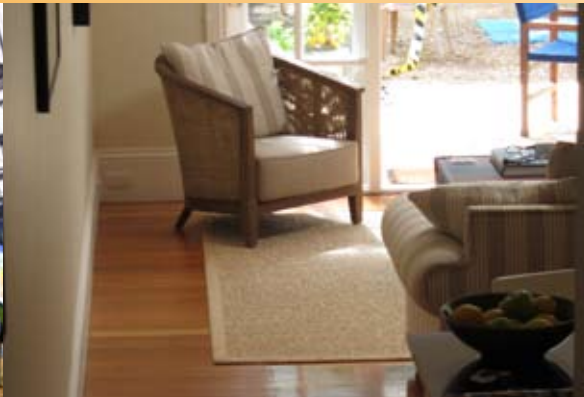
If you are a regular exhibitor or visitor to DOMOTEX Middle East, you will be familiar with the special, live presentation of "Creative FLOORING". We are pleased to bring this successful educational concept to DOMOTEX asia/CHINA FLOOR.

creative
FLOORING
DOMOTEX

"It becomes the biggest professional flooring exhibition in Asia which attributes to both providing the most advanced products, innovative technology and attaining enormous domestic and overseas audience."

*Frederic Segura,
Managing Director,
Gerflor*

Multi-channel marketing campaign



Our multi-channel marketing campaign is designed to draw visitors from around the world and will focus on two key visitor groups: the global floor covering and construction industries and the design groups.

Trade advertising

Visitor advertising will commence in September 2010 and continue through to March 20th in key print publications. Online banners will also be placed on key websites industry e-newsletters in cooperation with media partners and in-house e-newsletter will effectively be implemented.

Direct mail campaign

A comprehensive direct mail campaign will target up to 200,000 industry people. A "save the date" post card will be posted to sourced lists approximately 12 weeks out from the exhibition, and a trade invitation will be posted between 7 and 8 weeks prior to the exhibition.

Email blast in addition to e-newsletter

The first email blast will be broadcast approximately 16 weeks prior to the exhibition, and a second blast will occur at approximately 12 weeks prior. These will be pre-populated emails sent to previous visitors from the show and other VNU exhibitions who have indicated they are interested in the flooring and construction related industry and product categories.

Mainstream advertising

a) Radio

Popular radio including "TalkFloor" & ERS – Shanghai based radio station (as used in 2010) will be used as a reminder in the week prior to and during the exhibition open days. Thirty-second ads will be aired evenly across selected stations and will run predominantly during the breakfast session.

b) Newspaper

Both state and regional newspapers will be used to increase awareness of the event. Locations relevant to the construction industry will be researched. Some examples would be China Daily, Shanghai Daily, and China Construction News.

News release

News releases will be issued monthly beginning in the fall for publication in major floor covering and related industry publications around the world.

On-site media centre

A networking and information centre for journalists of industry-related publications and newspapers will be located within the exhibition. Exhibitors will be encouraged to submit media kits, demonstration times and information about new products that will be on their stands.

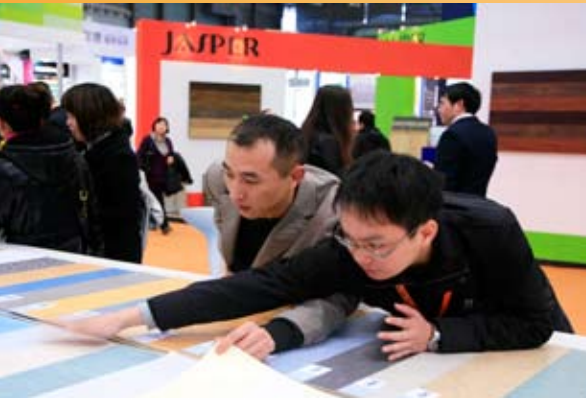
Attendance incentive

A promotion designed to maximize attendance by those who have pre-registered will be implemented.

"It is the ideal platform to meet our customers worldwide and get in contact with new customers. This year we got orders with a value of over € 130,000 from 2 new customers. We are happy to come back next year."

*Robert Mulder,
International Sales
Manager, Edel
International*

Visitor profile

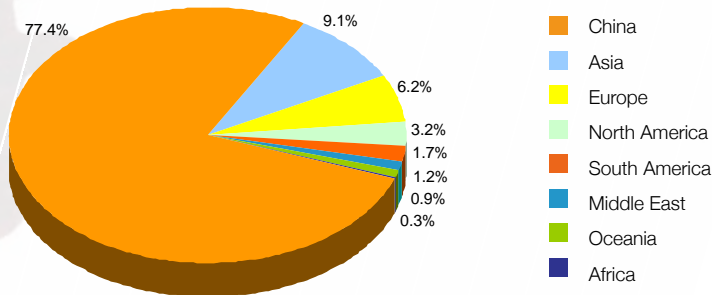


Visitor groups

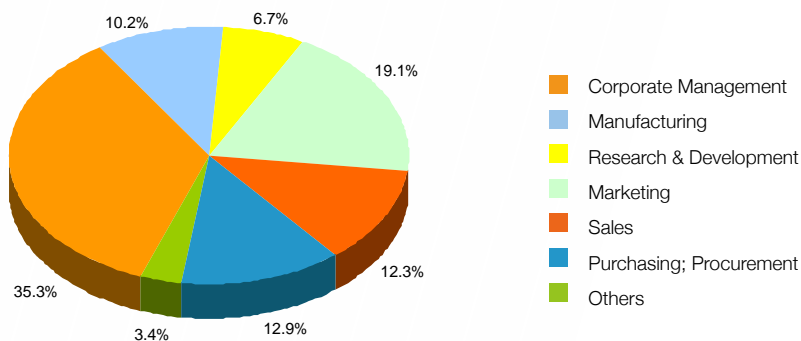
The following visitor groups are essential to the success of the show: DOMOTEX asia/ CHINAFLOOR 2011 focuses on two aspects of visitors closely in 2010. The industry group and design group. We will also look at the big 10 industry group

- Construction Developers and Contractors
- Local Government (Associations, Project Managers and Engineers)
- Trade & Flooring Contractors
- Manufacturers
- Government facilities, Hospitals, Education and Military
- Importers/Exporters
- Architects/Designer
- Retailers/Wholesalers
- Real Estate
- Hotel/Restaurants/Leisure
- Skilled Trades/Craftsmen

Trade visitor attendance by geographic area



Visitor primary job function



Source: 2010 Post Show Report

"Minsun received hundreds of dealers from many places in China. They came to visit our booth and to talk actively with us. We not only reinforced the strength of product, but expanded more sales leads than ever before."
Shaohua Chen, Managing Director, Minsun

Venue and audience



Exhibits profile

- Carpets & Rugs (Hand-made)
- Wall to Wall Carpet, Machine-made Rugs and Mats
- Fibers & Yarns / Raw Material of Carpet
- Solid Wood Flooring
- Engineered Wood Flooring
- Laminated Flooring
- Cork Flooring
- Bamboo Flooring
- Wooden Staircase
- Resilient Floor Coverings
- Sports Flooring
- Special Floor Coverings
- Carpet Production Technology
- Carpet Installation Technology
- Carpet Cleaning & Maintenance Technology
- Floor Technology - Solid Wood Flooring
- Floor Technology - Engineered Wood Flooring
- Floor Technology - Laminated Flooring
- Floor Technology - Cork Flooring
- Floor Technology - Bamboo Flooring
- Floor Technology - Timber Material
- Floor Technology - Resilient Flooring
- Floor Technology - Special Floor Coverings
- Wood Supply
- Laying Skills
- Cleaning & Maintenance Technologies
- Underfloor Heating System

Targeted visitors

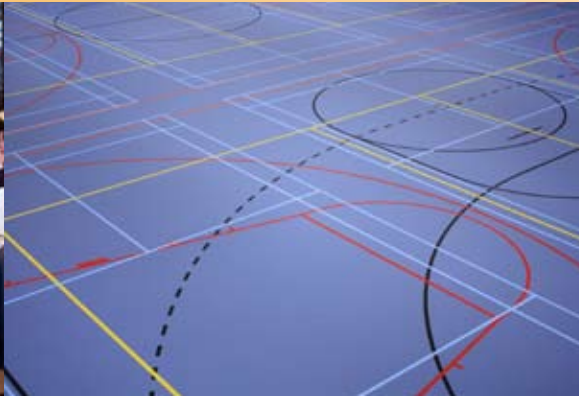
83% of the visitors "agree to strongly agree" that DOMOTEX asia/CHINAFLLOOR is a must attend event. (Source: 2010 Post Show Report)

- Chief Executive Officers
- Government Officers
- Environmental Managers
- Maintenance Managers
- Plant Operators
- Owner Operators
- Purchasing Managers
- Safety/OH&S Managers
- Skilled Trades/Craftsmen
- Local Government/Project Managers/Engineers
- Project Managers
- General Managers
- Operations Managers
- Designers/Architects
- Production Managers
- R&D Managers
- Site Managers/Supervisors

**"DOMOTEX asia/
CHINAFLLOOR is not
only vital for China's
business but it also
allows us to save lots of
time and money as it is
a representative fair for
the whole South Pacific
Rim. You can count us in
for 2011!"**

*Luc Blommaert, CEO,
Mattex Group*

Addressing issues that affect the industry's future



A global industry event like no other in the world focusing on issues affecting the world's flooring industry.

The 2010 Wood Flooring Forum (WFF) held March 23rd was without a doubt the largest global event of its kind ever held by China's flooring industry. Centered on the theme, "Low Carbon and Global Opportunities," the forum examined key issues affecting the wood flooring industry including standards, technology, products and marketing. More than 54 speakers and 500 attendees from five continents participated. The event was organized by the China National Forest Products Industry Association (CNFPIA), the Chinese Academy of Forestry, and hosted by Flooring Board Special Committee of CNFPIA, Research Institute of Wood Industry and VNU Exhibitions Asia with official support from State Forestry Administration and Shanghai Municipal Government.

2011 Wood Flooring Forum - March 21, 2011 – promises to be a world-class flooring conference covering all the aspects of global flooring technology and manufacturing. It is organized by CNFPIA, the Floor Covering Institute, and VNU Exhibitions Asia. This event is held in conjunction with DOMOTEX asia/CHINAFLOOR 2011.

Mr. Jim Gould, esteemed member of the global floor covering industry and president

of the U.S. based Floor Covering Institute, will act as Director of the WFF. Floor Covering News identified Mr. Gould as "one of the industry's 20 most influential people". He will be responsible for the organization and coordination of a broad education agenda, the details of which will be published in September along with deadlines for submission of presentation materials.

Mr. Gould has been a central figure in flooring industry for more than 40 years and has owned and directed companies in several flooring sectors including retail, distribution, logistics and buying groups. Considered a visionary by many, his main focus now is facilitating commerce and industry growth around the world.

Organizers:



Co-organizer:



*Jim Gould
Strategic Director, Wood Flooring Forum
President, Floor Covering Institute*

"DOMOTEX asia/ CHINAFLOOR is one of the most influential events in floor covering industry. We through the show presented Mondo product as well as commitment of service on the front edge. Meanwhile we got a bunch of learning opportunities from other leading companies. It's much worthwhile."

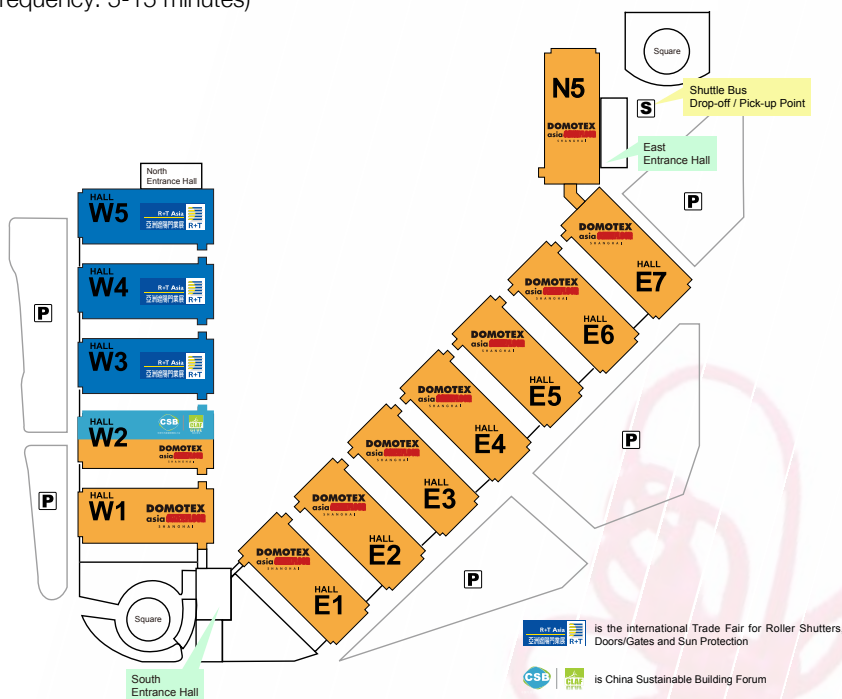
*David Lau, Sales Director,
Mondo Flooring*

Shanghai—the HUB of flooring



Shanghai New International Expo Centre (SNIEC) 2345 Longyang Road, Pudong New Area, Shanghai

Located in the heart of Shanghai Pudong New Area, The SNIEC is easily accessible by urban metro. The SNIEC is about a 7-minuted walk from the Longyang Road Station. Free shuttle buses will run starting Tuesday, March 22 through Tuesday, March 24. (Metro Station of Longyang Road-SNIEC, Frequency: 5-15 minutes)



"We are frequenter of DOMOTEX asia/ CHINAFLOOR show that gives us great impact every year. We focus on domestic market, and however we got much information that many guests did well in export business. Homag will exhibit the show as always, and bid more connection on sponsorship packages at DOMOTEX asia/CHINAFLOOR." *Jianhua Guan, Managing Director, Homag China Golden Field Ltd.*

Hall Segments

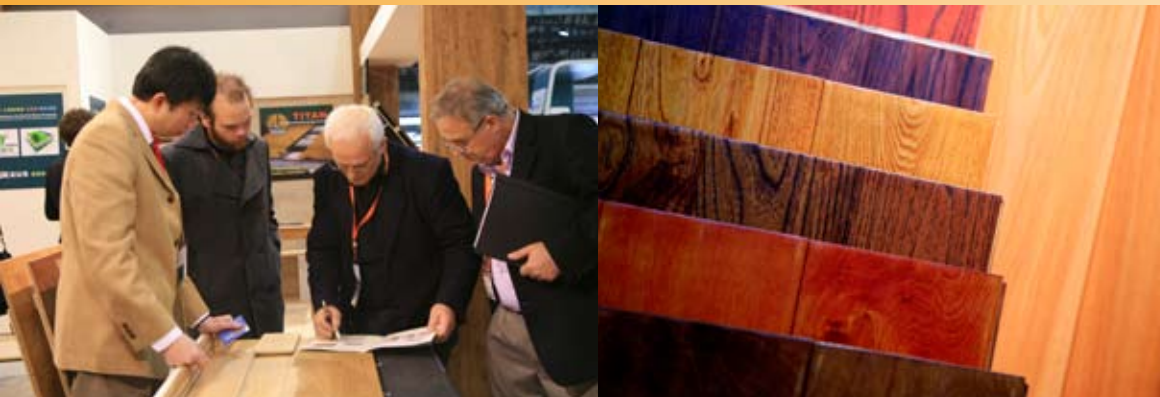
Hall E1-E3
Carpets, Rugs & CICF;
Textile Floor Coverings & Area Rugs;
Fibers & Yarns;
Textile Floor Covering Technology;

Hall W1-W2
Resilient Floor Coverings;
Sports Flooring;
Special Floor Coverings;

Hall N5
FLOORTECH asia

Hall E4-E7
Solid Wood Flooring;
Engineered Wood Flooring;
Laminated Flooring;
Cork Flooring;
Bamboo Flooring;
LAYTECH & PROTECH;
Creative FLOORING

Join us at Asia's largest flooring market



Save money by booking at the early bird rate!

VNU Exhibitions Asia is pleased to offer a cost savings exhibit program through our stand space options at DOMOTEX asia/CHINAFLOOR.

**EXTENDED TO
SEPT 15, 2010**

Book your stand by ~~31 August 2010~~ and get an early booking discount of at 5% for booth rental fee. Allocation of stand space begins on August 15, 2010.

DOMOTEX asia/CHINAFLOOR is not only the largest floor covering show in the Asia-Pacific region, but it is the second largest floor covering show in the world, second only to its sister show, DOMOTEX Hannover. With more than 92,000 square meters of show space, over 960 separate exhibitor locations, and over 40,000 visitors, DOMOTEX asia/CHINAFLOOR is the place to find and exhibit not only products but also to discover new opportunities and channel partners that will help you expand your business.

Total number of Verified Visitors in 2010

Date	Visitors
Tue. March 23	19,012*
Wed. March 24	15,319
Thu. March 25	6,083
Total	40,414

*Visitors who attended on more than one day are accounted only once.

Source: 2010 Post Show Report

DOMOTEX asia/CHINAFLOOR also has many affordable marketing, promotion, and advertising and sponsorship opportunities available to expand your brand and extend your reach at the show. Contact our customer service representative to learn more about how tools and opportunities from sponsorship package can increase your ROI and your exhibiting success.

For more information, please call +86 21 6195 6088, or email us at dacf@vnuexhibitions.com.cn

"The number of international guests was pleasantly surprising and resulted in a conversion rate of 62 table interviews with an order follow up of 21 new clients or and unbelievable 33% order take-up. "
Tony Serra, Managing Director, China Floorings Integrated

Exhibitor Contact Information

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Organizers



More additional global DOMOTEX opportunities

