

23 June 2009

End-of-show report on DOMOTEX Middle East (17 – 19 May 2009):

DOMOTEX Middle East exceeds expectations

- 215 exhibitors from all over the world showcased new trends and products
- High level of international participation – almost 90 percent of the exhibitors came from abroad

Dubai/Hannover. “The event surpassed our expectations”, was the almost unanimous verdict of exhibitors at this year’s DOMOTEX Middle East in Dubai. The only trade show for carpets and floor coverings in the Middle East / North Africa provided 215 exhibitors from 27 countries with an ideal showcase for their products and innovations. Over the three days of the show (17 – 19 May) a total of 5,149 trade visitors were able to gain a comprehensive overview of diverse product categories. “The outcome of DOMOTEX Middle East leaves us feeling confident about the future. Our exhibitors were very pleased with the high calibre of the visitors and reported promising business talks as well as numerous business deals concluded during the event. Once again, we have been able to stage the most important meeting-place for the carpet and floor coverings sector in the Gulf region”, stated Wolfgang Lenarz, Senior Vice President of Global Fairs at Deutsche Messe AG.

88 percent of the exhibitors occupying the 9,000 square metre exhibition area came from outside the region. This result underlines the high international profile of DOMOTEX Middle East. The biggest contingents were from Saudi Arabia, the United Arab Emirates and China. The line-up of joint displays by exhibitors from Afghanistan, Belgium, China, Germany, India and the USA was extended by the addition of a joint display by French exhibitors. As was the case last year, handmade and machine-made carpets remained the biggest exhibition category, with

around one in two exhibitors showing products from this segment. Companies exhibiting parquet and laminate flooring accounted for the second biggest segment, occupying about one fifth of the total display area. Other key product segments featured at the Dubai International Convention and Exhibition Centre were textile und resilient flooring; artificial grass and flooring for sports facilities; fibres and yarns; cleaning, maintenance and applications technology, as well as machinery and accessories.

Interesting special displays and other events considerably add to the value of the trade show, and this year was no exception. For example, the **Association of Professional Interior Designers (APID)** held their annual seminar on floor coverings at DOMOTEX Middle East for the first time. Interior architects and project developers took advantage of the opportunity to discover the latest trends and developments at **“Designers Corner”**, where environmental protection and green issues were a special focus. Interior architects, contract furnishers and project developers were also able to learn about technological innovations in textile floor coverings. Various topical issues were dealt with in the lecture program delivered at **“Designers Corner”**. This included talks on ecological products which not only fulfil the principle of sustainability but also offer other outstanding properties – for example, flooring and carpets that minimize indoor air pollution. The display **“Creative Flooring”** presented a variety of different flooring options in a manner that was both entertaining and informative. This year’s keynote theme was the fitting of floors in commercial premises. For example, there were live demonstrations and explanations of how to deal with uneven sub-floors and lay textile floor coverings.

The next **DOMOTEX Middle East** takes place from 10 to 12 May 2010 at the Dubai International Convention and Exhibition Centre.

No. of characters (incl. spaces): 3,720

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