

DOMOTEX Middle East (10 to 12 May 2010):

**DOMOTEX Middle East and R+T Middle East a resounding success**

- Exhibitors from 34 countries gather in Dubai to present carpets and floor coverings, roller shutters, doors, gates and sun protection systems

**Dubai/Hannover.** DOMOTEX Middle East and R+T Middle East were a resounding success. 225 exhibitors from 34 countries made the trip to Dubai to capitalize on the steady growth in the region's construction, hotel and hospitality and industrial sectors. DOMOTEX Middle East is the only international trade fair for carpets and floor coverings in the Middle East/North Africa (MENA) region. 2010 is the first year that it has been staged jointly with R+T Middle East, a new spin-off show from R+T Stuttgart, the leading trade fair for roller shutters, doors/gates and sun protection systems. Just on 5,000 trade professionals from the MENA region visited the Dubai International Convention & Exhibition Centre (DICEC) from 10 to 12 May. Most were wholesalers, retailers, decision makers from the construction sector, architects, interior designers and building project planners.

Angela Schaschen, who is General Manager of Deutsche Messe's Dubai branch and in charge of organizing both shows, had this to say: "The construction sector as well as the hotel and hospitality industries in our region are going through a new growth phase. That is clearly evident from the numerous commercial and residential construction projects currently underway. Of course, this also means new opportunities for producers of carpets and floor coverings – which explains the up-beat mood among the exhibitors at this year's DOMOTEX Middle East. The same can be said of the trade visitors and exhibitors at the first-ever R+T Middle East show. This sector, too, will benefit from the marked increase in the number of industrial projects as well as the robust growth in the construction sector throughout the region."

An impressive number of big-name suppliers presented a comprehensive range of carpets, floor coverings and associated services at DOMOTEX Middle East 2010. The products on show included hand-knotted and machine-made carpets, textile and resilient floor coverings, wood and parquet flooring, laminates, ceramic tiles, natural stone and marble, specialized floor coverings for sports facilities, fibers, yarns and textiles.

No. 007/2010

Visitors were also treated to practical demonstrations of application and installation systems as well as state-of-the-art machines and technologies.

In addition, this year's DOMOTEX Middle East featured an expanded networking and knowledge sharing offering. The Designers Corner, for instance, presented the latest design trends plus a selection of inspiring reference projects, while this year's Creative Flooring special display, supported by experts from the UK-based Academy of Flooring Skills (TAOFS), had a strong focus on knowledge sharing and live demonstrations of state-of-the-art techniques and products.

R+T Middle East 2010 showcased a comprehensive range of services and specialized products, such as roller shutters, windows, window shutters, awnings, venetian blinds, doors, gates, sun sails, control and drive technology, electric/electronic security systems, commercial fittings and furnishings and technical literature.

DOMOTEX Middle East clearly benefited from the momentum generated by its parent tradeshow, DOMOTEX HANNOVER, in January. DOMOTEX Asia/CHINAFLOOR 2010, which ran from 23 to 25 March, also recorded high visitor numbers, testifying to a resurgence in the Chinese floor covering sector.

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Your contact for further information:

Onuora Ogbukagu

Tel.: +49 511 89-31059

E-mail: [onuora.ogbukagu@messe.de](mailto:onuora.ogbukagu@messe.de)

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