

2009 Review

17-19 May 2009

DOMOTEX
Middle East
D U B A I

After show report for DOMOTEX Middle East 2009

June 2009

Strong presence of top quality international visitors at DOMOTEX Middle East 2009!



The fourth edition of DOMOTEX Middle East further established its position as must-attend event for all professionals in the flooring industry in the MENA (Middle East North Africa) region.

DOMOTEX Middle East 2009 participants have expressed a well received quality visitor footfall despite the current worldwide economy. Drawn by the Middle East's enormous market potential, 215 exhibitors from 27 countries and 5,149 visitors gathered to search for business opportunities, to discover new flooring solutions and trends and to increase market exposure during the show's three-day run.

The special events 'Designers Corner', for the first time hosting the APID Flooring Seminar and the 'Creative Flooring' live demonstrations added value to the exhibition providing interaction with the visitors on the latest developments in interior design and floor laying techniques.

Positive feedback from exhibitors:

Eddy Dewyn, General Manager of Abu Dhabi National Carpets, commented: "Our participation in DOMOTEX Middle East 2009 was more productive than last year. We had more new products, the time of the event was more convenient, and the overall results were way better than what I expected as we closed nearly 100 deals and agreements worth at least USD 1 million. DOMOTEX Middle East will always be an important industry event for us because it caters to our primary market. We wouldn't be surprised if there will be a much bigger event next year."

Laith Haboubi, Business Development Manager at Innovative Building Solutions LLC by MAPEI, said: "This is Mapei's fourth year of participation at DOMOTEX Middle East and we see the show as a perfect platform to showcase our products to the regional market. DOMOTEX for us is a true trade show in the sense that exhibitors and attendees are highly focused on the business. This is important for us in order to further understand the requirements of our customers and the market generally and in turn for them to view our full range of products and solutions."





Exhibitors

DOMOTEX Middle East 2009 lived up to its reputation of being the only dedicated floor covering and carpet exhibition in the Middle East and North Africa (MENA) region with exhibitors and visitors delivering a positive message. Exhibitors were looking for new business contacts to meet with existing clients and to (further) raise their company profile in the Middle East market, which turned out to be successful for most participants, as 79% stated to have met good quality visitors at their stand. While 80% of the visitors stated that they will return in the coming year.

Exhibitors by main display category

Display Category	Number of Exhibitors
Hand-made Carpets and Rugs	92
Machine-made Carpets and Rugs	31
Wood & Parquet Flooring	20
Machinery and Technology	17
Associations and Publications	12
Laying Skills, Cleaning and Application Technologies	11
Textile Floor Coverings (wall-to-wall)	8
Fibres, Yarns and Textiles	7
Resilient Floor Coverings	6
Laminate	6
Artificial Grass and Sports Flooring	1
Others	4
Total	215



Exhibitors' countries of origin

Europe	71
MENA	52
Far East	46
Indian Subcontinent	30
America	11
South East Asia	5
Total Exhibitors	215



More feedback from exhibitors:

Ravi John, Business Development Manager of Al Abdullatif Industrial Investment Company, said: "This year the global financial crisis affected our operations in Europe and the USA, but at the same time new opportunities showed up in the Middle East. As such, DOMOTEX Middle East is very important to us as it focuses on a market where around 70 per cent of our clients are based. We basically had better results than last year with more visitors and buyers. Moreover, we are always able to attract long-term customers in each of our participation at DOMOTEX Middle East."

Amir Ghanbarinia, Managing Director of Heritage Carpet, said: "An event such as DOMOTEX Middle East is of great importance to increase our sales and business contacts. The Middle East edition of DOMOTEX has been growing year on year. This year, the event has been much better, if you consider the current financial crisis all around the world. Though we weren't expecting so many visitors to the show, we are amazed at the kind of response the event has managed to generate."

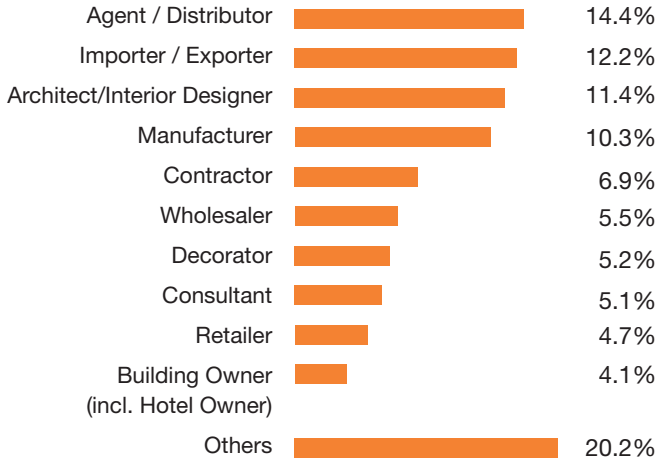
Masoud Mahmoudi, Managing Director of Fibril FZE, said: "During the closing of the exhibition, we were surprised to receive an order for a few extrusion machineries from one of our customers. Despite the low expectations related to the economic downturn, this event eventually proved to be one of the most interesting shows we have participated in as it offered very good prospects for our business. We look forward to participate and have a better performance in DOMOTEX Middle East 2010."

Visitors

81% of the visitors have purchasing responsibility

DOMOTEX Middle East 2009 attracted serious buyers. 67% of the visits were determined by investment plans and 74% of all visitors indeed placed orders during the show.

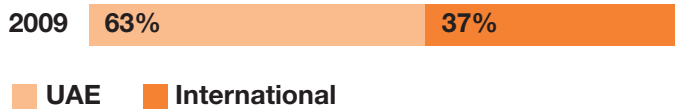
Visitors' profile



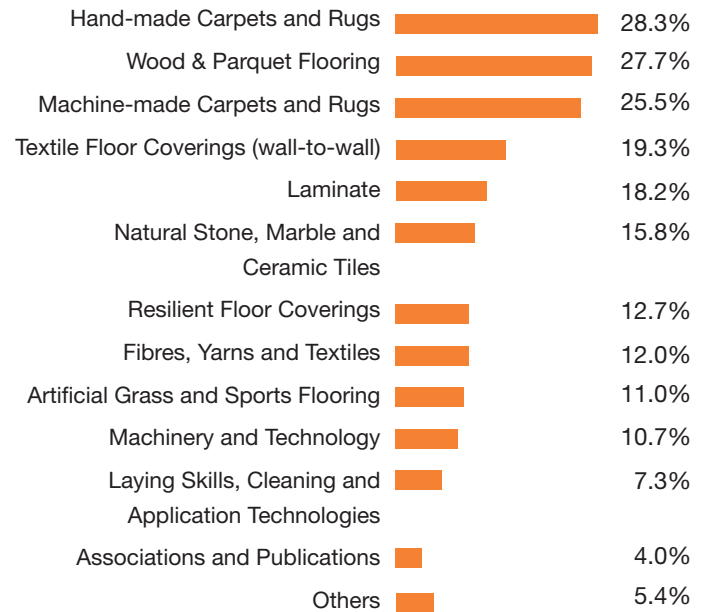
Middle East region well represented: High concentration of flooring professionals at DOMOTEX Middle East!

From the total Middle East the visitor turnout was 3,913 visits. The top 3 visiting countries are the UAE (63%), Iran (6%) and Saudi Arabia (5%). In total, the visitors came from all continents representing 75 countries.

Buyers from 75 countries



Visitors' areas of interest

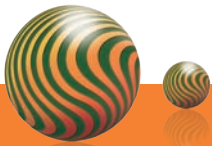


The top three reasons for visiting were:

- Looking for new suppliers (40%)
- Seeing the latest trends and developments (28%)
- Meeting current suppliers 18%

The visitors were satisfied about the show (68% stated good to very good), thought the visit had great benefit for their work (73%), would recommend to visit (85%) and to exhibit (69%) at DOMOTEX Middle East.





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Value added Special Events

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

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 2009 were hotel flooring and office flooring. The demonstrations were held by professionals from The Academy of Flooring Skills (TAOFS) from the UK.



DESIGNERS CORNER

Architects and designers attended showcases, seminars and displays of design floor coverings in the Designers Corner. They were inspired in a special atmosphere with a designers lounge area where the hottest projects in the GCC were presented.



Flooring Seminar

As part of its expanded and enhanced line-up of activities this year, DOMOTEX Middle East inaugurated the Association of Professional Interior Designers (APID) Flooring Seminar at the Designers Corner.

The Flooring Seminar provided the attendees with information about the role of flooring in interior design. Interior designers from the UAE and other GCC countries and several renowned local and international speakers attended the seminar, and facilitated a high-level exchange of ideas about the important role of flooring in interior design and new industry trends.



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We look forward to welcoming you again at DOMOTEX Middle East to be held from May 10-12, 2010 in the Dubai International Convention and Exhibition Centre.



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16 - 19 January 2010
www.domotex.de



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10 - 12 May 2010
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