

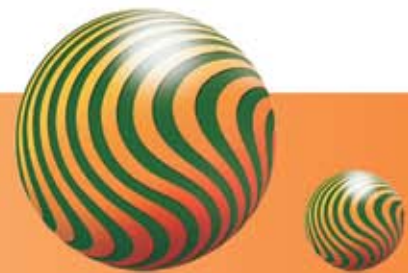


Flooring makes the difference



Exhibit at the region's leading trade show for carpets and floor coverings – your gateway to the lucrative Middle East and North African market

Invitation To Exhibit



10 – 12 May 2010

DOMOTEX
Middle East
D U B A I

DOMOTEX Middle East 2010

DOMOTEX Middle East, the only dedicated carpet and floor coverings exhibition in the Middle East and North Africa (MENA) region, is all geared to step into another successful year with its fifth edition. The event will be held from 10 to 12 May 2010 in Dubai International Convention and Exhibition Centre.

The ongoing projects across the region are bound to lead the growth of the flooring sector, sustaining high demand for carpets and floor coverings. DOMOTEX Middle East is the ideal platform for gaining a footstep into this lucrative market and reconfirming one's position in the Middle East.

The GCC real-estate sector continues to grow

In spite of the global economic crisis, the future outlook for the Middle East and North Africa (MENA) region and the UAE is optimistic. The MENA region's gross domestic product (GDP) is expected to grow with an average 4.63 per cent over the four-year period from 2010-13. The GDP for the UAE is projected to reach 4.4 per cent in 2010 (source: Economist Intelligence Unit, 2009).



A key contributor to the expanding economy remains the real-estate industry. While some developments have prudently been put on hold during the economic downturn, others are steaming ahead. The UAE is carrying out projects in construction and other sectors with a total value of nearly 930 billion USD – some 45 per cent of all projects planned in the Gulf. The combined value of projects planned or being carried out in the GCC (Gulf Cooperation Council: Bahrain, Kingdom of Saudi Arabia, Kuwait, Oman, Qatar and United Arab Emirates) totaled around 2.1 trillion USD at the end of the second quarter of 2009, more than four times the estimated value of projects in June 2005, an annual growth of nearly 50 per cent (source: Kuwait National Bank, 2009).

The Venue

DOMOTEX Middle East 2010 will again be held at the Dubai International Convention and Exhibition Centre (DICEC), an enviable location in a dynamic city with flexible and versatile meeting and exhibition spaces and impressive facilities. DICEC is a world-class venue that has it all. More information about the venue can be found at: www.dicec.ae.

NEW! - DOMOTEX Middle East 2010 held concurrently alongside R+T Middle East

Middle East

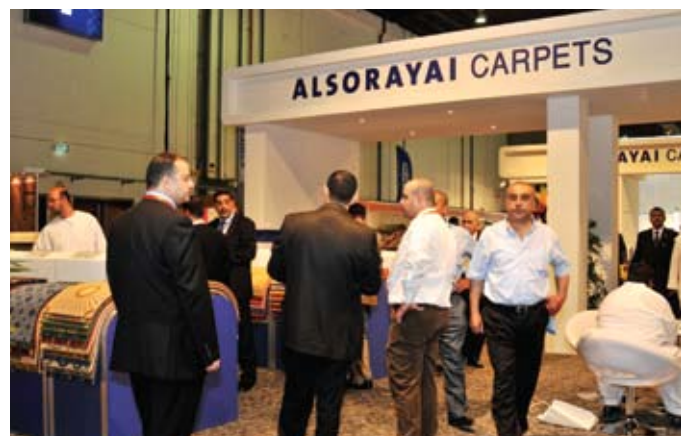
معرض
الشرق الأوسط



R+T Middle East 2010 – the only professional trade show dedicated on shutters, sun protection, rolling doors and garage doors will be staged for the first time in Dubai and

is jointly organised by Messe Stuttgart and Deutsche Messe Dubai Branch.

R+T Middle East will be taking place parallel to DOMOTEX Middle East expanding an extremely successful trade fair combination to the Middle East region. The cooperation between R+T Asia and DOMOTEX Asia/CHINAFLOOR in Shanghai was and still is a guarantee for packed trade fair halls, offering a wide spectrum of technical innovations presented by global market leaders of the industries, as well creating considerable synergy effects for both exhibitors and visitors.



DOMOTEX Middle East - The right choice!

DOMOTEX Middle East lived up to its reputation of being the must-attend buying event for carpets and floor coverings in the MENA region, attracting quality exhibitors, quality visitors and more business. 81% of the visitors at DOMOTEX Middle East are in management positions with purchasing responsibility - and many visitors attending come with the intention of signing orders before they leave.

There is something special about DOMOTEX Middle East that exhibitors and visitors enjoy above all other shows. DOMOTEX Middle East is a business-to-business only exhibition. With a focused range of exhibits, easily identified sectors, a relaxed atmosphere with quality 'face-to-face time', it's the most attractive place to launch new products, generate new sales leads, explore new business opportunities, strengthen your existing business partnerships and promote your flooring products.

DOMOTEX Middle East provides you with a unique trade only platform to escalate your industry profile and sell your products, services and capabilities to potential customers in the profitable Middle Eastern markets.

The exhibitors at DOMOTEX Middle East 2009 had an upbeat experience about the show as the perfect platform to reach out to the regional construction and interiors industry. A few quotes 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 participations at DOMOTEX Middle East."

Mark Vervaeke, Manager Export & Promotion and Division Manager "Carpets & Interior Textiles" + "Technical Textiles" of Fedustria, said:

"Together with Flanders Investment and Trade, Fedustria, The Federation of the Belgian, Textile, Wood and Furniture Industry has been exhibiting at DOMOTEX Middle East from the very first beginning. Due to the general economic crisis the number of participating Belgian companies in the 2009 edition was reduced and the expectations were rather modest. Nevertheless, the 2009 edition proved to be quite successful and encourages coming back in 2010 with more Belgian exhibitors. We are confident that DOMOTEX Middle East 2010 will increase again and will remain the most important trade show for carpets and floor coverings in the whole Middle East region.

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."

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."



Value-added Special Events

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

creative FLOORING DOMOTEX

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

New for Creative Flooring 2010 is a competitive element where several teams will compete in a test of speed, skill and expert knowledge. The demonstrations and competition will be led by professionals from The Academy of Flooring Skills (TAOFS) from the UK.

As exhibitor you can sponsor this interactive event as it's a great way of gaining additional exposure by live showing your floor product demonstrations. For more details contact the project team directly.



The Creative Flooring 2009 platinum sponsors



Other supporters of Creative Flooring 2009



DESIGNERS CORNER

Architects and designers are welcome to attend showcases, seminars and displays of design flooring in the Designers Corner. They will be inspired by a special atmosphere where exhibitors will display the hottest projects in the GCC.

The Designers Lounge is centrally located in the show, where the seminars and showcases of reference projects will be presented. Adjacent to the Lounge suppliers of design flooring will be exhibiting their design products. The Designers Corner will again be supported by the Association of Professional Interior Designers (APID).

The Designers Corner 2009 was sponsored by Al Sorayai Carpets



Visitor Profile

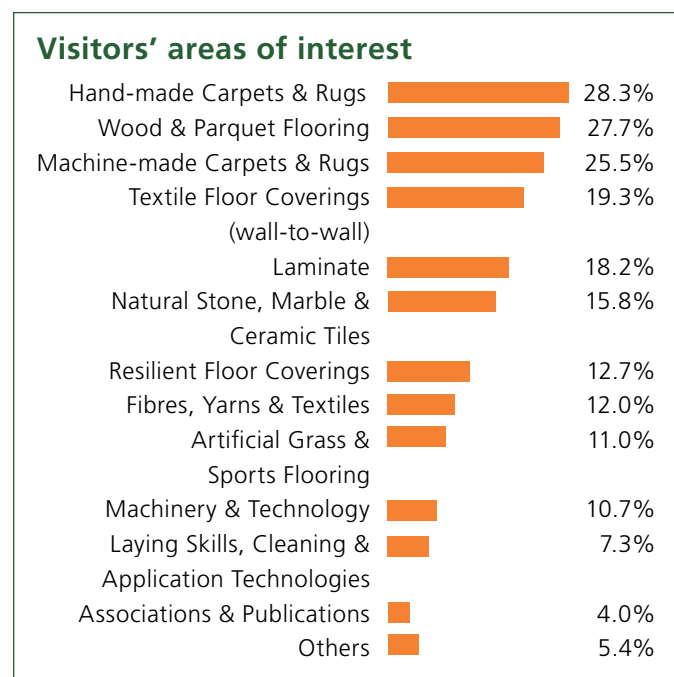


The figures speak for themselves. DOMOTEX Middle East is a must for meeting thousands of quality buyers from across the GCC and wider region.

Drawn by the event's expanded coverage and inspired by the MENA region's enormous market potential, 215 exhibitors from 27 countries and 5,149 visitors gathered at DOMOTEX Middle East 2009 to search for business opportunities, to discover new flooring solutions and trends and to increase market exposure during the shows three-day run. The top 3 visiting countries were the UAE (63%), Iran (6%) and Saudi Arabia (5%). In total, the visitors came from all continents representing 75 countries.

Exhibitors in DOMOTEX Middle East 2009 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.

In 2009 the visitors covered the following industries and showed interest in the following product categories:



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.



Exhibitor Profile

DOMOTEX Middle East is an exhibition for various types of floor coverings and exhibitors from all over the world. In 2009 the exhibitors were represented as follows:

Exhibitors by main display category

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

Marketing Campaign

- Advertising in over 30 newspapers and 25 specialist trade and business magazines all over the GCC and MENA region, including target publishers from International Market.
- PR tour in the GCC and MENA: face-to-face interviews within with journalists from leading newspapers and specialist trade and business magazines
- Inserts in leading trade publications
- Over 200,000 personalised email shots
- Over 300,000 highly personalized direct mail invitations
- Over 500 radio advertising spots in key drive time slots
- Eye catching billboard roadside adverts
- Regularly, targeted e-newsletters and show updates
- www.domotex-middle-east.com offering online registration
- Personal invitations to VIP's trade associations and country delegations

Organisers

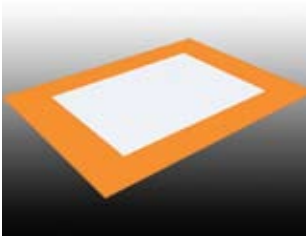
DOMOTEX Middle East 2010 is organised by Deutsche Messe, one of the foremost trade exhibition organisers with some 100 events worldwide. DOMOTEX is the internationally renowned name in floor covering exhibitions with shows in three prominent markets. As the world's largest trade fair of its kind, German based DOMOTEX HANNOVER sets the benchmark standard for exhibiting companies and visiting professionals alike. Located in Shanghai, DOMOTEXasia/CHINA FLOOR is the biggest international trade fair for the floor covering industry in Asia and China. Catering to the market in the Middle East and North Africa, DOMOTEX Middle East in Dubai is the region's only specialized floor covering show, meeting the needs Middle East construction market.

Exploit additional global DOMOTEX opportunities:



Grow your business by exhibiting at DOMOTEX Middle East

Book your stand now!



Option 1: Space Only

US\$ 355/sqm min. 21sqm

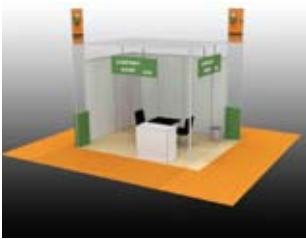
Simply rent the space and assemble the stand of your choice. Our professional team is always happy to advise you on choosing the right option and design that will present your company in the right light and reflect your image.



Option 2: Standard Shell Scheme

US\$ 405/sqm min. 12sqm

Includes: stand construction, name panel with company name, electrical socket, electricity supply, stand carpet, 4 spotlights, cleaning and furniture package (1 table, 2 chairs and 1 waste bin)



Option 3: Premium Shell Scheme

US\$ 460/sqm min. 12sqm

Includes: standard shell scheme package and additional colored name panel, feature columns, company logo, 1 lockable cabinet, 1 sqm storage room

Option 4: Designers Corner Package

US\$ 485/sqm min. 12sqm

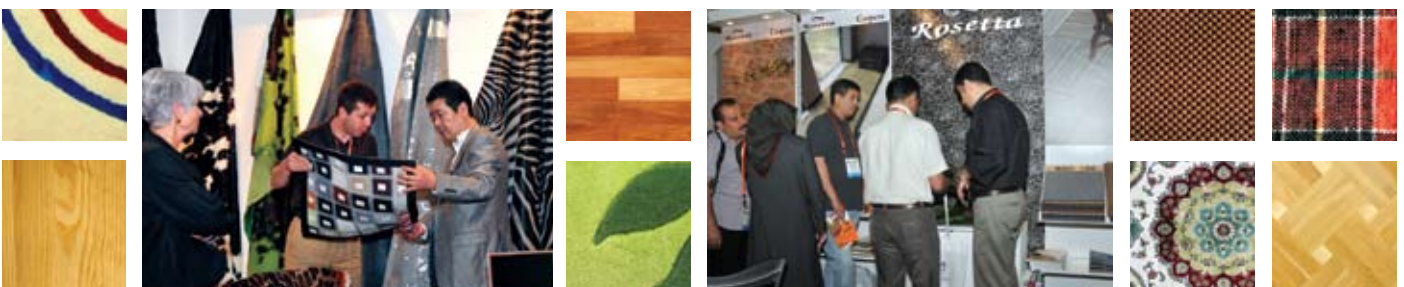
Includes: special design stand construction with company logo, special furniture and promotional activities as reference project presentation at Designers Lounge. For more details about this option contact the project team directly.

Early Bird Discount

Register your stand space by 1 December 2009 and receive a US\$ 10 discount per square meter on your entire stand space. Sign up as soon as possible also to get a better choice of locations!

Sponsorship Opportunities

Take your brand beyond your stand at DOMOTEX Middle East 2010. Sponsorship elevates your company and brands to an even higher level, with real opportunities for increased awareness and impact designed to drive lucrative traffic to your stand.





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Dubai Branch

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Supporters of DOMOTEX Middle East



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Official Hotel Partner

Rotana



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