

**DOMOTEX Middle East 2010 fifth edition opening soon!**

The upcoming DOMOTEX Middle East 2010 is approaching its fifth edition in less than four months to again welcome professionals in carpets and floor coverings from the Middle East and North Africa region. With the strong presence of top quality international visitors at the fourth edition, DOMOTEX Middle East has further established its position as a must-attend event for all experts in the flooring industry. The ongoing projects across the region are bound to lead the growth of flooring sector, sustaining high demand for carpets and floor coverings. Therefore DOMOTEX Middle East 2010 is expected to achieve a further increase in turnout of exhibitors and visitors.



DOMOTEX Middle East show dates are May 10th to 12th, 2010, which fits perfectly in the region's business calendar. The co-location with R+T Middle East - a spinoff of the world's leading trade show dedicated to roller shutters, sun protection, and garage doors has been much appreciated by the market. Already 70 percent of the exhibition space for the upcoming edition of DOMOTEX Middle East is booked, which underlines the popularity and significance of this event in the region.



**Upcoming projects gain regional upturn in flooring industry for office sector**



DOMOTEX Middle East, the only international trade fair for carpets and floor coverings in the MENA region, has revealed that the UAE remains a vital growth market for exhibitors of the upcoming trade event as the country accounts for up to two-thirds of an estimated USD 22 billion worth of interior design contracting projects from 2009 to 2010 in the GCC. Interior design contracting covers all flooring requirements of construction projects; on average it makes up between 15 to 20 per cent of the total project value.

Angela Schaschen, Managing Director, Deutsche Messe Dubai Branch, organisers of the event said, "The latest studies clearly show that demand for carpets and flooring solutions are

increasing in view of the relatively large number of construction projects in the GCC, including several projects in the process of completion. The UAE is particularly a key investment destination as it accounts for two-third of the total value of projects in the region. Saudi Arabia, Qatar and other GCC countries likewise remain important growth areas because of the steady increase in development activities in these markets. Overall the growth potential remains very strong reflected by the surging interest from international industry players who are eagerly looking forward to their participation at DOMOTEX Middle East."

"We have accordingly prepared extensively to accommodate the requirements of repeat as well as new exhibitors and to cater to the demands of trade buyers in the region. The present condition of the GCC market has certainly energized both trade sellers and buyers to look for gainful business opportunities," added Ms. Schaschen.

**DOMOTEX Middle East - The right choice of experts!**

Geert Vanden Bossche, Marketing Director of Balta Group, said: "As a market leader, the Balta Group wants to be a global player therefore the Middle East area is of strategic importance for both broadloom carpets and area rugs. The Balta Group has been loyal to the DOMOTEX Middle East and Dubai is a good central & attractive location to visit. DOMOTEX Middle East maintains its strong brand presence in the Middle East and is very professionally organised. The event is a perfect opportunity to meet large number of customers in only three days and do business, we believe there still is a huge market for rugs, broadloom carpets and laminate flooring solutions in the Middle East market, hence we want to cater to that demand through a specialized event such as DOMOTEX Middle East."



Abdullatif Al Abdullatif, CEO of Al Abdullatif Industrial Investment Co., said: "Being the only dedicated carpet show in the region, DOMOTEX Middle East has become a live platform for serious carpet business. Since we receive a major contribution in sales from the MENA region, we use this platform to interact with our existing customers and display all our new developments. New infrastructure investments as well as ongoing projects due for completion will lead to an increased demand for carpet and floor covering products in the MENA region."

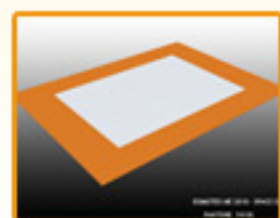
Saleh Nasser Al Sorayai, Managing Director of Al Sorayai Carpets said: "Al Sorayai continues to be optimistic regarding the future of the carpet and floor covering business as a whole and intends to continue as a participant in the DOMOTEX shows. The market in Saudi Arabia continues to grow at a steady pace, even in light of current and recent economical events. The company is dedicated to its current growth plan by introducing new designs and colours in all aspects of the product to ensure that we can continue to improve and enhance our capability to serve the customer. Al Sorayai will dare to be different as never before."

**Be a part of the success**

**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 please contact the project team

**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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