



10 – 12 May 2010  
**DOMOTEX**  
Middle East  
D U B A I

# 2010 Review

After show report for DOMOTEX Middle East 2010

June 2010

## The Middle East continues to be a highly attractive destination for global suppliers of carpet and flooring solutions

The fifth edition of DOMOTEX Middle East sustained its status as the only dedicated professional trade show for carpets and floor coverings in the Middle East and North Africa (MENA) region.

DOMOTEX Middle East this year was even a more attractive platform for high quality trade buyers, as it was concurrently held alongside R+T Middle East 2010, a spin-off of the world's leading trade show for roller shutters, doors, gates and sun-protection systems. For both shows 4,864 trade visitors and 225 exhibitors from 34 countries gathered, leveraging the steady growth of the region's construction, hospitality and industrial sectors.

Despite the measured recovery following the global downturn worldwide, the region's construction and hospitality sectors are currently witnessing a period of improved growth, with several major commercial and residential projects underway. Consequently this has created opportunities for the carpets and floor covering sector.

A series of special events once again remained a striking concept during this edition of DOMOTEX Middle East 2010, that included Creative Flooring – the live “how to” demonstration area as well as the Designers Corner that presented showcases and seminars supported by the Association of Professional Interior Designers (APID) at the Designers Lounge.



# Exhibitors

DOMOTEX Middle East 2010 once again succeeded in assembling a global selection of leading exhibitors who presented a comprehensive selection of carpets and floor coverings. The majority of the exhibitors were keen to find new business contacts, meet existing clients or partners and further raise their company profile in the Middle East market.

## Exhibitors by main display category

Display Category	Number of Exhibitors
Hand-made Carpets and Rugs	78
Machine-made Carpets and Rugs/Textile Floor Coverings (wall-to-wall)	26
Wood, Parquet and Laminate	18
Association and Publication	11
Laying Skills, Cleaning and Application Technologies	11
Machinery and Technology	11
Resilient Floor Coverings	10
Fibres, Yarns and Textiles	7
Others	6
<b>Total</b>	<b>178</b>



## Exhibitors' countries of origin

Europe	47
MENA	36
Far East	44
Indian Subcontinent	48
America	3
<b>Total Exhibitors</b>	<b>178</b>



This edition of DOMOTEX Middle East once again offered a new, higher level of experience and sophistication in the series of interactive networking activities.

## creative FLOORING DOMOTEX

Creative Flooring the live "how-to" demonstration area, was again well received by the visitors as they could discover here how to install mixed material combinations on a variety of surfaces including wall-to-wall carpet, wood flooring, carpet tiles and resilient flooring as well as find out the latest techniques on floor leveling (sponsored by Thomsit - Henkel Polybit) and the use of dust-free sanding and grinding tools (sponsored by Janser).

The demonstrations held by professionals of TAOFS (The Academy of Flooring Skills) from the UK showed how best to utilize all aspects of flooring and how designers demands can be met when using different types of flooring together.



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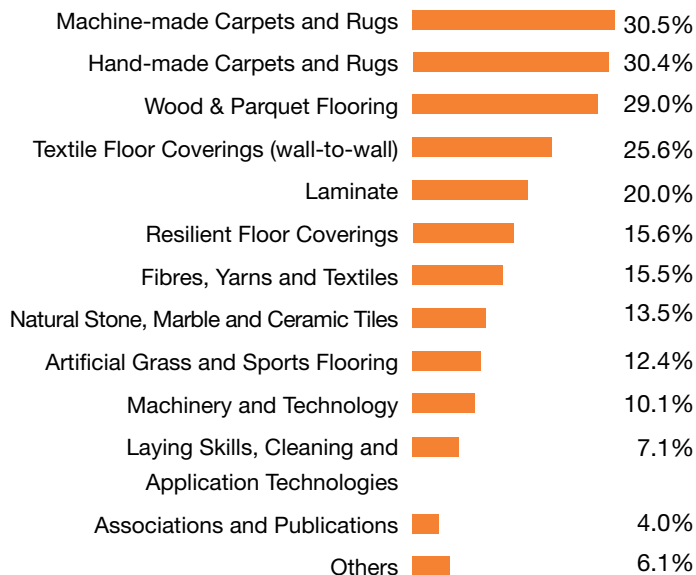




# Visitors

Star attractions at DOMOTEX Middle East 2010 were product lines such as hand-made carpets and rugs, machine-made carpets and rugs and wood and parquet

## Visitors' areas of interest



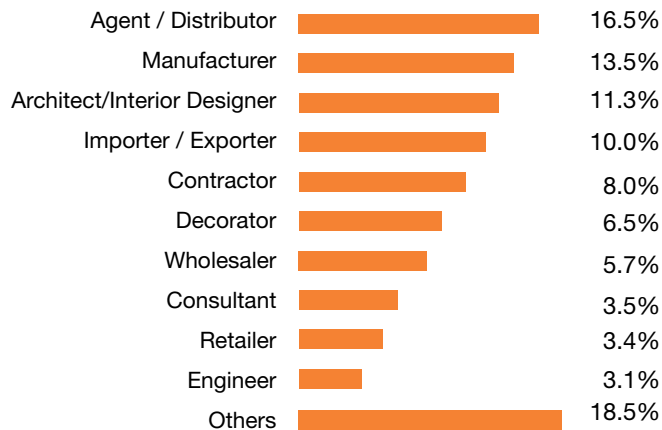
## Quality professionals for both shows from the Middle East region:

Once again this year the top 3 visiting countries from the Middle East region were UAE (63%), Iran (7%) and Saudi Arabia (5%). In totality, the visitors' attendance was from all continents representing 75 countries.

## Buyers from 75 countries



## Visitors' profile



## The main purposes for visiting were:

- Looking for new suppliers (56%)
- Meeting current suppliers (29%)
- Seeing the latest trends and developments (28%)

81% of the visits were determined by investment plans.  
 70% of all visitors placed orders during the show.

# Presentations and Seminars

## DESIGNERS CORNER

Yet again the Designers Corner offered a wide range of showcases, seminars, and displays of designer flooring that were attended in hordes by architects and designers from across the region. Many were inspired by a special atmosphere where exhibitors displayed their key projects in the GCC region.



Following the successful response during the 4th edition of DOMOTEX Middle East, the Association of Professional Interior Designers (APID) this year again invited high profile speakers to conduct seminars at the DOMOTEX Middle East Designers Corner. Speakers included Ms. Yvonne Tobien, the Marketing Manager, at Luxaflex-Hunter Douglas Middle East; Ms. Cathy Ingram, the Senior Design Manager at Bluehaus Group, Abu Dhabi; Dr. John Alexander Smith, the Professor of architecture and interior design at American University in Dubai; Ms. Ana Seixas, the Marketing Manager for MEA at interfaceFLOR, Dubai.



At the event, Ms. Yvonne Tobien spoke about stylish and energy-efficient solutions for windows, meanwhile Ms. Cathy Ingram addressed the needs for various applications in floorings and the drive for sustainability with an environmental twist. Dr. John Alexander Smith on the other hand spoke about the old problems faced by technicians and the new materials available as far as flooring is concerned. Ms. Ana Seixas' seminar was about how and why environmental product declarations are important.

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**We look forward to welcoming you again  
at DOMOTEX Middle East 2011**

Thanks to our supporters



## Domotex Worldwide



15 - 18 January 2011  
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22 - 24 March 2011  
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