



Exhibit at the region's premier showcase  
for carpets and floor coverings

12-14 September 2011

12-14 Sept. 2011 • Dubai

**DOMOTEX**  
**Middle East**

Flooring makes the difference

# DOMOTEX Middle East – A panorama of the world's best in carpets and floor coverings

## Sole Platform and annual forum for floor covering professionals

DOMOTEX Middle East, the largest and only dedicated trade show profile of its kind in the Middle East enters its sixth successive year in 2011 and will envelope the entire spectrum of the flooring industry along with all allied sectors within this product category.

### DOMOTEX Middle East.....NEW SHOW DATES endorsed by all major exhibiting countries

DOMOTEX Middle East will be held from 12-14 September 2011 at the Dubai International Convention and Exhibition Centre. The new dates provide a better window of opportunity for exhibitors to plan their participation professionally between the 2011 edition of DOMOTEX – Hannover in January, DOMOTEXasia/CHINA FLOOR – Shanghai in March and DOMOTEX Middle East – Dubai in September 2011 and all related flooring trade shows located in Europe, North America and Asia.



## Shifting trends, sector wise growth patterns – GCC

From mid 2009 onwards the GCC (Gulf Cooperation Council) GDP is forecasted to rise 6.2%, up from a contraction of 0.9%. The Middle East, especially the GCC and its catchment areas are still one of the world's largest markets with the construction industry worth over US\$ 1 trillion, paving the way for companies in the flooring industry to exploit the potential, with a view to gain a foothold in this ever expanding market and maintaining their network in the region. The global growth in 2009/2010 is expected to be the lowest since World War II at 0.5%, the GCC region is estimated to progress at 3.5% during the same period. Current indicators point towards a recovering, positive and steady construction sector in the GCC, with Saudi Arabia and Qatar forecasted to witness the most favorable growth patterns. The driving force behind this growth will be considerable funding towards infrastructure projects that include health, energy, public transportation, housing, railway systems, tourism and leisure projects.

(Source: Deloitte, GCC powers of construction)

An essential revenue contributor for companies in the flooring sector is the Hotel and Hospitality sector which is still experiencing an upsurge in projects underway. The wider Middle East hospitality industry is likely to see 98 new hotels with over 27,000 rooms in 2010 and approximately 115 hotels with approximately 33,000 rooms in 2011. The GCC will witness 48 new hotels opening their doors with around 15,000 rooms by end 2010 at an estimated cost of \$ 7.3 billion.

# One stop destination for all your flooring needs!

## DOMOTEX Middle East - An unrivalled platform for carpets and floor covering products

With an estimated US\$ 1 trillion investment on construction projects through unique development plans despite the global slowdown, the wider Middle East region gathered pace whilst setting a comprehensive standard that is attracting worldwide attention. DOMOTEX Middle East re-affirmed its position as a must attend event for carpet and flooring professionals with yet another successful edition in 2010. Over 81% of the visitors at the show had a confirmed buying agenda while also using the forum for sourcing additional new products and innovations on offer.

**DOMOTEX Middle East, the only vertical show of its kind in the region retains its uniqueness by providing:**

- Fast track access to professionals from the flooring industry within the region and beyond
- Facilitates new business with key industry segments and high profile individuals
- Business-to-Business opportunities with trade visitors who have purchasing responsibility
- Networking facility with professionals from the carpet and floor covering industry - an opportunity to expand and increase market penetration



## DOMOTEX Middle East – The expert's choice

**By rolling out the best in carpets and floor coverings, DOMOTEX Middle East 2010 sustained the perfect platform for the exhibitors as they share a few quotes:**

**Eddy Dewyn, General Manager at Abu Dhabi National Carpet Factory, said:**

“ We are participating in DOMOTEX Middle East since its inception in 2006 and must say that our association has always been successful. This year during DOMOTEX Middle East 2010 we had a business worth US\$ 1 million and we hope to expand our profit more towards the end of 2010. ”

**Bert Grogor, Marketing Manager of Preferred Specialist Services LLC, said:**

“ We used DOMOTEX Middle East 2010 as a platform for the launch of our new flooring product Crystal Inlay. Being unsure of the results we would achieve, we felt that exhibiting to a target audience such as DOMOTEX Middle East carpet and floor coverings would best help us gauge the new products interest in the flooring community instead of exhibiting in a 'generic' type of show where results could be misleading. I'm delighted to say the show was a success for us and resulted in good exposure for our brand plus it generated many leads which turned into profitable flooring projects. Hence, it was a pleasure to work with Deutsche Messe Dubai. ”

**Anil K R, Director, NCRMI (Special Officer, Kerala State Coir Marketing Consortium), said:**

“ We are extremely thankful to the team of DOMOTEX Middle East for the whole hearted support rendered to us during the 3 days of the fair. As far as business was concerned, it was a great success for us. We received firm orders for over AED 800,000/- in a single day from various countries (Lebanon, Argentina, UAE and Saudi Arabia). We are in the process of finalising another order for the same amount following the show with additional follow up meetings and negotiations in place. The organisation in principle has already decided to be back at the next edition of DOMOTEX Middle East in 2011 with more member companies. ”

# Added show features – be a part of it

**DOMOTEX Middle East offers exhibitors value added opportunities to further strengthen their participation at two specially created areas of the exhibition, for design and project showcases, alongside seminars and dedicated conferences, live demonstrations and expert on-site advice to inspire creative instincts on the latest in floor laying skills.**

## creative FLOORING DOMOTEX

Creative Flooring offers a live “how-to” demonstration area, featuring time-saving and quality enhancing techniques with new products. Flooring professionals can avail the opportunity on how to install mixed material combinations on a variety of surfaces including wall-to-wall carpet, wood flooring, carpet tiles and laminate flooring. The demonstrations will be led by professionals from the Academy of Flooring Skills (TAOFS) from the UK.

In order to gain additional exposure by live display demonstrations of your flooring product, exhibitors can sponsor this interactive segment of special events. For more details contact the project team.



Platinum Sponsor 2010:



Gold Sponsor 2010:



Product Sponsors 2010:



## DESIGNERS CORNER

The Designers Corner is the meeting-place for architects and designers from across the region offering all exhibitors excellent business opportunities in the contract market. The mix of company presentations, seminars and displays of design flooring, provide attendees with a great opportunity and an impactful impression by displaying the hottest projects in the GCC. This unique in-show event is highly valued by architects and interior designers.

The Designers Corner will again be supported by the Association of Professional Interior Designers (APIID).

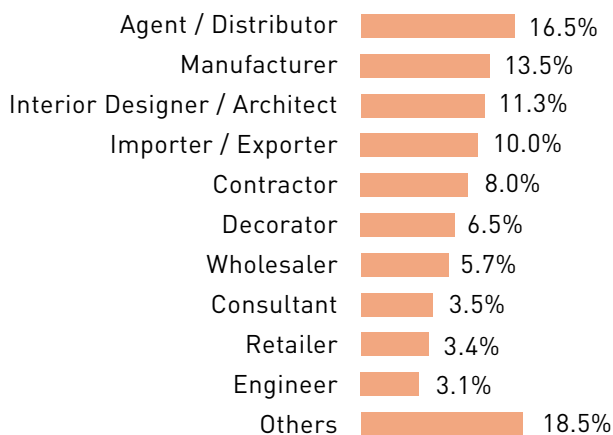
# Visitor Profile

The annual forum and international trade show for the carpet and flooring sector, DOMOTEX Middle East is an event not to be missed to network and conduct business with industry professionals from beyond the GCC and the wider Middle East.

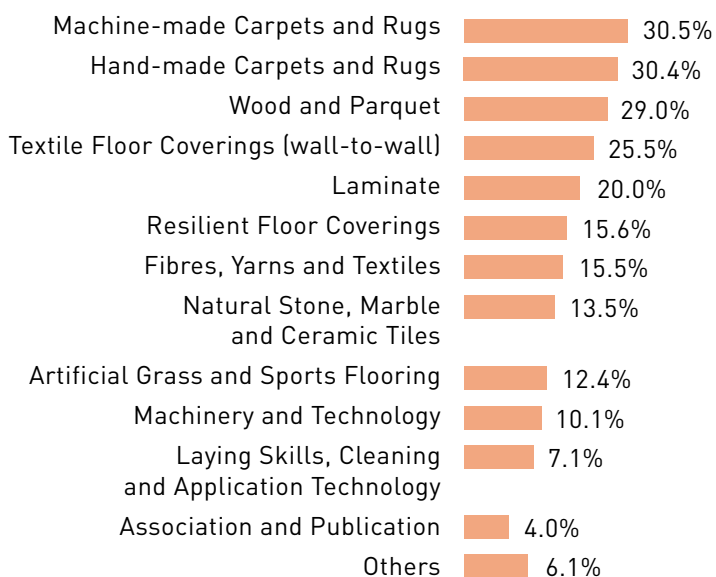
True to the shows image and the existing market opportunities prevalent in the region despite the slow-down in other markets, DOMOTEX Middle East 2010 witnessed 4,864 focused buyers from over 75 countries encompassing all continents visiting the show. Over 175 exhibitors from Europe, MENA, Far East, Indian Subcontinent and the USA showcased their new product lines and innovations. The UAE, Saudi Arabia and Iran led the way in visitor country of origin.

**The visitor areas of interest during DOMOTEX Middle East 2010 were in the following industries and product categories:**

## Visitors' Profile



## Visitors' areas of interest



## The main purposes of 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**



# A springboard to the wider and lucrative emerging markets of MENA region

## Marketing Campaign

- Advertise placement in more than 35 newspapers and over 30 specialist trade/business magazines all over GCC and Middle East & North Africa (MENA) region including international publications.
- Media tour in the GCC and MENA countries, one-one interviews with journalists from leading newspapers and special trade and business magazines
- Flyer inserts campaign in leading publications
- Over 250,000 personalised e-shots
- More than 300,000 highly personalized direct mail invitations
- Radio advertisement for over 500 spots in leading radio stations
- 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
- Promotion during DOMOTEX Worldwide events
- Distribution of press release to leading publications in MENA region on regular basis

## Africa to Dubai – increased business prospects - focus on DOMOTEX Middle East

Trade between the GCC and North Africa continues to grow. Additionally, the Common Market Eastern Southern Africa ( COMESA ) - a trade bloc of 19 African countries stretching from Libya to Zimbabwe have increased their business activities in the region - primarily the UAE with current trade figures over US\$ 22bn.

Included in this year's visitor marketing campaign for DOMOTEX Middle East is a comprehensive promotional drive to reach the African continent. Planning extensive media campaigns in leading African print media, trade directories, web portals, association tie-ups to promote visitor trade delegations with the assistance of their respective embassies, consulate and trade offices in the UAE.



## Exhibitors at the 2010 edition were represented as follows:

### 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>

## Organisers

DOMOTEX Middle East 2011 is organised by Deutsche Messe, the name behind DOMOTEX Hannover – the world's leading flooring event that sets a benchmark by organising exhibitions in three prominent markets. Located in Shanghai, DOMOTEXasia/CHINAFLOR is the biggest international trade fair for the floor covering industry in Asia. Catering to the market in the Middle East and North Africa, DOMOTEX Middle East in Dubai is the region's only specialised floor covering show, meeting the needs of Middle East construction market.

Deutsche Messe has extensive expertise and experience in planning and executing around 100 trade fairs and exhibitions in Germany and abroad every year, involving 25,000 exhibitors, 2 million visitors and 15,000 journalists from over 100 different countries.

15–18 Jan. 2011 · Hannover

**DOMOTEX**  
The World of Flooring

[www.domotex.de](http://www.domotex.de)

22–24 March 2011 · Shanghai

**DOMOTEX**  
asia **CHINAFLOR**

[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)

# Develop your business and exhibit at DOMOTEX Middle East

## BOOK YOUR STAND NOW!



**Option 1:**  
**Space Only**  
Price: US\$ 355/m<sup>2</sup>

- Stand area (min. 21m<sup>2</sup>)
- 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**  
Price: US\$ 405/m<sup>2</sup>

- Stand area (min. 12m<sup>2</sup>)
- Back walls and side walls (white)
- Stand carpet
- Furniture package ( 1 Table, 2 Chairs, 1 Waste bin), no. of packages included depends on stand size
- 1 Electrical socket and Electricity supply
- 4 Spotlights
- Name panel
- Stand Cleaning



**Option 3:**  
**Premium Shell Scheme**  
Price: US\$ 460/m<sup>2</sup>

- Stand area (min. 12m<sup>2</sup>)
- Back walls and side walls (white)
- Stand carpet
- Furniture package ( 1 Table, 2 Chairs, 1 Waste bin), no. of packages included depends on stand size
- 1 Electrical socket and Electricity supply
- 4 Spotlights
- Name panel
- Feature columns with company logo
- 1 Lockable cabinet
- 1 m<sup>2</sup> Storage room
- Stand Cleaning

**The premium shell scheme package can be offered in your corporate colours!** (colour details have to be submitted latest 19th August 2011)



**Option 4:**  
**Designers Corner Package**  
Price: US\$ 490/m<sup>2</sup>

- Stand area (min. 12m<sup>2</sup>)
- Back walls and side walls Sodem/Octonom system (white)
- Stand carpet
- Luxury furniture package ( 1 Table, 4 Chairs, 1 Waste bin ), no. of packages included depend on stand size
- 1 Electrical socket and Electricity supply
- 10 Spotlights
- 1 Reception counter with company logo
- Name panel with company logo
- Stand Cleaning

Additionally this package includes the following **extra exposure** opportunities:

- 2 Displays of top reference project at the Designers Corner lounge area (content to be approved by the organisers)
- Free 30 minutes seminar time-slot in the Designers Corner (content to be approved by the organisers)
- Free coupons for beverages and snacks
- Free publicity in show previews / reviews

For more details about this option please contact the project team directly.

## Early Bird Discount

**Register your stand space by 31 January 2011 and receive discount as per the given below chart:**

### Early bird proposal

12-30 m <sup>2</sup>	10 USD/m <sup>2</sup> discount
31-100 m <sup>2</sup>	17.75 USD/m <sup>2</sup> discount
101-200 m <sup>2</sup>	35.50 USD/m <sup>2</sup> discount
201 m <sup>2</sup> and more	53.25 USD/m <sup>2</sup> discount

The early bird discount is only applicable when the 30% deposit has been paid before 1 March 2011.

## Sponsorship Opportunities

Take your brand beyond your stand at DOMOTEX Middle East 2011. Sponsorship escalates your company image 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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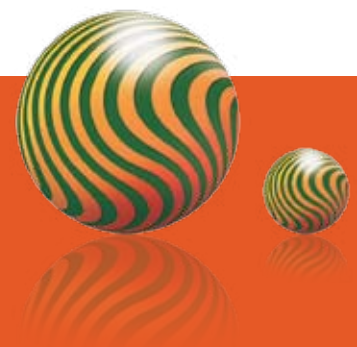
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#### Supporters of DOMOTEX Middle East



غرفة دبي  
DUBAI CHAMBER



12-14 Sept. 2011 · Dubai

**DOMOTEX**  
**Middle East**

Flooring makes the difference