



## SIXTH EDITION OF DOMOTEX MIDDLE EAST HEADS TOWARDS NEW SEPTEMBER 2011 DATES



DOMOTEX Middle East, the only dedicated trade show for the flooring industry in the Middle East enters its sixth successive year and 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, DOMOTEX Middle East – Dubai in September 2011 and all related flooring trade shows located in Europe, North America and Asia.

### INDUSTRY NEWS

Saudi Arabia, Abu Dhabi and Qatar continue to be the GCC markets harbouring greatest potential for the construction industry. The UAE has 36 per cent of total construction projects, worth US\$958 billion, and is expected to see its construction industry grow by 9.6 per cent from 2010 to 2014. Qatar, with a smaller 15 per cent of total construction projects, is estimated to see its construction industry grow by 12 per cent over the same period, the Deloitte report said. *(Source: Deloitte Report 2010)*

#### Saudi Arabia – the new frontier – unlimited opportunities for the flooring sector

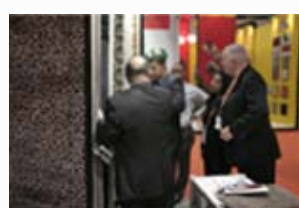
- ▶ The Saudi construction sector is annually growing at a 7% rate, with government investments totaling US\$400 billion in the next 5 years
- ▶ 2.9 million housing units planned by 2015 at a projected cost of US\$180 billion and 4 million units by 2020
- ▶ Six new economic cities are currently being developed at estimated costs of US\$87.8 billion
- ▶ 4 mega universities of higher education at a cost of US\$1 billion being set up
- ▶ World class health care infrastructure for 92 new hospitals estimated at US\$16.3 billion

#### Gulf construction sector

With over US\$186 billion of hotel projects ongoing worldwide or going on stream in the next two years, the regions premier leisure destination, the UAE accounts for 41% of this figure providing mega opportunities for flooring companies to take advantage of the opportunities within these sectors.

### QUALITY PROFESSIONALS FROM THE MIDDLE EAST REGION

During the fifth edition of DOMOTEX Middle East 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.



### PRODUCT CATEGORIES

- ▶ Machine-made Carpets and Rugs
- ▶ Hand-made Carpets and Rugs
- ▶ Wood and Parquet
- ▶ Textile Floor Coverings (wall-to-wall)
- ▶ Laminate
- ▶ Resilient Floor Coverings
- ▶ Fibres, Yarns and Textiles
- ▶ Natural Stone, Marble and Ceramic Tiles
- ▶ Artificial Grass and Sports Flooring
- ▶ Machinery and Technology
- ▶ Laying Skills, Cleaning and Application Technology
- ▶ Association and Publication
- ▶ Others

### HARD-FLOORING SECTION DEBUT'S AT DOMOTEX MIDDLE EAST 2011

Regional flooring market's sees increased demand for specialized hard-flooring with increased number of retail, government, hospitality, and commercial projects opting for the latest products and innovations in stone, marble, granites and mosaic and ceramic flooring. Reduced maintenance costs, long lasting finish and the climatic conditions of the region contribute to the surge in demand for natural stone flooring. DOMOTEX Middle East – part of the world's largest trade fair portfolio for flooring products will include a section for hard – flooring products at its Dubai edition from the 12th -14th September 2011.

### 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\$22 billion.

Included in this year's visitor marketing campaign for DOMOTEX Middle East is a comprehensive promotional drive to reach the African continent in order to promote visitor trade delegations with the assistance of their respective embassies, consulate and trade offices in the UAE.

### EARLY BIRD DISCOUNT

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

12-30m <sup>2</sup>	10 USD/m <sup>2</sup> discount
31-100m <sup>2</sup>	17.75 USD/m <sup>2</sup> discount
101-200m <sup>2</sup>	35.50 USD/m <sup>2</sup> discount
201m <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 1st March 2011.

### Develop your business and exhibit at DOMOTEX Middle East 2011 – Book your Stand NOW!

- [Download DOMOTEX Middle East 2011 Brochure](#)
- [Download Booking Form](#)
- [Download If Interested in International Pavilion](#)

### DOMOTEX Worldwide:



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### Media Partners

