



## DOMOTEX HANNOVER

### Bavarian atmosphere and international treats

#### DOMOTEX 2010 Exhibitors Night

The popular Exhibitors Night event will have a new format at next year's DOMOTEX HANNOVER. Whereas the previous, crowd-pleasing opening event for DOMOTEX was staged as the "Night of Nations" at the Convention Center, next January it is being renamed and **moved to the Munich Hall**, where it will present visitors with a brand new concept and lots of fresh ideas.

The name of the new location – the "Munich Hall" – alludes to a rollicking Bavarian evening, just the way many international guests might picture it. But it will be more than just Bavarian! The Munich Hall allows for a charming mix of the traditional and the modern. Culinary treats from around the world, music for the international DOMOTEX audience and spectacular show acts will provide the setting for a successful DOMOTEX opener.

This year exhibitors can invite their business partners and customers to Exhibitors Night at **DOMOTEX 2010**. Admission tickets will go on sale for this purpose. These tickets can be given as presents to people for whom the Munich Hall event will be both a special treat and an unforgettable evening.

The DOMOTEX Exhibitors Night takes place on Saturday, January 16, 2010 at the Munich Hall on the Hannover Exhibition Grounds.

For full details of **DOMOTEX HANNOVER**, visit

[www.domotex.de/homepage\\_e](http://www.domotex.de/homepage_e)



## Fit for the future: Numerous enhancements at DOMOTEX

Running from **16 to 19 January** at the Hannover Exhibition Center, **DOMOTEX HANNOVER 2010** has been made even more attractive for exhibitors and visitors. "We are recording a positive level of registrations and strong interest on the part of companies in presenting their products again at the world's foremost floor coverings exhibition next year," reports Stephan Kühne, Management Board Member at Deutsche Messe, the exhibitors of textile and resilient flooring, parquet and laminates, application and installation technologies and handmade rugs and carpets place emphasis on DOMOTEX.

To further promote this positive trend, we will be offering a series of key enhancements to extend the role of DOMOTEX as the industry's leading international event." According to Kühne, the main enhancements will consist of optimizing the exhibition layout, redesigning the concept for contractworld, refining a number of individual special events and greatly

intensifying visitor promotion measures. As Kühne comments: "These measures will allow DOMOTEX HANNOVER to expand its leading role, making it fit for the future so that it can repeat its role next year as the leading event for the international carpet and floor coverings industry."

Some of the novelties we present in this edition and even more in the next edition of DOMOTEX News.





# New topics, new content: Networking hub for skilled trades



The **skilled trades forum** stands for big-name speakers, up-to-the-minute topics, practical solutions approaches and shop-talk among colleagues. This speakers forum has become a permanent fixture at DOMOTEX HANNOVER over the last

six years and has established itself as a key networking hub for the floor laying skilled trades.

Beni Lysser, Technical Director of the Swiss parquet association ISP and a member

of the SWISS EXPERTS, will talk on the topic of “Discoloration of parquet floors”. Karsten Krause, head of the floor coverings section of the Central Association of Parquet and Flooring Technology (ZVPF) and board member of the home textiles association FDTB, will speak on the pitfalls of renovating complex flooring structures. Oliver Erning, head of the Institute for Construction Materials Testing and Floor Research (IBF), will focus on the issue of measuring the moisture in screed cements. The event will be moderated by Norbert Strehle, an expert on parquet reclining and screed laying as well as on general floor laying principles.

The **SKILLED TRADES FORUM** takes place on the first three days of the exhibition from **16 to 18 January 2010** and is staged in cooperation with the “boden wand decke” trade magazine.

The “**Initiative for Safer Working Practices**” has become an established feature of the DOMOTEX supporting program. This special display is dedicated to the health and safety of floor layers as well as the safe carrying out of manual labor. Richard A. Kille, responsible for floor coverings in ZVR and Director of the Institute for Floors and Interior Furnishing in Cologne, will moderate the various events. This is a joint initiative of the ZVR interior furnishing trade association, the German Leather Industry Accident Insurance Association (LIBG) and Deutsche Messe.

“Safe transport – Removing the element of risk” is the slogan of the current campaign by the German Leather Industry Accident Insurance Association and a key topic for the Safer Working Practices initiative at DOMOTEX 2010. The focus

will be on the sensible transport of heavy loads using widely available aids to relieve the strain on floor layers. The program will be rounded out by a series of practical and entertaining demonstrations, including floor laying demonstrations.

The **Initiative for Safer Working Practices** takes place from **Saturday, 16 January to Tuesday, 19 January in Hall 9**. This is a must for any parquet and floor layer, interior decorator and painter.



## DOMOTEX promotes young interior furnishers:

The **European competition for interior furnishing** made its debut at DOMOTEX HANNOVER 2008. In January 2010 young skilled tradesmen (24 and under) will meet again for the **second installment of this competition** in Hannover, Germany. The leading trade fair for the floor coverings sector represents an ideal stage for the winners of national contests in

Germany, Austria, Switzerland and Italy (South Tyrol) to demonstrate their skills and measure themselves against their international competitors.

The two-day competition, which trade-show visitors can follow live, involves the design and decoration of a room niche. The competition tasks are divided

into four categories, including modern and traditional upholstery, laying textile and elastic floor coverings, fabricating and mounting interior shades and decorating walls. The awards ceremony will take place on the second day of the trade fair by the President of the European Association for Interior Furnishing (EuroInterior), Urs Kern.

# New concept: Networking hub for contract flooring sector



For its 10<sup>th</sup> anniversary, the “**contractworld**” special display will be back with a revised concept. A series of fresh new ideas and enhancements are being implemented at the event to guarantee an attractive platform for the contract flooring business.

The structure of contractworld 2010 will be even more strongly tailored to the **networking needs of exhibitors and visitors**. Presentations and panel discussions will no longer be limited to a single location, but will instead take place in number of different spots at contractworld. The idea is to ensure an even distribution of visitors across the special display, thus

creating more overlap between exhibitor stands and the theme complexes involved. This will result in the establishment of numerous communication and networking nodes that will bring together exhibitors on the one hand, and architects and interior designers on the other.

The event will also feature additional activities like theme-focused forums, guided tours for architects, interior designers and planners, high-impact product presentations and informative workshops, all adding up to offer enterprises even more options for individual, targeted product promotion as well as direct contact with potential customers.

## contractworld features the following comprehensive package in 2010:

**Product showcase:** Exhibitors can present their most innovative products at the “Product showcase”. Public voting on the crowd favorite for the best product not only provides participating companies with feedback, but also with a new pool of architects’ addresses.

**Speed workshop:** Several times a day, short product-oriented workshops will take place with visitors at exhibitor stands.

**Guided tours for architects:** Several times a day visitors will be offered guided tours covering a particular thematic focus at selected exhibitor stands. The topics will be related to the key topics at contractworld (Office, Hotel, Shop and Education/Healthcare).

**Modular stands:** The reasonable participation option for exhibitors. Rent a modular stand and benefit from the numerous activities and leads offered by contractworld. All key services are already included e.g. catering, stand construction and disassembly, daily cleaning etc.

## Your DOMOTEX team

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Please also feel free to contact your local Deutsche Messe representative at any time.

[www.messe.de/repraesentanten\\_e](http://www.messe.de/repraesentanten_e)

## Getting there conveniently, with our “combination” ticket

For DOMOTEX HANNOVER 2010 tickets and passes will have the combined function of entitling the holder to free rides on the local mass transit network (within the greater Hannover area covered by the local GVH mass transit authority).

16 – 19 January 2010

**DOMOTEX**  
H A N N O V E R

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