

Organised by:



INDEX DUBAI 2008



THE 18TH MIDDLE EAST INTERNATIONAL
FURNITURE & INTERIOR DESIGN EXHIBITION
3-7 December 2008

Exhibition Report

Organisers: dmG world media

5th Floor, The Palladium Cluster C, Jumeirah Lake Towers

PO Box 33817, Dubai, United Arab Emirates.

Tel: +971 4 438 0355, Fax: +971 4 438 0361

E-mail: dmgdubai@dmgworldmedia.com

www.indexexhibition.com



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2008 Exhibition Report



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I. INTRODUCTION



INDEX, now in its 19th year is undisputedly the Gulf's number one trade event for key interior designers, purchasers, decision makers, influencers and high net worth individuals from the Middle East.

We were honoured that HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council officially inaugurated INDEX 2008. Joined by Bernard Walsh, Managing Director dmg world media Dubai and Ian Stokes, Executive Vice President dmg world media, His Highness was escorted through the show and met with many delighted exhibitors.



INDEX 2008 grew in both in terms of exhibitors participating and geographical locations from where they originated. INDEX 2008 featured 1,782 exhibiting companies from 60 countries, compared to 1,690 companies from 56 countries in 2007.

With the economic climate affecting business throughout the world, it is reassuring to see that business is still booming in the Gulf region. This was clearly indicated by the high levels of activity, orders taken and new distribution agreements signed by exhibitors at INDEX 2008.

INDEX continues in its position of strength as market leader with a world class event designed to put interiors exhibitors face-to-face with interiors buyers in the unique and ever buoyant Middle East Marketplace.

2. THE MARKET

CEO of Dubai-based Interiors, Raed Dibs exhibited at Index 2008 and said, "This exhibition shows that our region, if not immune from the global turmoil, remains very positive in outlook. We are still looking at continued growth for the foreseeable future."

"While we may expect some slowing down over the coming years in major new projects, there are still record breaking contracts across the GCC countries for the fit-out of commercial and residential buildings, hotels, retail outlets and mixed-use developments reaching completion in the near future," said Bernard Walsh, Managing Director of organisers dmg world media.

"Budgets for the interior fit out of buildings reaching completion next year and in 2010 continue to show there is still tremendous demand for residential, contract and public furniture."

Whilst economies in other regions do not show any signs of growth for the foreseeable future, the Middle East, whilst seeing some slow down, is one of the few places in the world that is still witnessing growth.

Construction growth rates in the UAE are likely to be around 13 percent in 2010. Source: arabian business.com. The UAE is set to see a 2.7 per cent predicted growth in 2009. Source: Standard Chartered.

The GCC interiors market is set to grow substantially for the next 10 years & is estimated to exceed \$2.7 billion in 2008/9.

The UAE is one of the world's largest interior design markets attracting close to \$900million worth of products & goods.

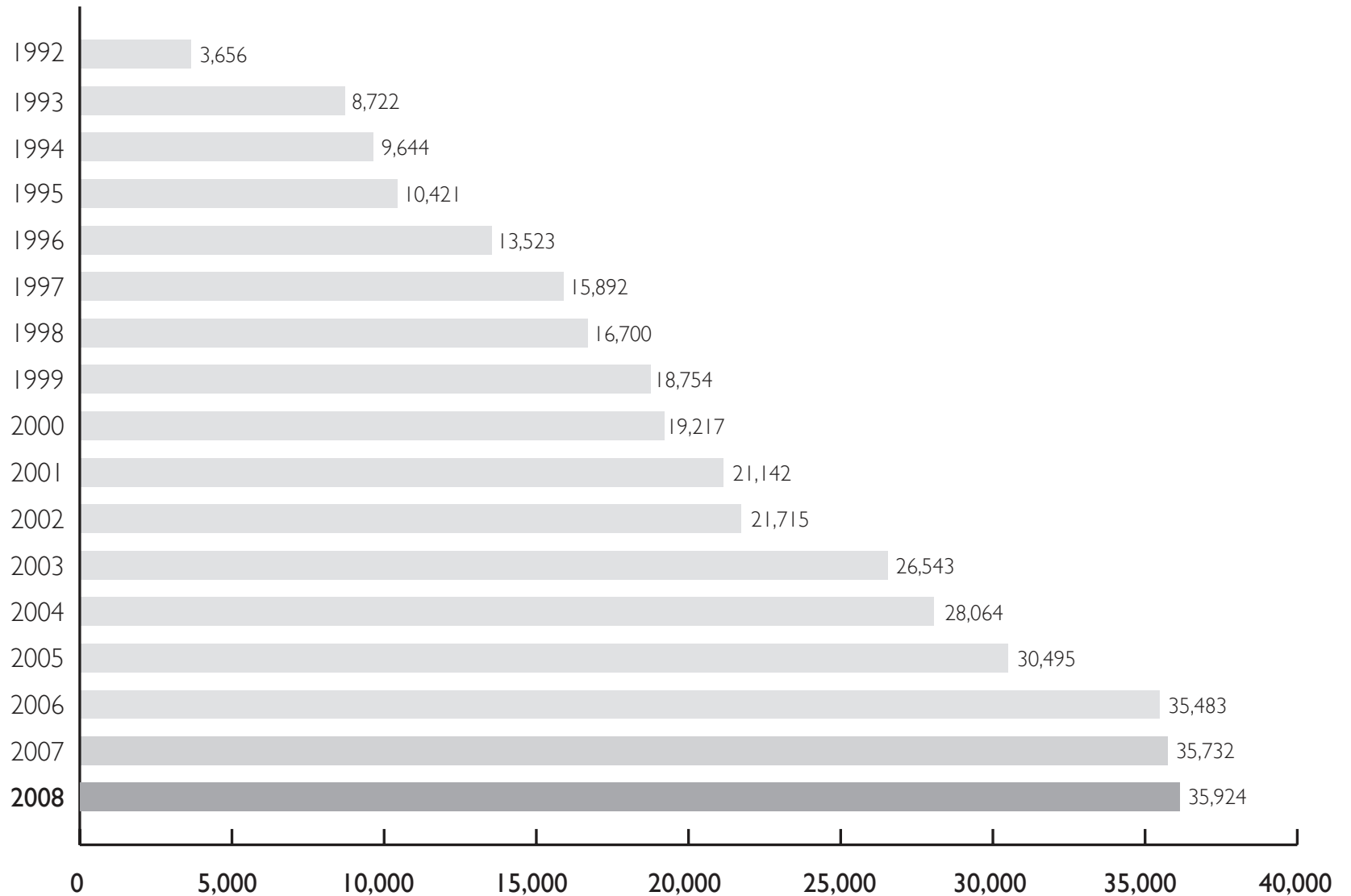
NO OTHER MARKET CAN OFFER YOU THIS NEW BUSINESS POTENTIAL



3. EXHIBITOR STATISTICS AND GEOGRAPHY

INDEX has maintained its number one position in the interiors market over many years. The event continues to grow year on year and now utilises the entire space available in the Dubai International Exhibition Centre.

**EXHIBITION
SIZE
(sqm net):
INDEX
1992 - 2008**

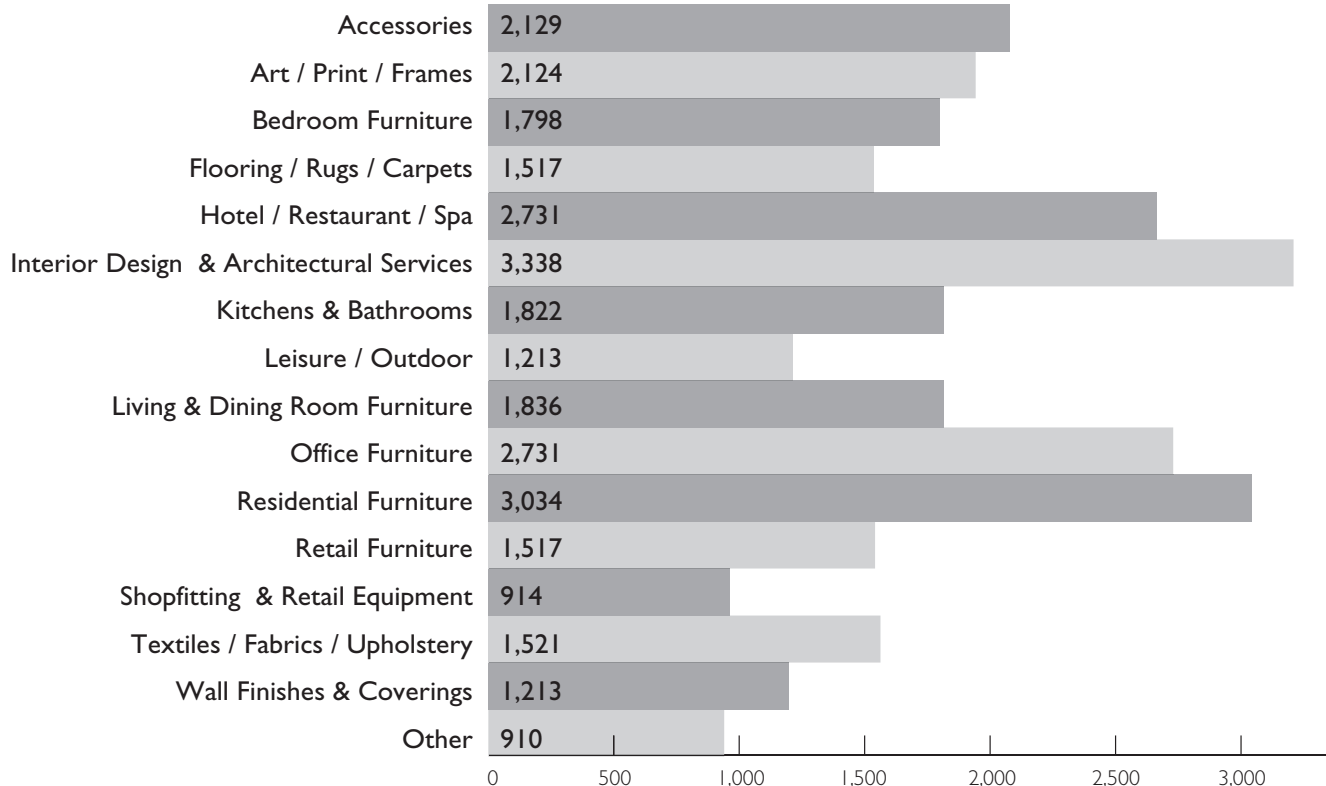


EXHIBITORS COUNTRY BREAKDOWN

We are proud that our exhibitors come from around the globe to take part in INDEX and offer our visitors a vast selection of furnishings and accessories to suit every taste. The event offers a truly eclectic mix ensuring that the visiting buyers are always able to find the right solutions for their requirements.

EXHIBITORS COUNTRY BREAKDOWN	
Country	Visitor Numbers
Europe	659
MENA	391
North & South America	87
Asia	614
Other	31
Total	1,782
Top 20 countries represented	
UAE	225
Italy	219
China	160
France	99
Taiwan	67
Malaysia	65
Indonesia	57
Turkey	54
Spain	49
Germany	42
Brazil	40
Thailand	37
UK	32
Greece	24
Egypt	23
Lebanon	23
Korea	20
Philippines	20
Czech Republic	19
India	19

VISITOR INTEREST BY PRODUCT SECTOR



FURNITURE



TEXTILES



FLOORING



LIGHTING



ART



ACCESSORIES



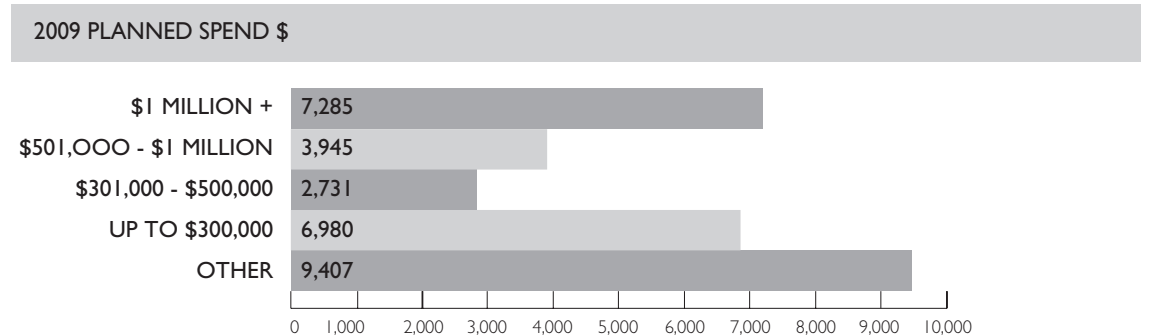
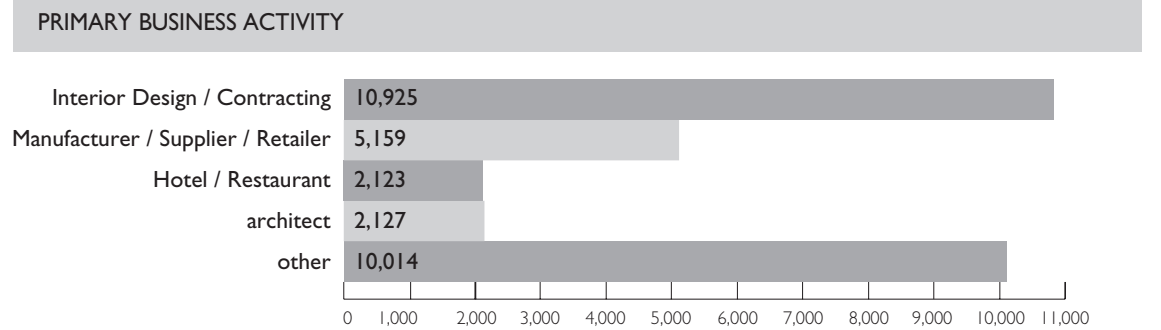
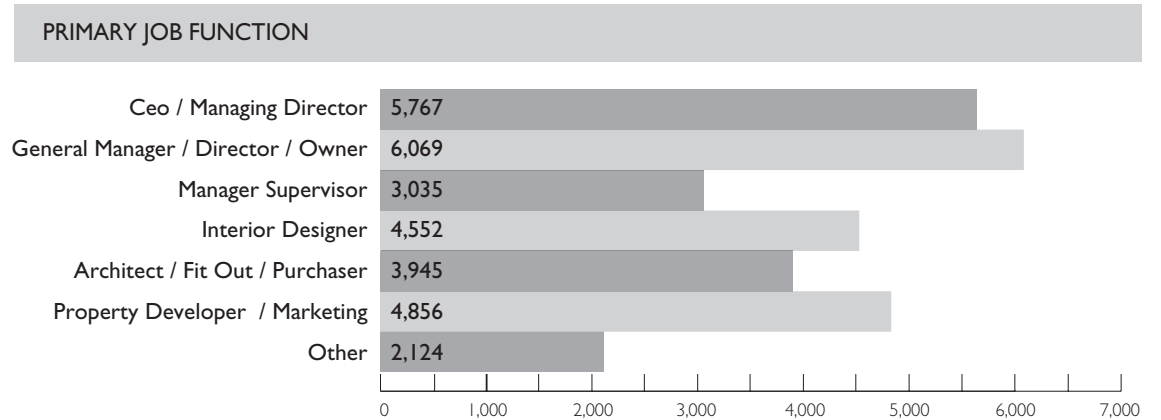
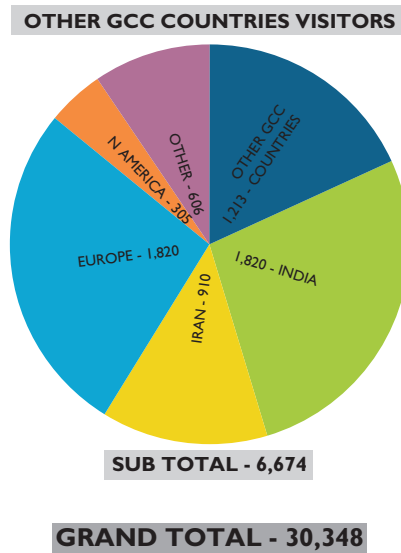
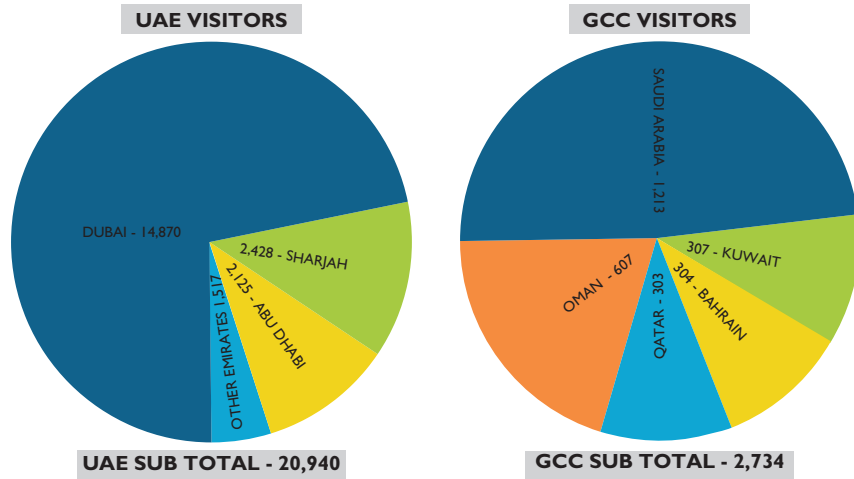
FURNITURE
PRODUCTION



INTERIOR
DESIGN
SERVICES

4. VISITOR STATISTICS AND PRODUCT INTEREST

INDEX 2008 delivered a broad range of multi national quality visitors including trade buyers and specifiers from all countries of the Middle East and far beyond. These visitors totalled 30,348 individual attendees.



5. WHAT OUR EXHIBITORS SAID

Excellent exhibitor feedback despite challenging economic climate

INDEX 2008 exhibitors consistently commented on the high professional quality of the show visitors. Here is an example of the great feedback we received.

“We are very pleased with the number and the quality of professional visitors, not only from the UAE but also from the wider Middle East. We came to Index expecting to do good business as usual, and we exceeded our expectations.”

Cagri Ovaryurt of Eke, Turkey

“We made good contacts with designers and contractors as well as retailers and are looking at distributors to service the Gulf region. We will definitely be back next year. As first time exhibitors we found the event to be professionally run with great help and assistance from the organizers.”

Gail Fox President, Liora Manne, New York, USA

“We have received many enquiries from designers interested in the flooring for palaces and high-end villas and hotels. They have been particularly interested in our ability to work with our client to custom design modern or traditional Islamic designs using the best raw materials. We envisage that we will return next year – possibly doubling our stand size!”

CEO Avedis Dovenjian of Archetypal Imaginery Remodeling Corp, New York, USA

“We exhibit every year and Index is important for us with all the new projects. There are always new designers and new companies in the market which is why we need to be at Index so these people know about our products, the new finishes that we have. We must be here. We saw more visitors than we expected, from Dubai but also from all the other Gulf countries. We got many good contacts on the stand, there are a lot projects they want us to tender for.”

Khalid Al Zubaidi, Globecoat/Armourcoat, Gulf/UK

“Networking and talking to people and setting up for the future is great, as all trade shows are. I think the show is enormous – huge – I’ve never seen such a huge interiors show. And there’s thousands of stands, thousands of exhibitors. I think it’s a good show, I think it’s an amazing show. We had loads and loads of trade enquiries. Many interior designers, hotel designers, landscape designers, all sorts of enquiries, and people collecting database information, excited about roping us into whatever project they might have. We’ve learned loads, and we’re definitely more prepared for next year’s Index, and it will be Index that I come back to next year, not one of the other interior shows, because I think that it is the best interiors show in the world – just by the size of it, and the scale of the stands that I’ve seen.”

Steven Myburgh, Myburgh Designs, UK

“We came to Index because it is the most professional show for interior design. We have been in the market for a year and a half as Eglo, taking care of the whole Middle East, so we decided to be at Index because it is a good appearance for us. What I was impressed with was the quality of people that we have seen. We really had good quality people, clients we can really make future business with. They are all professionals – designers, architects, consultants and developers.”

Samer S Zawde, Eglo Lighting, Austria

“I decided to test my photographic concept for the first time outside France, and I am so happy because I had amazing contacts here with many people. I have seen people from all around the region, from Oman, from India, from Kuwait, from Saudi Arabia, even from Korea”.

Oscar Sierra, Oscar Sierra, France

“Index Dubai is a good place to make orders and to meet buyers. Unlike the US or other regions, the Middle East has

not been so impacted by the financial crisis. Here, although there is a slight impact, business is still happening. This is why exhibitors need to come to the Middle East. So you must exhibit here and get new business. That is why Index is important for us.”

Jeffrey Yong, Singapore Mosaic, Singapore

“It’s been fantastic. I met loads of people from interior designers to art galleries, which is what I’m here for. Yes, it’s been brilliant. Visitors from all over the Emirates, and also from Italy, from France, and from Australia. Surprisingly, actually, lots of different countries. The response has been much better than I expected. I wasn’t sure how to work out here – it’s my first visit, but – brilliant.”

Victoria Stewart, UK

“Everybody we know in the furniture business around the world has suggested that Index is the place to come to make a presence on the international stage. We are seeing the quality contacts we wanted to see.”

Kevin McGuinness, American Leather, USA



7. INDEX 2009



The 19th INDEX exhibition will take place on 14 – 17 November 2009 at the Dubai International Exhibition Centre. These dates have been carefully selected to ensure that they do not coincide with any national or local holidays.

It will see exciting new developments to continue our mission of putting Dubai on the global stage in the interior design and furnishings arena and will open up the Middle East markets to the best interior design products and services available in the global marketplace.

The future for INDEX is going from strength to strength. The event is set to become bolder, brighter and a centre of excellence for all linked to the interiors industry. Substantial investment is being committed to develop the event and partnerships will be forged with leading industry experts and networking councils. The event will see a host of exciting additions, fabulous features and stunning products making it the must visit event for design

Space reservations are now being taken and locations being confirmed. To guarantee your prime location in the UAE's and Gulf's market leading professional interiors event, please contact the organisers on +971 (0)4 438 0355 or email lubuchanan@dmgworldmedia.com or kimpearson@dmgworldmedia.com.

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For the latest updates, please visit www.indexexhibition.com

UNIQUE DUBAI RAIN ADDED TO THE FUN FOR OVER 4,000 GUESTS AT THE INDEX EXHIBITOR PARTY!



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