

2009 POST SHOW REPORT



Plan, cushion by Wallace and Sacks / Patterned cushion by Scallierbox / Vase by CIMC /
Bowl by Kelig / Chairs 'Tina' by Mark Webster / 'Bigwire' table by Zanotta from Coexistence / Lighting by Loxon Lighting

INTERIORS UAE

29 MARCH – 01 APRIL 09
ABU DHABI NATIONAL
EXHIBITION CENTRE

JOINTLY ORGANISED BY:



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An Interior Sensation

Abu Dhabi, UAE – Interiors UAE 2009 closed Wednesday 1st April announcing record visitor numbers.

Inaugurated by H.E Mohammed Omar Abdullah, Under Secretary of the Economic Department, the show received over 3,600 visitors, highlighting the Middle East's burgeoning interiors market.

The exhibition provided an ideal platform to accentuate local and international flair, with companies and designers such as Geoff Collier, Cole & Son and Aesthetic Interiors showcasing creative products and designs.

Over 100 companies from 30 countries exhibited at this flagship event. This year also saw the launch of the stunning new design led hall which incorporated the Decorex International Pavilion. Visitors were wowed by the very latest ranges from leading brand names such as Poggenpohl as well as beautiful bespoke collections from companies such as Anna Barons, Airnova, Walking on Wood, Induplano, Andrew Martin, Berry Designs and Muehldorfer.



An impressive line up of speakers facilitated the seminars that ran alongside the exhibition, including Fariborz Hatam from Adeas, Hazem El Khatib from Design Design and Karen Howes of Taylor Howes. The seminars provided visitors with insight into future trends and covered topics such as: Sustainable Life, Culture Connect: The Art & Craft Of Preserving Heritage In Modern Times, Metamorphosis.....A New Era To A Contemporary Mosque, and The World Of International Interior Design.

A further celebration of the fusion of heritage and traditions with the emerging and contemporary was delivered with the Guinness World Record breaking attempt from Luxury Cushions. This received media attention from across the entire region.

Global Color Research returned to this years show with an exciting interactive feature. A colour workshop took place on their stand on Monday 30th March which saw leading Middle Eastern industry names create two unique colour palettes for the 2011 market.

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"Sunday and Monday were really successful days for us, we have seen a good quality of visitor coming through the doors and feel that Abu Dhabi is a great city to be in. This is our first time in the region and we hope to be back next year."
Thomas Klee, Poggenpohl (Kitchens & Beyond)



"We are very pleased with the show, this is our first time here and we have seen some really good quality visitors. In a time of crisis you have to look at the cash rich cities and Abu Dhabi fits that bill at the moment. We will be back next year" **Daniele Furlan, Air Nova**

"It's been a good show and we have made a lot of new contacts. We have exhibited at Index before, but have seen a different set of visitors here. We are opening a showroom in Dubai this year so have already rebooked for next year."
Javed Hayat, Aesthetic Interiors

Commenting on the success of Interiors UAE 2009, the organiser said: "Interiors UAE 2009 has surpassed our expectations. Last year we received a very positive response from exhibitors and visitors alike and from the turn out we've received this year we are confident that this success will continue. The Middle East is increasingly becoming a key market, with much ingenuity, originality, and creativeness emerging.

We will be working hard to make sure next years event is even more successful, with so much construction still taking place we believe we have the perfect platform for new and established designers to enter into this flourishing market. We will return with an even more spectacular exhibition at Interiors UAE 2010."

Ultimate Exposure

The 2009 exhibition reached a key buying audience from the UAE, GCC and Wider Middle East through a mix of editorial, direct mail, email, magazine and newspaper advertising.

Working with key industry associations and figures we have the knowledge and know how to attract influential buyers and professionals to our international events.

Direct Mail Campaign

Two waves of mailers were sent to our comprehensive database of over 76,000 industry professionals. These personalised invitations created a show buzz, detailing the exciting show features, alongside the impressive exhibitor list.

Media Partnerships

A direct advertising campaign placed adverts within key trade titles both in print and online, as well as receiving editorial coverage across the UAE, GCC and wider Middle East, in the lead up to the event. This reached a circulation of over 2,748,803.

Full colour ads were placed within key newspapers across the UAE, GCC, and Wider Middle East, including Al Khaleej, Al Ittihad, Asharq Al Awsat, Al Rai Al Amm, Arrayah and Gulf News. These reached a circulation of over 936,000.

Email Campaign

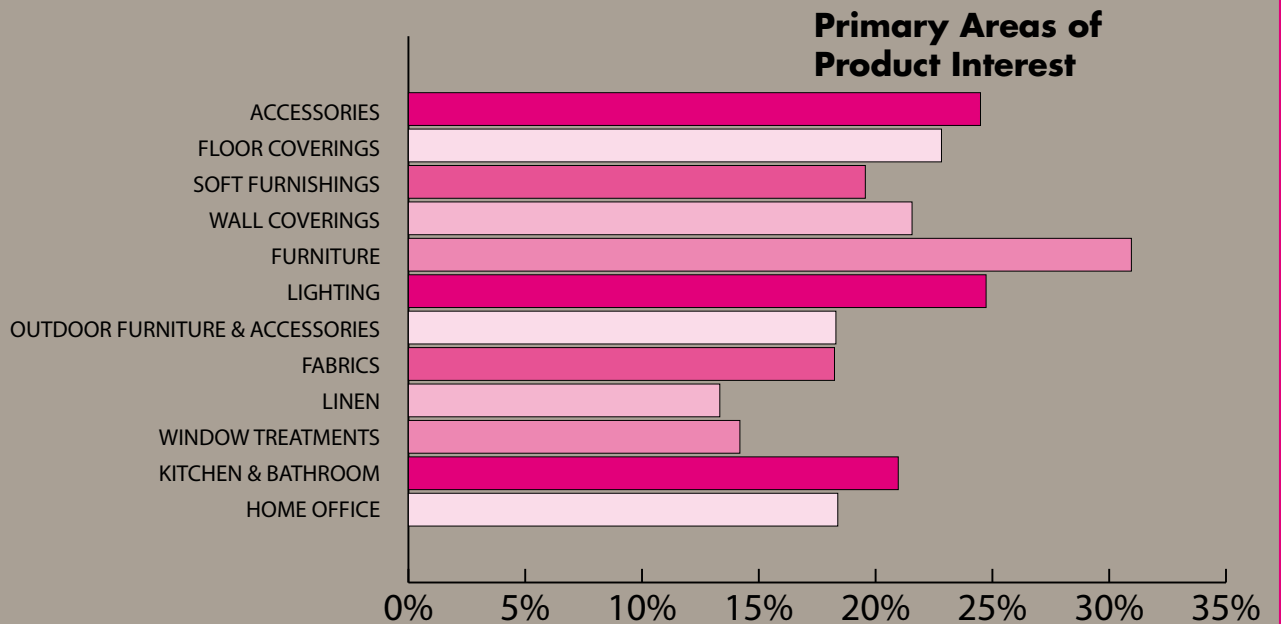
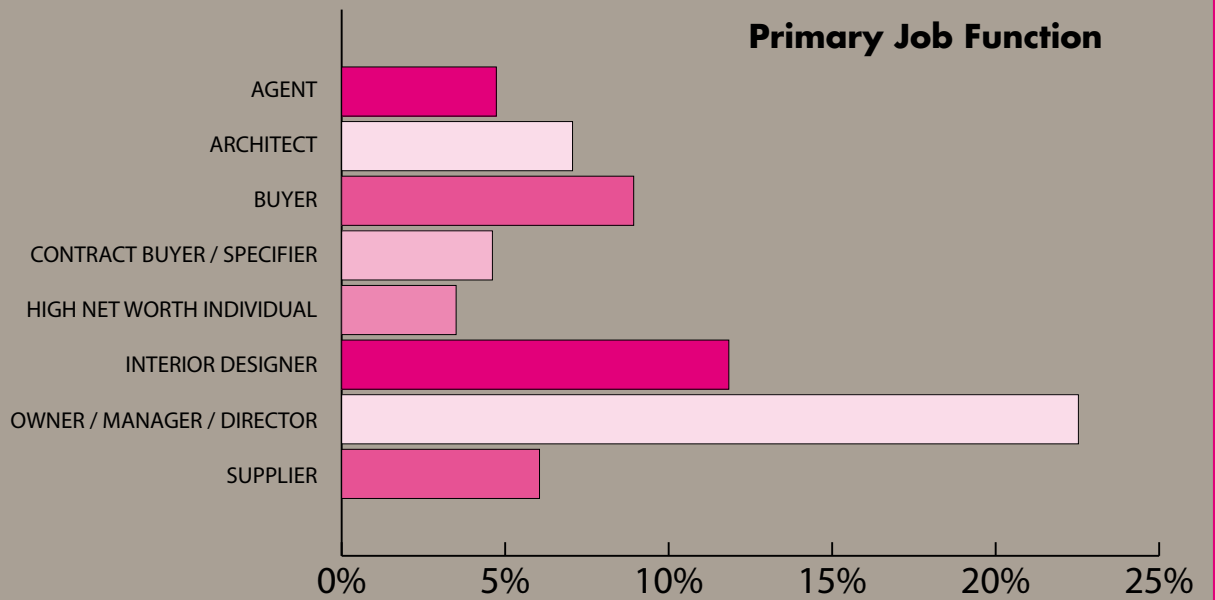
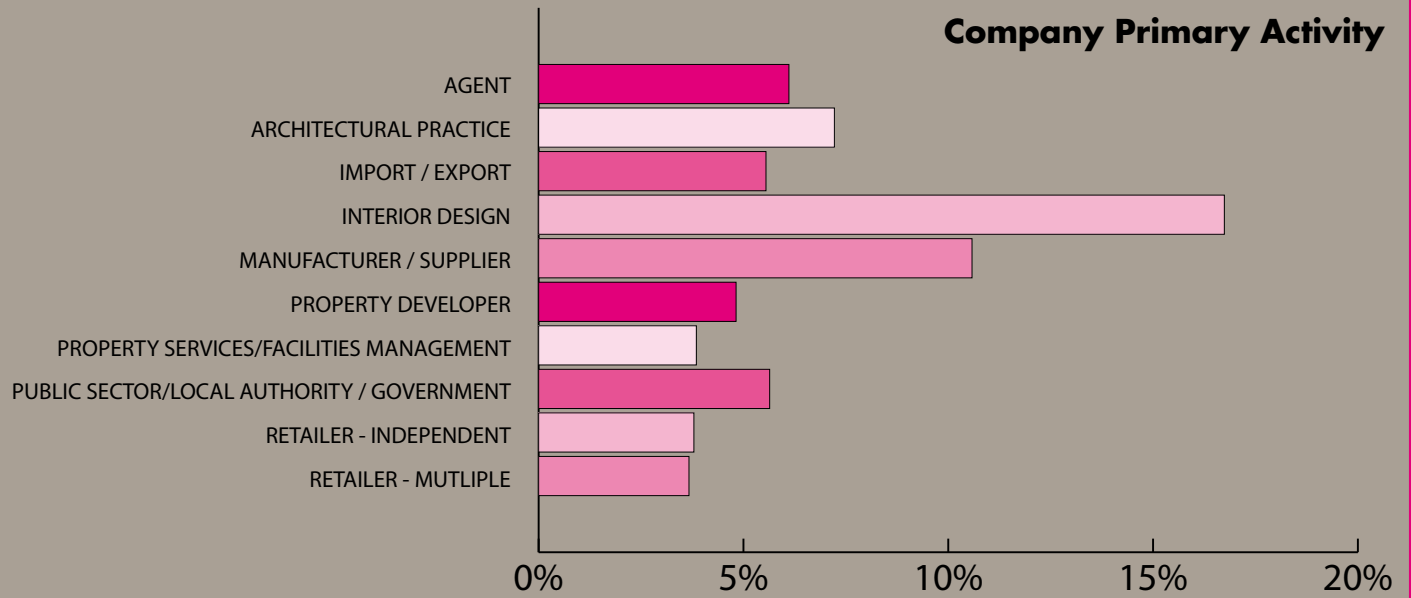
A thorough email campaign detailing up-to-date show news, as well as VIP nominations reached a circulation audience of 338,322. Data was used from external sources including APID, Middle East Interiors, Gulf Interiors, Emirates Home, Snob Al Hansa and Trade Arabia.

Internet Coverage

At the centre of the Interiors UAE 2009 marketing campaign was the Interiors UAE website. This hub of information generated over 130,000 hits. At the centre of the event, the website allows you to register, view the floorplan and plan your day, as well as taking advantage of the special show discounted travel and accommodation rates, available to visitors and exhibitors.

Public relations

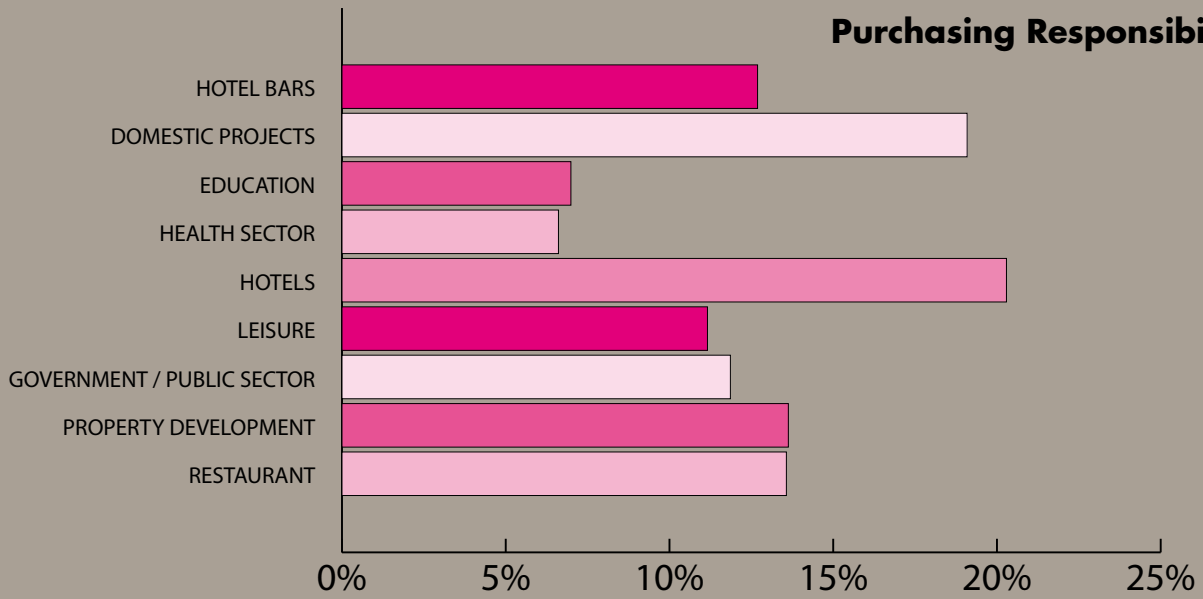
An experienced PR team working in both the UK and the Middle East, the Interiors UAE PR campaign generated coverage across the target regions, receiving coverage in over 35 press articles across the UK, Europe, UAE and online.



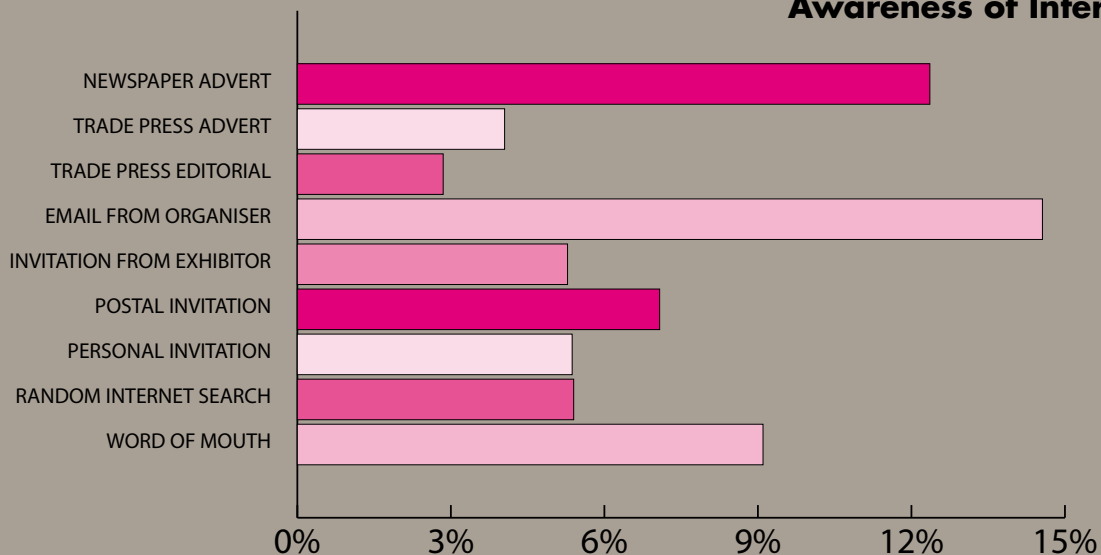
Visitor Attendance by Country



Purchasing Responsibility



Awareness of Interiors UAE



INTERIORS UAE

29 – 31 MARCH 2010
ABU DHABI NATIONAL EXHIBITION CENTRE

Interiors UAE will return from the 29 – 31 March 2010.

Once again offering companies an opportunity to secure their brand in the heart of the fastest growing interiors market and across the UAE, GCC and wider Middle East.

In Abu Dhabi alone there are currently over 3,663* building projects under construction of which the creation of hotel, residential and commercial space are the core components. The population is predicted to increase 333% by 2030, with the Abu Dhabi tourism authority expecting visitors to the city to reach 7.9 million by 2030. With these current developments and many more planned, the demand for sophisticated and contemporary interior products is huge.

In addition Abu Dhabi sits at the heart of the Middle Eastern air transport network providing direct access to key buyers from Saudi Arabia, Bahrain, Qatar and the wider Middle East.

For more information on sponsorship or to book your stand please contact:

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