



*The Middle East's Largest Garments, Textiles,
Leather & Fashion Accessories Exhibition
incorporating the Lingerie & Swimwear Zone*

**April 7 - 9, 2009
Dubai International Exhibition Centre**



Organised by



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POST SHOW REPORT

The Middle East's Largest Garments,
Textiles, Leather & Fashion Accessories Event



Motexha 2009 was inaugurated by H.H. Sheikh Hasher Al Maktoum, Director General of Information Department on 7th April

Resounding Success for Motexha 2009

The Inaugural Lingerie & Swimwear Zone draws leading names from the region

The 32nd edition of Motexha 2009 was inaugurated by H.H. Sheikh Hasher Al Maktoum, Director General of Information Department on 7th April at Dubai International Exhibition Centre.

The 2010 event will return with an even larger participation by exhibitors and visitors from April 6 - 8 at the Dubai International Exhibition Centre

Despite a major reduction in spending worldwide, Motexha 2009 welcomed over 3000 visitors from 59 countries to meet with more than 200 exhibitors. The event witnessed a 10% year-on-year increase in number of visitors.

The Lingerie & Swimwear Zone

The inaugural Lingerie & Swimwear zone showcased products by more than 20 exhibitors from Canada, China, Hong Kong, Italy, Philippines, Poland, Taiwan, Thailand, UAE, USA and Vietnam.

This latest feature at Motexha attracted massive response from the industry, highlighting the significance of the lingerie & swimwear sector in the region.



H.H. Sheikh Hasher Al Maktoum meeting the exhibitors

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Show Profile

Dates: 7 - 9 April 2009

Venue: Dubai International Exhibition Centre

Gross Floor Space: 4600 m²

Net Floor Space: 2325 m²

Exhibitors at Motexha

Number: 220

Countries Represented: 23

Country Pavilions by China, Indonesia, Hong Kong, Italy, Portugal, Thailand and Turkey

Visitors at Motexha

Net Trade Visitors: 3643

Average Days Attended: 1.28

Number of Countries Represented: 64

“

Motexha has been successful for Pelcor as it has made our product known to the people. We received potential business from old and new clients. Motexha opened doors to Pelcor in the UAE

”

Ms. Sandra

Pelcor
Portugal



Inaugurated by: H.H. Sheikh Hasher Al Maktoum, Director General of Information Department

Supporting Associations: Camera di Commercio di Napoli, Italy ~ Proteus, Italy ~ Provincia di Napoli, Italy
APICCAPS, Portugal ~ NAFED, Indonesia, ~ Department of Export Promotion, Thailand ~ Export Promotion Bureau, Bangladesh

Media Partners: Fibre 2 Fashion, India ~ Kohan Journal, Iran ~ Lace N Lingerie, India ~ Creations Lingerie, France

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Exhibitors at Motexha

61%

of the exhibitors agree that the event was adequate to successful in establishing contact for future sales

54%

of the exhibitors agree that Motexha 2009 is critical to the marketing of their products in the Middle East

67%

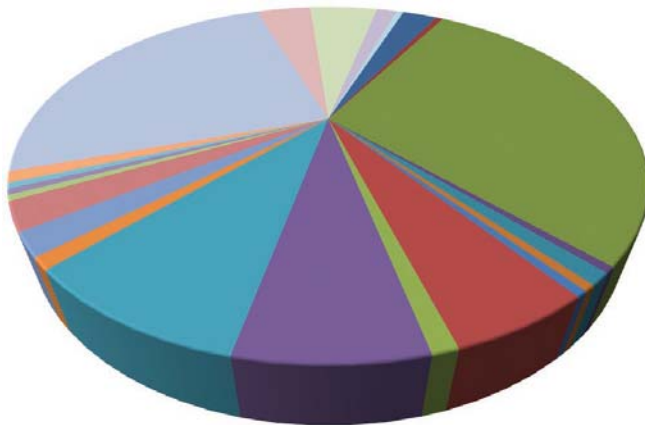
of the exhibitors received an average of 26 leads

86%

of the exhibitors at the event received orders ranging between US\$ 25K and US\$ 100K

Being at Motexha has been an admirable experience as it gave us the opportunity to get close to the business in Dubai and the Middle East - **BEPEI, Portugal**

It was a successful and positive show. We were making contacts and we hope it will be profitable. It was very useful as we got to understand the trends demanded and accepted in the Middle East
Anna Chamaro – Axami, Poland



Exhibiting Countries at Motexha

- | | | |
|--------------|---------------|----------------|
| ■ Bangladesh | ■ India | ■ Saudi Arabia |
| ■ Canada | ■ Indonesia | ■ Taiwan |
| ■ China | ■ Italy | ■ Thailand |
| ■ Croatia | ■ Malaysia | ■ Turkey |
| ■ Ethiopia | ■ Philippines | ■ UAE |
| ■ Germany | ■ Portugal | ■ USA |
| ■ Greece | ■ Qatar | ■ Vietnam |
| ■ Hong Kong | ■ Russia | |



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Visitors at Motexha

64% of the Visitors rated the variety of the Exhibitors from Excellent to Good

72% of the Visitors rated the quality of the Exhibitors from Excellent to Good

93% of the Visitors intend to use the Motexha Exhibitors' Catalogue

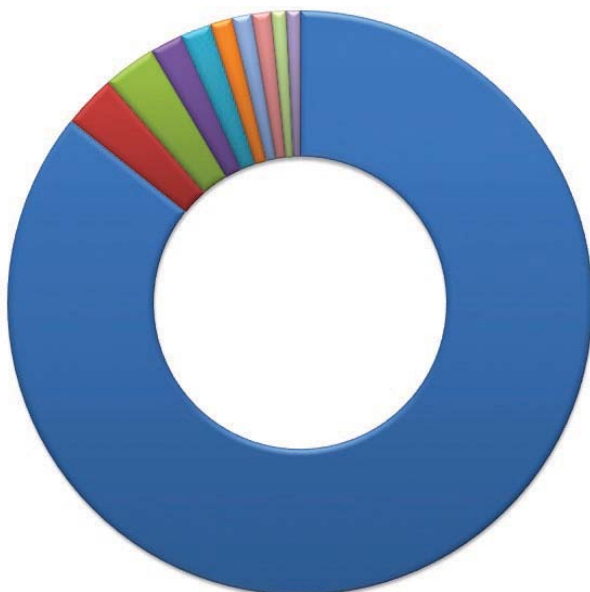
94% of the Visitors intend to visit the 2010 Edition of Motexha

45% of the Visitors arranged to do business with at least one new supplier at the event

77% of the Visitors said that they found out about the show through event marketing and promotion

Leading Visitors at Motexha 2009

<i>Cavalli</i>	<i>Nayomi</i>
<i>Carrefour</i>	<i>Shoe Mart</i>
<i>Crocs</i>	<i>Landmark Group</i>
<i>Dream Uniform LLC</i>	<i>Splash</i>
<i>Esprit</i>	<i>Swarovski</i>
<i>Grand Stores</i>	<i>The Factory Mart</i>
<i>K.M.Trading</i>	<i>Aroma Group</i>
<i>Kachins Tailors</i>	<i>Bata</i>
<i>Kamal Osman Jamjoom Est</i>	<i>Bin Hendi</i>
<i>T. Choithram & Sons L.L.C</i>	<i>Caresse Lingerie</i>
<i>Topmens Apparels</i>	<i>Vf Europe</i>



Top 10 Visiting Countries

- UAE
- India
- Saudi Arabia
- Kuwait
- Oman
- China
- Bahrain
- Pakistan
- Iran
- Qatar

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The Institute for International Research (IIR) is the world's leading knowledge and skills transfer company with a global network of 44 companies and 109 operating units. IIR Middle East runs over 500 business conferences, seminars and training sessions annually, and manages a portfolio of over 25 industry-led exhibitions.

“The exhibition has been good. The Italian companies are very impressed by the way the show has been organised”

Proteus, Italy



Motexha Team

Jim Meltz - Exhibition Director
Jeffrey Matawaran - Sales Executive
Larry Pascual - Sales Executive
Rizwan Mustafa - Marketing Manager
Abeer Khalid - Marketing Executive

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See you next year: April 6 - 8, 2010

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