



2010 Post Show Report

6 - 8 April 2010
DUBAI
International Exhibition Centre



The Middle East's Premier
Garments, Textiles, Leather &
Fashion Accessories Exhibition

www.motexhaonline.com





2010 Post Show Report

April 6th – 8th

Dubai International Exhibition Centre

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Motexha 2010 incorporating *the Lingerie & Swimwear Zone*

Motexha continues to drive the Fashion & Apparel Sourcing in the Middle East

The 33rd edition of Motexha was inaugurated by H.E. Khalid Bin Sulayem, Director General of Tourism & Commerce Marketing - Government of Dubai on 6th April at the Dubai International Exhibition Centre.

After a worldwide decline in retail spending, the outlook looks exceptionally positive as the retail demand in the GCC is expected to grow at an annual rate of 9.5%. Showcasing a similar trend, Motexha 2010 welcomed over 3000 visitors from more than 57 countries to meet with 90 exhibitors.

The 2011 event will return with an even larger participation from 29 – 31 March at the Dubai International Exhibition Centre.



"The Motexha exhibition has been good and was organized really well"

Ferudun Footwear
Turkey



Supporting Media



Show Profile

Dates: 6 – 8 April 2010

Venue: Hall 4, Dubai International
Exhibition Centre

Gross Floor Space: 2400 sqm

Exhibitors at Motexha

Number: 90

Number of countries represented: 19

Country Pavilions: Bangladesh, China,
Indonesia, Turkey

Visitors

Net trade visitors: 3278

Average days attended: 1.2

Number of countries represented: 57



Inaugurated by

H.E. Khalid Bin Sulayem,
Director General of Tourism & Commerce Marketing
Government of Dubai

Supporting Media

WSGN
FashionMag.com
The Stitch Times



"The exhibition is nice and a good effort. We
will participate next year too"

Textiles & Apparel Int'l Ltd ~ Hong Kong





54% of the 2010 Exhibitors will return to Motexha 2011

66% of the Exhibitors agree that they have met their objectives by exhibiting at Motexha 2010

"Exhibition is good. Met with some new line of clients. Will be back next year"

PT. Mayer Indah (Mayer Lace)
Indonesia

Top Exhibiting Countries at Motexha 2010



China



Bangladesh



Turkey



Indonesia



India



Canada



Thailand



United Arab Emirates

Exhibitors @ Motexha

Survey Sample Size: 55

- 63% of the Exhibitors rated the return on investment (ROI) from Good to Adequate
- 74% of the Exhibitors rated the quality of the visitors from Very Good to Adequate
- 66% of the Exhibitors rated the number of visitors from Very Good to Adequate
- 31% of the Exhibitors secured deals worth US\$ 100,000 or above
- 75% of the Exhibitors agree that the event was Very Successful to Adequate in establishing contacts for future sales
- 64% of the Exhibitors consider Motexha to be crucially important to their marketing activity in the region
- 58% of the Exhibitors will recommend others to exhibit at Motexha



Visitors @ Motexha

Survey Sample Size: 152

- 85% of the Visitors will visit Motexha again in 2011
- 90% of the Visitors rated the quality of the exhibitors from Excellent to above average
- 51% of the Visitors arranged to do business with existing suppliers
- 55% of the Visitors arranged to do business with a new supplier
- 82% of the Visitors were aware of the event before their visit, highlighting the strong reach to the right audience

29% of the Visitors traveled to Dubai especially to visit the show

Top 10 Visiting Countries

- | | |
|----------------|------------|
| ○ U.A.E. | ○ Bahrain |
| ○ China | ○ Kuwait |
| ○ Saudi Arabia | ○ Oman |
| ○ India | ○ Turkey |
| ○ Bangladesh | ○ Pakistan |

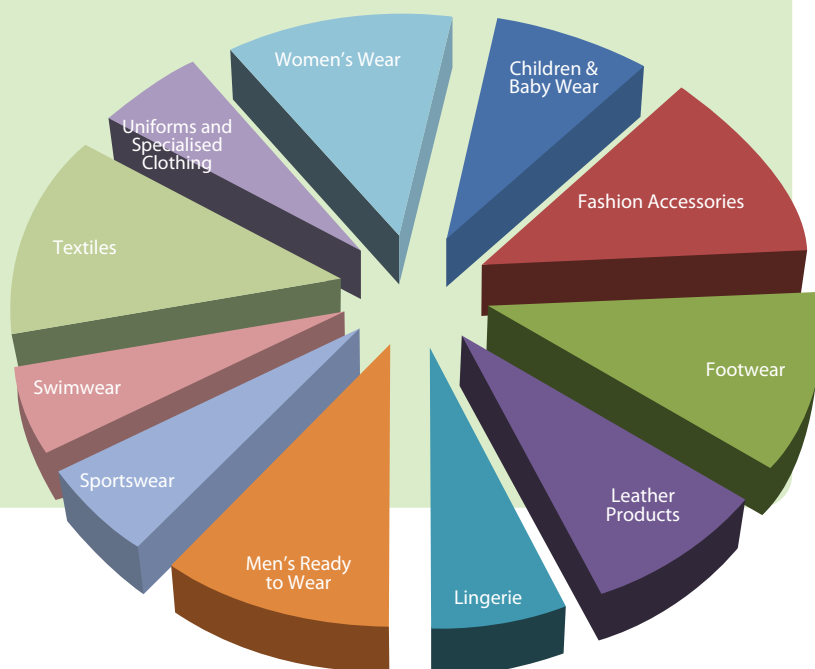
Top Buyers at Motexha 2010

- | | |
|----------------------------------|---------------------------|
| ○ Abu Dhabi Co-Operative Society | ○ Microbia Spain |
| ○ Babyshop | ○ Nayomi |
| ○ Burjuman | ○ Pink Ribbon Lingerie |
| ○ Caresse Lingerie | ○ Salam Studio & Stores |
| ○ Carrefour | ○ Shoe Mart |
| ○ Catmini Spain | ○ Splash ~ Landmark Group |
| ○ COEGA Sunwear | ○ Sun & Sand Sports LLC |
| ○ Iconic | ○ Texas |
| ○ K.M. Trading Co. LLC. | ○ Uniform Express |
| ○ Kamal Osman Jamjoom Est. | ○ WHM Group |
| ○ Marlin | ○ Zapa Paris |
| ○ Mayoral Spain | |

Areas of Interest*

- | | |
|-------------------------------------|-------|
| ○ Children & Baby Wear | 22.5% |
| ○ Fashion Accessories | 33.9% |
| ○ Footwear | 30.0% |
| ○ Leather Products | 22.5% |
| ○ Lingerie | 16.1% |
| ○ Men's Ready to Wear | 27.3% |
| ○ Sportswear | 15.0% |
| ○ Swimwear | 14.5% |
| ○ Textiles | 34.7% |
| ○ Uniforms and Specialised Clothing | 15.6% |
| ○ Women's Wear | 32.5% |

*Multiple responses allowed





Motexha 2010 Visitor Promotion Campaign

Trade Magazines Adverts placed in:
The Stitch Times
Fashion Mag
WSGN

News Papers campaign included a series of 8 ¼ page adverts in:
Khaleej Times – UAE

Radio 30 Second Radio spots on
City 101.6 FM
Hit 96.7 FM

Fax Campaigns 26,145 fax shots for pre-registration campaign in English & Arabic sent to following countries

- Bahrain
- Lebanon
- Iran
- Egypt
- Kuwait
- Oman
- Qatar
- Saudi Arabia
- United Arab Emirates

Exhibitor Invitations

Over 4500 visitor tickets distributed to Exhibitors

E-mail Campaigns

- Monthly newsletter campaigns featuring show news
- 10 visitor pre-registration e-mailers with product features
- 8 reminders to the pre-registered visitors

Direct Mail Campaigns

- Teaser Postcard – Quantity 17,079
- Visitor Tickets – Quantity 17,079
- Final Reminder Postcard - Quantity 14,434
- VIP Government/Consulates Invites – Quantity 289
- Visitor invitation ticket drops to trading hubs across Dubai – Quantity 2000+

SMS Reminders

Over 20,000 SMS reminders to buyers and merchandisers all over the GCC. Pre-registered visitors were sent personalized periodic reminders with embedded Unique Reference Numbers.

Special Incentives included Lunch on Us Campaign

‘Lunch on Us’ programme for buyers and merchandisers bringing their qualified trade colleagues to the event.

Tele-marketing Campaign

Over 4000 contacts called to introduce the event

Tele-reminding Campaign

2500+ contacts called to remind them about their pre-registration for the event.

Motexha 2011 Show Dates

29 – 31 March
Dubai International Exhibition Centre