

space

furniture

i.t. systems

+ filing & storage

= passion to work

+ walls & flooring

lighting

+ consultancy & design

The flagship show for office furniture, design, technology and consultancy in MENA and the Magreb region.





3rd - 5th March 2009  
Dubai World Trade Centre

## Associated features at the show:

- 'O' Celebrates VIP Networking Event
- Office Talks Seminar Programme
- The Indy Exhibitor Lounge
- Teknion Wi-Fi Hub
- The Loft Student Design Competition
- Visitor Competition by H2O

## The Office Exhibition 2009

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HE Dr. Hanif Hassan Al Qassimi opening The Office Exhibition 2009



Dubai World Trade Centre 3rd - 5th March 2009

# 1. Introduction

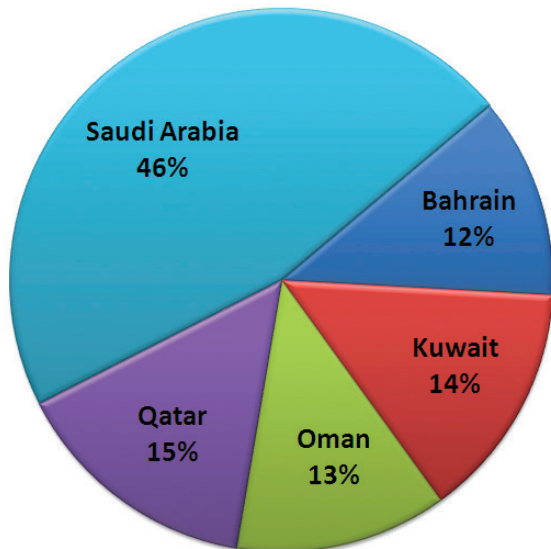
Now in its eight year, The Office Exhibition is now firmly established as the largest office fit-out and design exhibition in the Middle East. This year's show at the Dubai World Trade Centre attracted a record line-up of 365 local and international office designers, suppliers and manufacturers from more than 25 countries. Testament to the strong demand in the Middle East for world-class office designs and furniture, this year's event was 60 per cent bigger than last year, with total exhibition space increasing by 5,000 square metres.

The Office Exhibition is undisputedly the Gulf regions most significant trade event for the fit-out and design of our working commercial environment. The show has seen considerable growth in visitors over the last 8 years with the 2009 event showing no slow down. With the economic climate effecting business throughout the world, it is encouraging to see that it is business as usual for many of the Gulf States with projects still under way and new ones being launched.

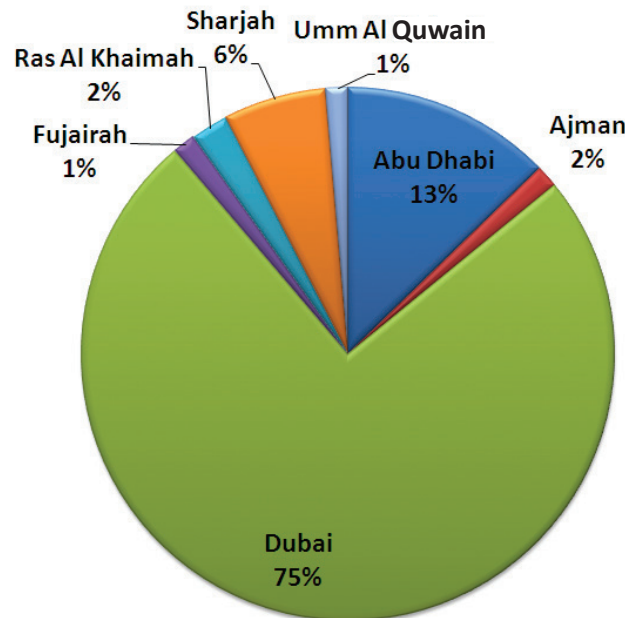
The opening ceremony took place at 10am on the 3rd March at Hall 8 in the Dubai World Trade Centre. The show was inaugurated by HE Dr. Hanif Hassan Al Qassimi, Minister of Education in the UAE. The minister was escorted through the show by Mr. Bernard Walsh, Managing Director dmg world media, Richard Lewis, Vice President for the design sector and Sinead Bridgett, Event Director for The Office Exhibition. The delegation met with many elated exhibitors who were only too delighted to talk about and demonstrate their products and services.

# 2. Attendance

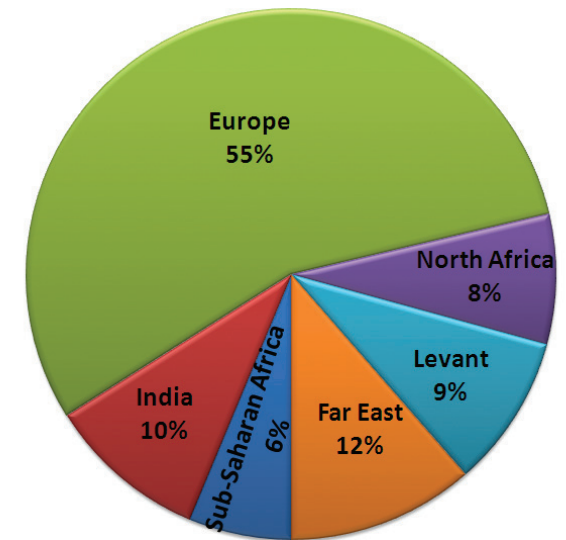
Visitors from GCC



Visitors from UAE

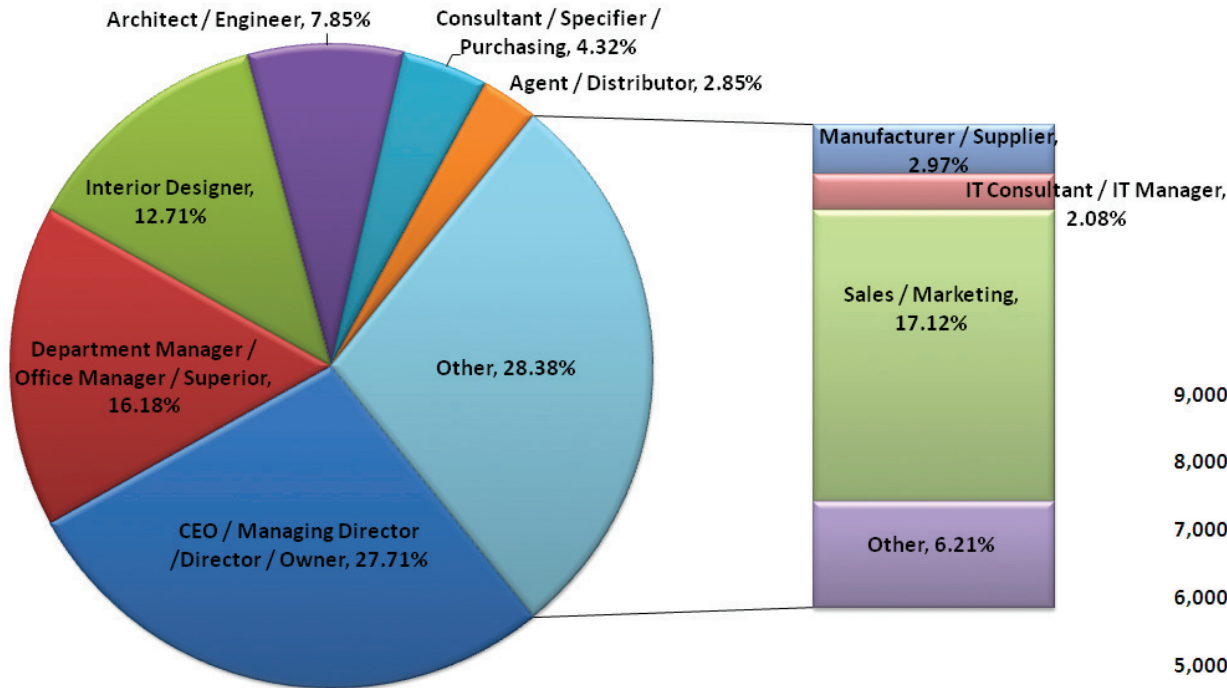


Visitors outside GCC



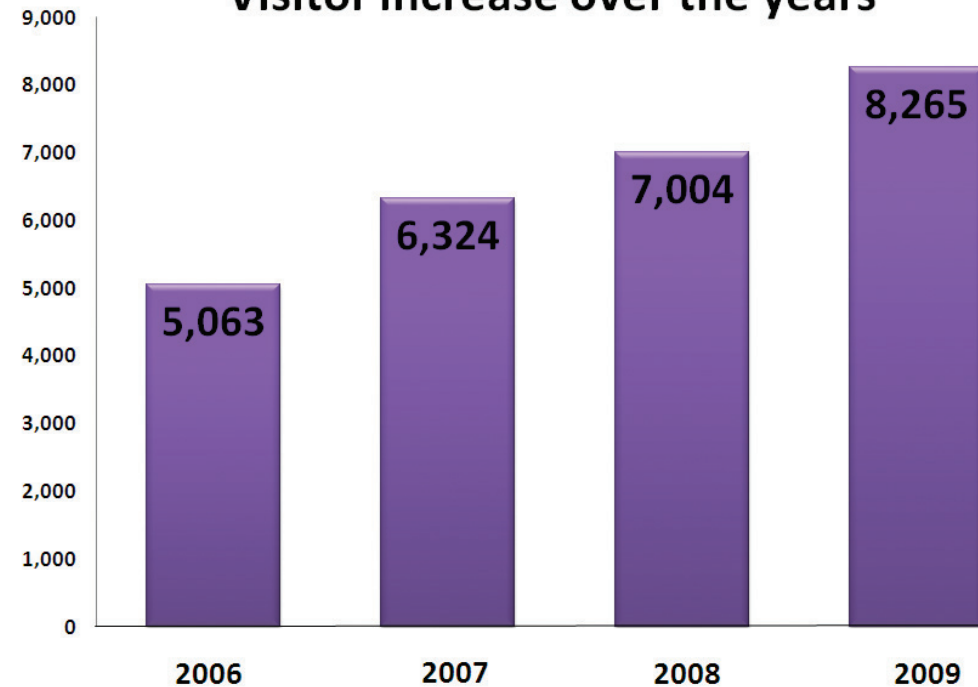
### 3. Statistics

#### Primary Job Functions



Of the GCC visitors, the largest trade group came from Saudi Arabia with an increase of 62% more visitors from this region than last year

#### Visitor increase over the years



#### More visitors from the GCC than ever before!

Our marketing campaign concentrated not only on drawing in visitors from the UAE but also regions such as Saudi Arabia, Qatar and Iran.

An increase of 63% of visitors from 2006 to 2009.

## 3 full days of success!

Exhibiting at The Office Exhibition 2009 proved to be a success for 97% of exhibiting companies. Many companies stated that exhibiting had a positive effect on their marketing and brand awareness within the region and proved to be an excellent means of finding new contacts in the GCC. Overall 93% of exhibiting companies said they would exhibit at the next edition of The Office Exhibition with 27% of companies re-booking onsite.



- 92% of visitors rated the ease of locating their desired products as “very easy”
- 85% of visitors stated that trade exhibitions were very important to their business
- 94% of exhibitors said The Office Exhibition is extremely important to their business
- Over 80% of exhibitors said the quality of visitors were either “excellent or very good”
- Almost 90% of the exhibitors said The Office Exhibition provided the right kind of visitors
- Over 85% of visitors described the range, quality and quantity of exhibitors as either “excellent or very good”

“The quality of the visitors at this years show has been exceptional and we have made some good business contacts. We have met several designers from outside the UAE, looking to partner with leading furniture manufacturers in the Middle East.”

Marcel Wiethoff, Business Development  
Manager at Estel

“ The Office Exhibition has been an excellent first experience. We’re very pleased we participated as we met potential clients with projects and budgets who were interested in the high quality of products we supply.”

Tim Schad, CEO of Nucraft

“The Office Exhibition 2009 was a great event to launch our Meeting Room Digital Signage product into the Emirates market. It generated a lot of interest and the quality of the leads exceeded our expectations given the current financial climate. We look forward to returning next year.”

Ian Fisher, Managing Director of QED

## 4. Deals done at the show

### Just some of the amazing deals done at The Office Exhibition 2009

Al Aqili Furnishings announced two contract furnishing deals worth a total of AED 3.2 million. The deals were won by its Officeland division and are for the General Civil Aviation Authority in Abu Dhabi, valued at AED 1.8 million and for Oman Insurance's new 5,000 square metre offices in Dubai, valued at AED 1.4 million.

UAE-based office furniture dealer, Delma Interiors, in association with Access International, signed a deal worth over AED 1 million to supply Nightingale chairs to a UK architectural design firm. They also signed a contract to distribute Mi Youl interactive and high technology screens within the UAE, perfectly suited for hotels, corporate reception areas, hospitals and other public display areas.

Ufficio, a division of Ishtar Decor signed several distribution agreements. The company will be the exclusive distributor in the UAE for FAMO, a Portuguese commercial office furniture manufacturer, Davison Highley, a British manufacturer of commercial soft seating and Brunner, a German Manufacturer of meeting and conference chairs.

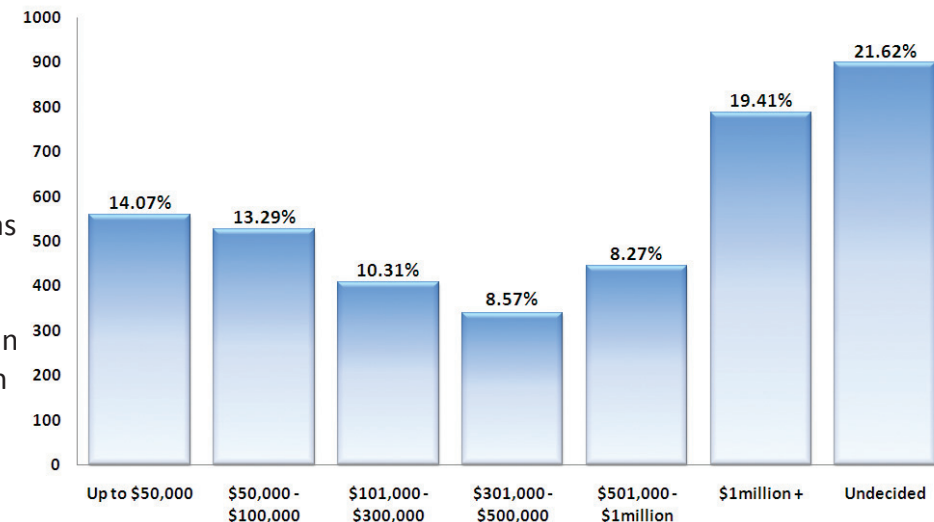
H2O Concepts, a major supplier of office furniture in the UAE, signed an exclusive distribution partnership contract with a leading Portuguese office furniture supplier, Guialmi. Rizkallah Abed, General Manager, H2O Concepts said this new partnership has helped to complete their product portfolio.

Turkish office furniture company Flekssit announced a deal with a Saudi Arabia company to furnish a multi-story (4 floor) building. Mustafa Kiziloz said the company also began negotiations with an Abu Dhabi based company at The Office Exhibition, to furnish another multi-storey commercial building in the UAE capital.



Business as usual at The Office Exhibition

### How much visitors planned to spend in the next 12 months on office interiors & supplies



# 5. Marketing & Public Relations campaign

The Office Exhibition 2009 had the most dedicated and comprehensive campaign to date. Due to current market conditions, marketing investment was increased by 70% which resulted in an 18% increase in visitors by numbers.

## Direct Mail Campaign:

Two Direct Mail invitations were produced and mailed out to over **180,000** contacts in our database with hand delivered invitations given out to many of the freezones and business hubs.

## Newspaper and Magazine Advertising:

The campaign included advertisements in key publications across the GCC. The list below shows the focus:-

Online Media	Circulation
ME Business	50,000 impressions
Arabian Business.com	100,000 impressions
<b>Newsletter banners</b>	
Business & Commerce - arabian business	121,246
Banking & Finance	24,725
IT/Telecom - arabian computer news	43,187
Design - interior design newsletter	18,609
Building & construction - construction week	26,222
<b>Email-shots</b>	
Arabian Business	8,000
Medical Times	600
Healthcare Middle East	3,600
Arabian Computer News	9,000
Banking & Finance	5,200
Interior Design	4,000
Construction Week	6,000
Dmg Database	53,058
<b>Web Banners</b>	
<b>Overseas</b>	<b>Qty/Freq</b>
Habitat Ufficio	50,000
FM Korea	11,000
AEC Online	42,000
One2One Source Holding SDn Bhd	15,000
Biz Trade Shows	100,000
Tasarim	112,000
RFP Magazine	60,000
First Look Magazine	21,000
APS	50,000
<b>Local</b>	<b>Qty/Freq</b>
Property World ME	25,000
Trade Arabia	15,000
Middle East Interiors	15,000
Gulf Construction	20,000
Design 51	20,000
UAE Free Zone Directory	60,000

Daily Newspapers	Circulation
Gulf News	92,000
Khaleej Times	89,000
Al Khaleej	114,000
Al Itihad	102,000
<b>Overseas</b>	
Asharq Al Awsat - Saudi Arabia	245,000
Arrayah - Qatar	15,000
Al Watan - Kuwait	115,000
Al Ayam - Bahrain	21,000
<b>Trade Magazine</b>	
<b>Local</b>	
CID	20000
Construction Week	10318
FM	7000
Middle East Interiors	8281
<b>Overseas</b>	
Habitat Ufficio	11000
First Look Magazine	20,000
FM Korea	35,000
MIFF 2009	100,000
Gulf Construction	10610
Tasarim	112,000
Property World ME	20,000
<b>Radio</b>	
<b>Listeners</b>	
Dubai Eye	300,000
Emirates 2FM	220,000
Radio 4	100,000
Emarat 99.7	50,000



## 6. The Party!

'O' Celebrates, the exclusive networking party for the office sector made a welcome return for a second year and was sponsored by Officeland a division of Al Aqili. The night was a roaring success with the theme changing to the good old days and taking us back to the 1920's. With build up and the opening day behind, it was time to relax after a hectic day and drift back to days of old! Exhibitors and visitors were entertained by Charleston dancers and the incredibly talented 5 piece swing band, all there to entertain the many guests throughout the night.



## 7. The Office Exhibition 2010

The 9th edition of The Office Exhibition will take place in the new halls at the Dubai World Trade Centre. The new halls will be desirable from many aspects including location beside the upcoming Metro line, the new Dubai light rail project, due for completion in September 2010. The new halls will cover an area of approximately 40,000 square metres allowing us to accommodate the complete extended 2010 show and avoid crossover between halls which was experienced at the 2009 event.

The organisers have also carefully selected new dates so there will be no overlap with any other international shows. The new dates will be from the 9th - 11th of February 2010 and the show is set to feature many new sectors and products.

Space reservations are now being taken with areas already confirmed for the next edition. To guarantee your prime location within this exclusive event please contact the organisers on +971 4 438 0355 or email [SineadBridgett@dmgworldmedia.com](mailto:SineadBridgett@dmgworldmedia.com) or [MahaAad@dmgworldmedia.com](mailto:MahaAad@dmgworldmedia.com).

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For the most up to date information on the next edition of The Office Exhibition please visit [www.TheOfficeExhibition.com](http://www.TheOfficeExhibition.com)

