

## Press Release

October 2011

### **DOMOTEX asia/CHINAFLOOR 2012 (27 to 29 March)**

Over 70% of stand space already booked for DOMOTEX asia/CHINAFLOOR 2012

**Shanghai/Hannover.** With over 70 percent of exhibition space booked seven months before the show opens on March 27, 2012, Domotex asia/CHINAFLOOR anticipates another record setting event. The show has expanded to 11 halls making way for an estimated 1,100 exhibitors. New education programs, new exhibitors, an enhanced site layout and services will increase the business and networking opportunities for the domestic and international trade visitors.

An increase in new exhibitors and an increase in booth space requested by returning exhibitors explain the show's need to expand, according to Martin Folkerts, Director of Deutsche Messe worldwide / Hannover Fairs International. Deutsche Messe believes both of these indicate increased confidence in the value of the show to the international industry as well as in the growing Asian floor covering market. The Asian construction market, which demands 1.8 billion square meters of flooring annually to meet its growth, stands in stark contrast to Europe which has declined four years in a row and the U.S. floor covering market which has shrunk roughly 30% over the last five years.

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"The enlarged participation by manufacturers reflects perfectly the growing demand for all types of floor covering products in Asia," says Mr. Folkerts. "Products such as high quality area rugs are getting more attention in China, while hard wood flooring sales are surging; all likely due to the rise of living standards in China. This interesting shift in market demand will clearly influence the show, bringing a more diverse array of products than ever before," he adds.

The show has broadened its specialized educational and networking events and will include more meaningful content for decision makers from the commercial, architectural and design sector.

Visitors will enjoy an improved show layout in 2012. Carpets and rugs will move to halls W1 to W4, while resilient will be located in halls W4 and W5 with an easy access through the North Entrance Hall. Wood, laminate, bamboo and cork will be located in halls E1 to E6. FLOORTECH, dedicated to wood flooring manufacturing technologies, will be in hall E3. Two product demonstration areas will offer exhibitors venues in which to showcase their installation or cleaning products in front of live audiences. Comfort and catering areas will offer exhibitors and visitors a relaxing yet business focused time at the show. Exhibitors wishing to organize events at the show will have use of new, on-site logistic and catering facilities.

"Asia offers a great future for the flooring industry and untold business opportunities happening now. Looking at the flooring industry perspectives in Asia, and encouraged by the trust the industry is having in DOMOTEX asia/CHINAFLOOR, we feel even more committed to deliver the high quality platform the industry needs ," concludes Mr. Folkerts.

For more information about DOMOTEX asia/CHINAFLOOR, please visit [www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)

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About DOMOTEX worldwide

DOMOTEX asia/CHINAFLOOR the number one flooring show in Asia held from 27 - 29 March 2012 is organized by VNU Exhibitions Asia, Deutsche Messe and Chinafloors. Deutsche Messe is the organizer of DOMOTEX HANNOVER, the world's leading trade fair for carpets and flooring coverings which will take place from 14 - 7 January 2012. As a platform dedicated to the Middle East North Africa region, Deutsche Messe's DOMOTEX Middle East hosted the flooring industry from 12 - 14 September 2011.

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