

Press Release

October 2011

DOMOTEX Russia 2012 (26-28 September)

DOMOTEX Russia 2012: Deutsche Messe provides access to Russian floor coverings market

Hannover/Moscow. Deutsche Messe AG has again extended its international portfolio of events. From 26-28 September 2012 the trade show company will be holding its first trade fair for carpets and floor coverings in Moscow. Dr. Andreas Gruchow, chairman of the Board of Deutsche Messe AG in Hannover, explains: "DOMOTEX Russia will create a showcase providing manufacturers of high-quality floor coverings with the opportunity to benefit from growing domestic demand on the Russian marketplace and the chance to consolidate their market presence. As the only specialist trade fair for carpets and floor coverings in Russia and the surrounding region, DOMOTEX Russia offers exhibitors and visitors great opportunities to make new contacts and generate business." DOMOTEX Russia is being organized by the Russian subsidiary of Deutsche Messe AG.

The exhibition categories accommodated by DOMOTEX Russia include carpets, parquet, laminates, natural stone, as well as textile and resilient floor coverings. The key visitor groups targeted by the trade fair include distributors and buyers from the retail and wholesale trades - vital contacts, as cooperation with an excellent network of distribution partners is essential in order to gain access to the Russian marketplace. Other key

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target groups include architects, planners and decision-makers from the property development and building construction sector. "To this extent, participation in the trade fair forms part of a marketing strategy. It is geared to companies interested in establishing new business relations in Russia, as well as those aiming to expand their existing distribution networks in the region", says Gruchow.

Current conditions for entering this market are good. According to a study into business trends for the period 2011/2012 carried out by Germany Trade & Invest, the foreign trade and inward investment agency of the Federal Republic of Germany, growth is expected in virtually every area of the Russian economy in the next few years. This is also true of the construction industry. In the coming year the housing construction sector alone is expected to grow by four percent. One positive outcome of this trend has been the growth in demand for floor coverings. This is also confirmed by a study conducted by the Business Analytic Center (BAC), which determined annual double digit growth rates in the Russian floor coverings sector since 2002 – with the exception of 2008 due to the financial crisis. Major international events such as the 2014 Olympic Games and the 2018 Football World Cup will also have a positive effect on consumer behaviour in Russia. In Sochi, one of Russia's most popular spa and coastal resorts, 40 new hotels with a capacity of 15,500 beds are planned.

Deutsche Messe AG also sees potential knock-on benefits derived from the interplay of DOMOTEX Russia and DOMOTEX in Hannover – the leading trade fair for floor coverings. "DOMOTEX HANNOVER is an important business platform for the countless market players in Russia who work in cooperation with us. The launch of DOMOTEX Russia will further strengthen the brand name DOMOTEX in Russia and the CIS region as a whole. At the same time it will have the positive effect of attracting exhibitors and visitors from the region to the event in Hannover", explained Gruchow.

DOMOTEX Russia 2012 will coincide with heimtextil Russia, the leading trade fair for home and contract textiles in the CIS states, which is being organized by OOO Messe Frankfurt RUS, and with the trade fair R + T Russia 2012 (Messe Stuttgart) at the IEC "Crocus Expo" site in Moscow. This constellation of events will guarantee potentially large attendances when the new trade fair makes its Russian debut.

Deutsche Messe AG has been represented in Russia through its own subsidiary since 2010. The aim was to organize the company's own trade fair in Russia. Gruchow elaborates: "In view of Russia's dynamic economy the country could develop into one of the most promising trade fair locations in the world. By setting up our own company we are better positioned to promote our activities in Russia and will be able to develop our business here."

About DOMOTEX Worldwide:

By pursuing a strategy of positioning DOMOTEX internationally its organizers, Deutsche Messe, are consciously developing its reputation as a worldwide leader in the carpeting and floor covering sectors. The mid-term aim is to establish DOMOTEX Russia, which debuts on 26-28 September 2012, as the most important event for carpets and floor coverings in Russia and neighbouring countries. DOMOTEX Hannover, the world's biggest and most important trade fair for carpets and floor coverings, will take place again in Hannover from 14-17 January 2012. DOMOTEX asia/CHINAFLOOR, the largest trade fair for floor coverings in Asia, is jointly organized by Deutsche Messe AG in cooperation with VNU Exhibitions Asia and Chinafloors. This trade show runs from 27-29 March 2012. DOMOTEX Middle East, which takes place in Dubai from 12-14 September 2011, is the only specialized floor coverings fair in the Middle East/North Africa and is organized by the Dubai branch of Deutsche Messe.

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Exhibitors and visitors at each of these four events will find an unparalleled overview of the latest trends on the world market and gain a unique opportunity to exchange ideas and experiences with other trade experts.

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