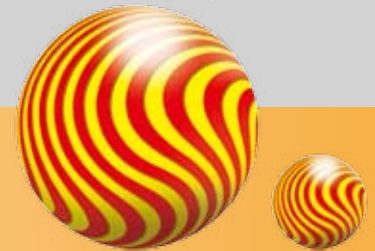


2011 Post Show Report

Innovation and respect for nature



A permanently busy show floor with a highly professional crowd, great leads and sales, confirmed by the highest on-site rebooking!



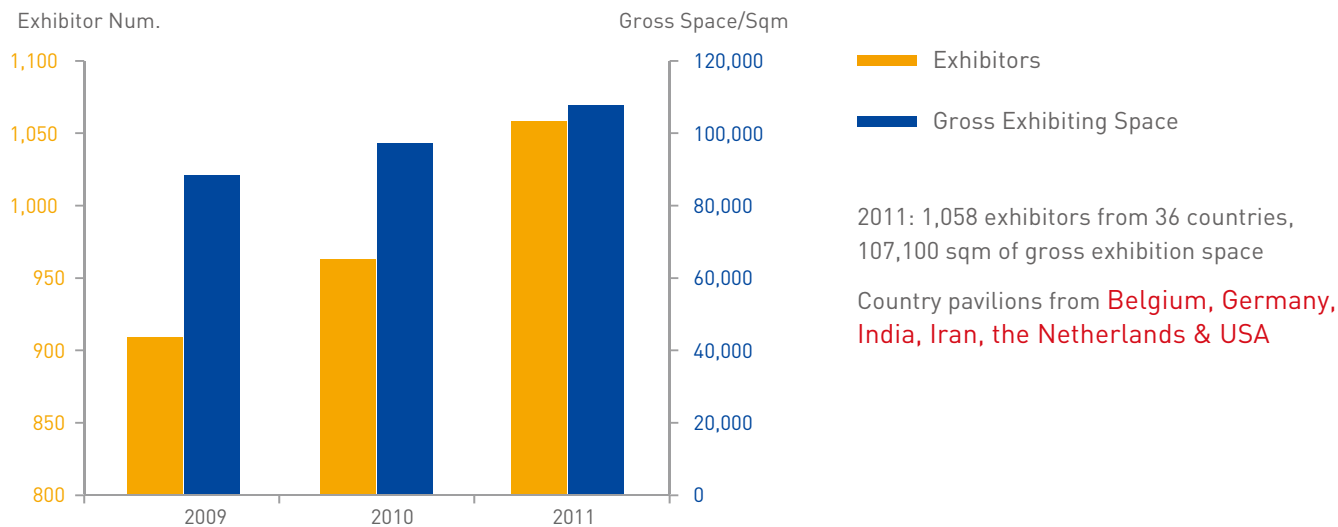
22-24 March 2011

DOMOTEX
asia CHINA FLOOR

S H A N G H A I

A record edition - a show bigger than ever

● Exhibitor number & Exhibiting space 2009-2011



● Exhibitor satisfaction

The overall satisfaction with DOMOTEX asia/CHINAFLLOOR was very high, with **19.6%** of respondents "very satisfied", **63.7%** "satisfied" and **0.8%** respondents expressing dissatisfaction.

Main points of satisfaction were the number of visitors (**67.6%** of exhibitors extremely satisfied) and sales orders received (**56.7%** of exhibitors extremely satisfied).

75.6% of exhibitors expressed their intention to exhibit again at DOMOTEX asia/CHINAFLLOOR 2012.

Nearly 20,000 sqm net were booked on-site for the 2012 edition of the show, a record!

Source: DOMOTEX asia/CHINAFLLOOR exhibitor survey



● Summary of attendance

Date	Single Visit
Day 1 Tuesday, March 22	16,645
Day 2 Wednesday, March 23	16,031
Day 3 Thursday, March 24	6,667
Total	39,343

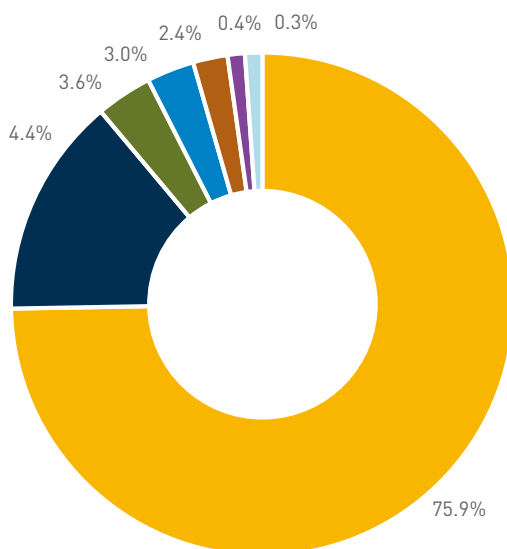
● Trade visitor attendance by geographic area

China/rest of the world

China 29,861 (75.9%)

International 9,482 (24.1%)

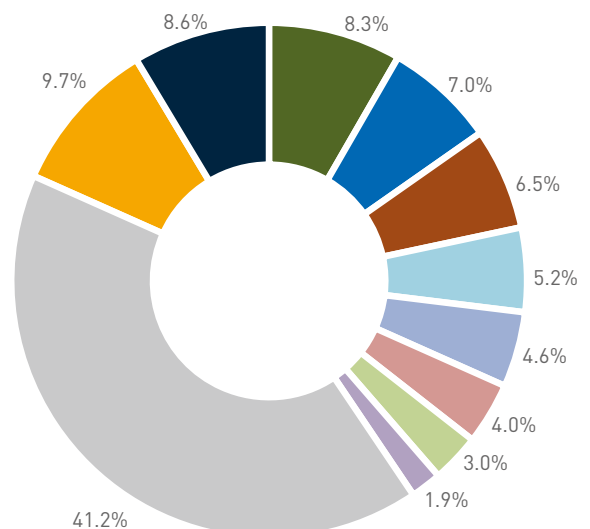
Number of countries: 72



China	29,861
Asia	5,649
Europe	1,413
North America	1,187
Oceania	949
South America	157
Africa	127



International visitors



Japan	India
Australia	Canada
United States	UK
Malaysia	Germany
Korea	Others
Singapore	

DOMOTEX asia/CHINAFLOR attracts a diverse and global audience. International visitors from 72 countries accounted for 75.9% of all visitors, with large contingents from Japan, Australia and the USA.

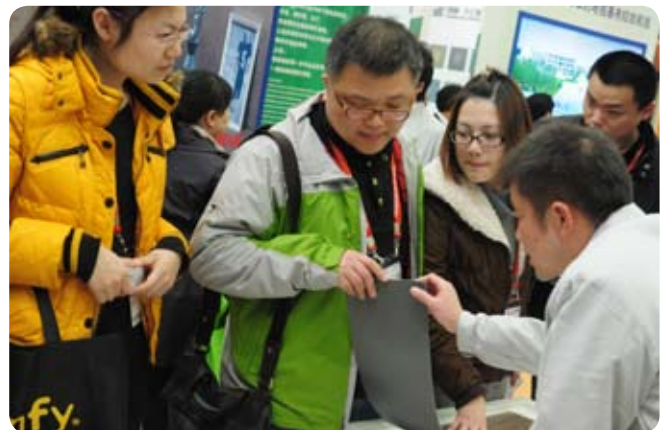
● A highly professional crowd

59.8% of the visitors' job function is from corporate high management (CEO, President, GM, VP)

69.3% of the visitors held "direct authority or influence to purchase the type of goods or services seen at DOMOTEX asia/CHINAFLOOR"

● Attendance by industry category

BUSINESS ACTIVITY	% OF ATTENDEES
Agents	7.2%
Distributors/Retailers	28.1%
Importers/ Exporters	24.2%
Buyers	6.9%
Architects	6.2%
Designers	6.3%
Manufacturers	7.8%
Contractors	1.8%
Real Estate	6.1%
Hotel/Restaurant/Leisure/Sport	3.4%
Hospital	1.4%
Others	0.6%



● Visitor survey key results

Main reasons for visiting DOMOTEX asia/CHINAFLOOR:
4 out of 5 visitors attended the show for the following reasons, with high satisfaction rates

Visitor objectives	Satisfaction %
To look for new/alternative suppliers	77.9%
To look for innovative technologies	77%
To look for new products	76.4%
To conduct market research	82.5%
To meet with existing providers	79.2%
To make purchasing decisions	77.8%

Mean ratings: 0% = very dissatisfied, 100% = very satisfied

Source: DOMOTEX asia/CHINAFLOOR 2011 visitor survey





● Visitor survey key results

76% of the visitors were "satisfied to very satisfied" with the DOMOTEX asia/ CHINAFLOOR 2011 overall.

84.1% of the visitors purchased or intended to purchase at DOMOTEX asia/ CHINAFLOOR 2011

69.3% of the visitors held "direct authority or influence to purchase the types of goods or services seen at DOMOTEX asia/ CHINAFLOOR."

67% of the visitors "organized a quote or appointment".

82% of the visitors "agree to strongly agree" that DOMOTEX asia/CHINAFLOOR is a must attend event.

92.6% of the visitors "agree to strongly agree" that DOMOTEX asia/CHINAFLOOR is fully representative of the industry.

83% of the visitors "agree to strongly agree" that DOMOTEX asia/CHINAFLOOR is very important to their business.

96% of the visitors "probably will to definitely will" recommend to associates in the industry that they should visit DOMOTEX asia/CHINAFLOOR 2012.

Source: DOMOTEX asia/CHINAFLOOR visitor survey

The 2011 edition of DOMOTEX asia/CHINAFLOOR was the show's largest installment ever with 1,058 exhibitors and 107,100 sqm of gross exhibits, a sharp 15% increase of floor space compared to 2010. 39,343 visitors attended the three day event, crowding the aisles from morning to afternoon.

Exhibitors noted a marked improvement in the demographics of the crowd and described it as even more professional and specialized than in previous years. In particular the number of architects and designers, attracted by newly on-site events and seminars designed for them, has significantly increased. The spectacular rise of pre-registration figures, up 80 percent over 2010 pre-registration figures, signaled that the attendance would be extremely business focused. The comments received by many exhibitors, who declared having signed important orders at the show, have confirmed it.

Foreign buyers with Japan, Australia and the USA respectively leading the crowd were also more present than before, confirming the status of the show as the undisputed sourcing event for flooring in the Asia Pacific region.

The success of the on-site rebooking program with nearly 20,000 sqm net sold and numerous exhibitors increasing their exhibition space anticipates a continuous growth of the show for the next edition on March 27-29, 2012.

● On-Site Programs

Wood Flooring Forum

The Wood Flooring Forum, organized for the 4th year alongside DOMOTEX asia/CHINAFLOOR, gathered 350 industry patrons from around the world and had this year tailored-made breakout sessions for Eastern and Western buyers. The Forum presented an overview of opportunities and obstacles in the wood flooring industry, addressing forces such as legal and environmental issues, market trends, and the American ITC investigation.

Green China Roundtable

The Green China roundtable, discussing strategy of urbanization and sustainable development, gathered over 300 prominent architects and executives from Chinese real estate giants such as Beijing Capital Group, Vanke, Tomsom or CITIC real estate among others.

CSB/ABBS Sustainable Building Design and Technology Forum

A major event widely acclaimed as the forerunner in the promotion of ecology within the construction industry in China, the CSB/ABBS Sustainable Building Design and Technology Forum attracted more than 300 renowned architects to discuss the topic "Regeneration of Green Building".

Bamboo Building Application International Round Table

With a view to promoting bamboo as an emerging sustainable material and its numerous applications in flooring and construction, this program gathered close to a hundred professionals from the construction industry.



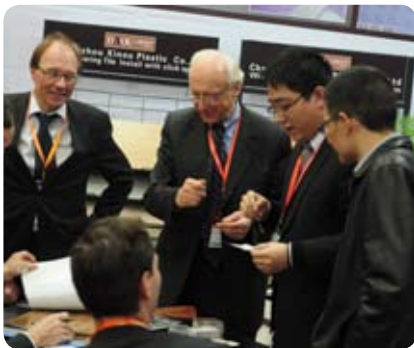
● Exhibitor Quotes

DOMOTEX asia/CHINAFLLOOR is indeed a phenomenal floor covering event in the Asia Pacific region. The quality of visitors is outstanding, as well as the services offered at the show. Being the largest flooring manufacturer in China, PowerDekor Group has been exhibiting at DOMOTEX asia/CHINAFLLOOR numerous times already, achieving its business objectives each time. We will continue to follow DOMOTEX asia/CHINAFLLOOR with interest, and explore mutual benefit and common development.

Hui Guo, Executive President, PowerDekor Group

We are quite satisfied with our participation to the show during which we reached our objective of recruiting area distributors all over China. During the 3 days of the show we received on our booth over 500 buyers not only from Eastern China but also from South China, North China and even the West of the country. Through DOMOTEX asia/CHINAFLLOOR, we have considerably increased our brand's influence in China.

Yang Yang, Chief Representative, Granorte China



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Compared with the previous editions, we feel that this year the professional visitors recruitment has covered more areas than ever before, with buyers coming from second and even third tier cities. We engaged business talks with over 200 customers visiting our booth. There is no doubt that the show has helped us gaining new markets.

Qingkai Liu, Brand Operations Manager, Zhejiang Sunyard Timber Co., Ltd.

Having such a quality event, from a well established brand like DOMOTEX, happening in China is absolutely great for the industry. DOMOTEX asia/CHINAFLLOOR is a memorable business experience. We invested much in this year's participation and were concerned about the results, but they have proven to be outstanding.

Ansen Liu, Marketing Director, Beijing Torchgrass Co., Ltd.

DOMOTEX asia/CHINAFLLOOR is good stage for Akzo Nobel to introduce unique designs concept of new products and technology to domestic flooring manufacturers, with a full range of UV coatings for solid wood flooring, engineered wood flooring, and resilient flooring.

Alan Grainger, Sales Director China, Akzo Nobel Wood Finishes

This show is very special, because not only the number of exhibitors keeps increasing year after year, but also the variety and level of products we can see here is remarkable, and it's a very international show. We use it as a platform to showcase our products and meet customers, but it also brings us numerous business opportunities, so we are planning on coming back next year.

Lianxiang Ma, Head of Marketing, Leitz Tooling Systems (Nanjing) Co., Ltd.



DOMOTEX asia/CHINAFLLOOR performed very well this year. We welcomed a remarkable crowd. Our stand was constantly busy with prospective buyers. We had some solid contracts and we have some still at negotiation phase. We are fully satisfied.

Safak Kara, Export Manager, Serfleks**

****Courtesy of IHLAS MAGAZINE GROUP**

The numerous product launches during DOMOTEX asia/CHINAFLLOOR, combined with the extraordinary growth of the show, suggest that Asia Pacific has become a leader in the flooring markets of the world. This makes DOMOTEX asia/CHINAFLLOOR a crucial platform for the industry that should not be missed by any flooring professional who wants to do business in Asia Pacific or anywhere else.

Thomas Baert, CEO, CHINAFLFLOORS

Contact information

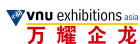
VNU Exhibitions Asia
VNU House, 26A, No. 140 Tianlin Road
200233, Shanghai, P.R China

Tel: +86 21 61956088
Fax: +86 21 61956099
Mr. Jerome Lizambard
j.lizambard@vnuexhibitions.com.cn

Deutsche Messe
Worldwide
Hannover Fairs International GmbH
Messegelände,
D-30521 Hannover, Germany

Tel: +49 511 89-31217
Fax: +49 511 89-31209
Ms. Christiane Grobe
Christiane.Grobe@messe.de
Ms. Christiane Hempelmann
Christiane.Hempelmann@messe.de

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DOMOTEX
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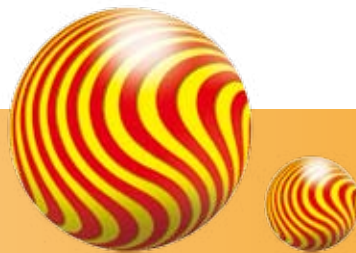
Hannover • 14–17 Jan. 2012



DOMOTEX
asia **CHINA FLOOR**

Shanghai • 27–29 March 2012

DOMOTEX asia/CHINA FLOOR • March 27-29, 2012 • SNIEC



22-24 March 2011

DOMOTEX
asia **CHINA FLOOR**

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