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# TOPLINE POST SHOW REPORT 2011

22 - 25 OCTOBER 2011  
Dubai World Trade Centre  
United Arab Emirates  
[www.indexexhibition.com](http://www.indexexhibition.com)

# INTRODUCTION

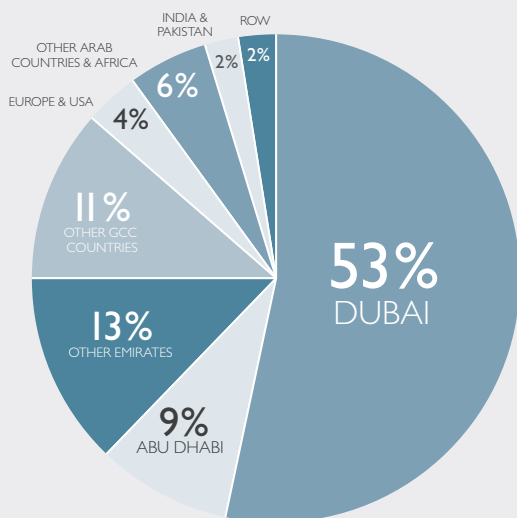
The INDEX Exhibition opened its doors from 22<sup>nd</sup> to 25<sup>th</sup> October 2011, and once again provided an unparalleled opportunity for the MENA region's Architect and Design community to meet, network and do business across 4 days.

The 21<sup>st</sup> edition of INDEX, the region's largest and most established interiors and design event hosted **45 exhibiting countries** including **20 national pavilions**, and **18 dedicated visitor features** at the Dubai World Trade Centre.

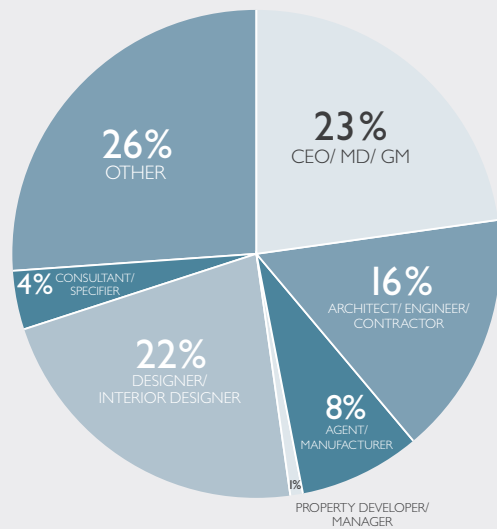
INDEX 2011 saw **27,870 industry professionals** gathering together under one roof to source the latest interior products and innovations showcased by global suppliers looking for business opportunities in the Middle East.



## INDEX 2011 VISITORS BY ORIGIN



## INDEX 2011 VISITORS BY PRIMARY JOB FUNCTION



## DEDICATED AUDIENCE

Overall 27,870 industry professionals attended INDEX from the 22<sup>nd</sup> to the 25<sup>th</sup> October 2011, an increase of 11.4% year on year, highlighting the event's continued importance to the design industry in the region and demonstrating a strong sign of the region's improving economic climate.

## TOTAL ATTENDANCE INDEX 2011

Trade Visitor	18,719
VIP / Key Buyer	1,622
Non-trade Visitor	1,402
Exhibitor	5,728
Press / Media	181
Student	224
<b>TOTAL</b>	<b>27,876</b>

"This year's INDEX 2011, the first INDEX we participated in, was an overwhelming success. The interest and response we received by the visitors on our offering was immense and truly unprecedented."

*Helga Feghali, Marketing Manager, Delta Faucet*

## THE INDEX ONE VIP PROGRAMME

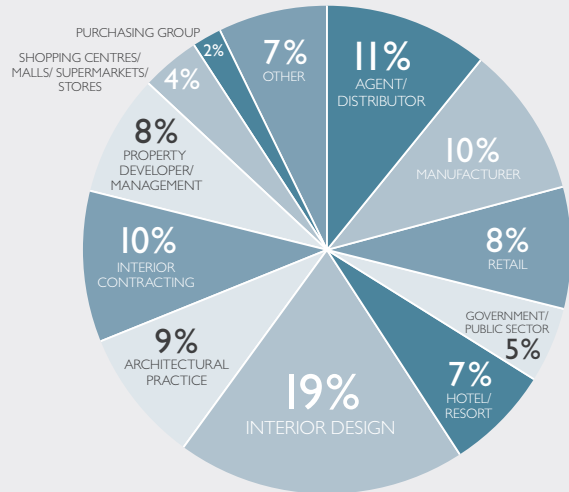


For the 3rd year running, INDEX ran a bespoke VIP service for the most influential buyers in the region. Benefits provided to VIP's included a personal invitation to attend INDEX, VIP car parking, first class and fast track entry to the show, access to the exclusive private VIP Lounge with refreshments, assistance with travel requirements and pre-booked meetings with exhibitors to match the client's needs.

Individuals were invited based on research that focused on over 3,000 ongoing projects (in execution phase) with budgets of over **\$102,566 million USD**. INDEX delivered an audience of **over 1,600** VIP project buyers at the event accounting for millions of dollars worth of purchasing power.



### INDEX 2011 VISITORS BY COMPANY ACTIVITY

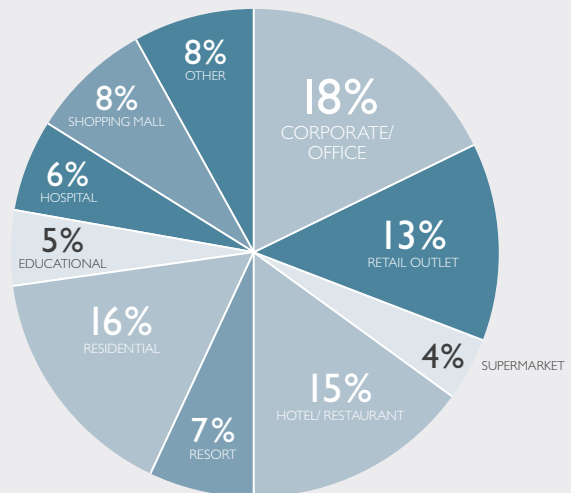


"This year the show had a really different look, and we were impressed especially by the quality of the visitors. We made good contacts to improve our business in the Gulf region and we really felt like things are picking up after the recent market drop."

*Chadi Tabbah, Design Consultant, Warde UAE | Trevi*



### INDEX 2011 VISITORS BY PROJECT ACTIVITY

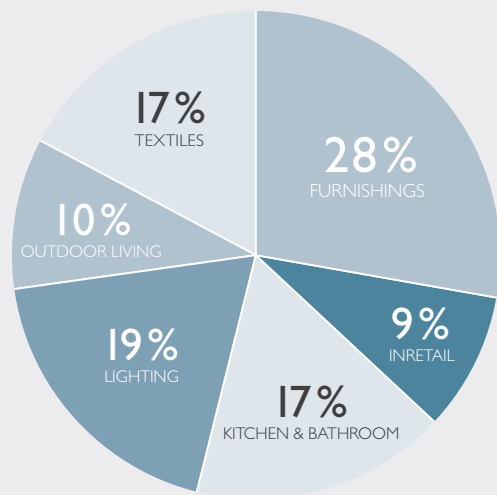


**INDEX 2011 VISITORS BY PLANNED SPEND OVER THE NEXT 12 MONTHS**

Over \$10 million	11%
\$5-\$10 million	11%
\$1-\$5 million	18%
Under \$1 million	51%
Don't Know	9%



**INDEX 2011 VISITORS BY AREA OF INTEREST**



## GLOBAL PARTICIPATION

918 companies participated at INDEX 2011. In total there were 20 national pavilions, with participating companies coming from 45 countries occupying 18,213 net sqm of floor space.

### EXHIBITORS BY COUNTRY

Australia	Austria*	Bahrain	Belgium	Brazil*	China*	Czech Republic*	Denmark
Egypt	France*	Germany*	Greece*	Hong Kong*	Hungary	India	Indonesia*
Ireland	Italy*	Japan	Korea*	Kuwait	Lebanon	Luxembourg	Malaysia*
Malta	Morocco	Netherlands	Oman	Pakistan*	Philippines	Poland	Portugal*
Saudi Arabia	Singapore*	Spain*	Sweden	Switzerland	Syria	Taiwan*	Thailand*
Turkey*	UAE	UK*	USA	Vietnam			

\*denotes official national pavilion





## LAUNCHING AT INDEX 2012

### !nspire

Retailers, suppliers and manufacturers of home fashion and lifestyle products will create a unique showcase for the homeware and lifestyle industry sectors in the Middle East. Inspire will facilitate a broad spectrum of business opportunities and become an essential sector that will enhance the success story of INDEX.

### FURNITURE | @INDEX

The very core of INDEX, Furniture will showcase contemporary and classic bedroom, living and dining room furniture from around the globe for residential, commercial and hospitality projects. Furniture 2012 will also see the creation of two dedicated platforms for furniture and interiors for the educational and medical sectors.

### COUTURE | @INDEX

A dedicated showcase for designers and collectors who source luxurious and high-end furniture for their next exclusive project including 5-star hotels, royal residences, mansions, Majlis's and boutiques.

### surfaces & finishes | @INDEX

Brand new for INDEX 2012, this sector will focus exclusively on surfaces, flooring and finishing products. Tapping into a growing trend for products that cater to the specific demands of the region's contractors and developers, the sector will include wood, parquet and laminate flooring, raised flooring, stone, marble and ceramics, metal and glass finishings and paints.

"Thank you very much to all INDEX Exhibition Dubai 2011 visitors and fans, the show was a great success and it was lovely meeting you all! And a big thank you to DMG Events for organising such a great successful event!"

*Sarah Saleh, Managing Director, Boxed*



INDEX 2012 WILL TAKE PLACE FROM 24<sup>TH</sup> – 27<sup>TH</sup> SEPTEMBER 2012

TO PARTICIPATE AT INDEX 2012 AND FOR FURTHER INFORMATION, PLEASE CONTACT US:

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