



# TOPLINE POST SHOW REPORT 2012

24-27 SEPTEMBER 2012  
Dubai World Trade Centre  
United Arab Emirates  
[www.indexexhibition.com](http://www.indexexhibition.com)

FURNISHINGS | INDEX

IN RETAIL | INDEX

LIGHTING | INDEX

outdoor living | INDEX

textiles | INDEX

Kitchen & Bathroom | INDEX

COUTURE | INDEX

inspire | INDEX

surfaces & finishes | INDEX

FURNITURE | INDEX

# INTRODUCTION

With its proven record of delivering the principal business platform for the design and interiors industry, spanning 22 years, INDEX International Design Exhibition opened its doors from 24-27 September 2012 and was officially inaugurated by H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance.

The 22nd edition of INDEX hosted 777 exhibiting companies from 46 countries including 21 national pavilions, and 11 dedicated visitor features.

INDEX 2012 saw 23,186 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. It proved to be the largest and most diverse design exhibition in the MENA region.



## INDEX INTERNATIONAL DESIGN EXHIBITION SHOW OVERVIEW

Number of years the show running	22 years	
Floor space (gross)	Halls 1-8, Za'abeel Hall - 40,680sqm	
Number of exhibitors	777	
International pavilions	21	
Exhibiting countries	46	
Visitors	20,023	
Visiting countries	93	
10 Dedicated show sectors	Furnishings (incl. Couture, Furniture)	Halls 3-5, Zabeel Hall
	InRetail	Hall 2
	Inspire	Hall 1
	Kitchen & Bathroom	Hall 7
	Lighting	Hall 6
	Surfaces & Finishes	Hall 7
	Outdoor Living	Hall 2
	Textiles	Hall 8
Officially inaugurated by	H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance	
11 Features and Events	Artists' Avenue Boulevard d'Editeurs INDEX Design Talks Les Collections Exclusives LIGHTING   Visione Contemporary Majlis Design Competition Student Design Challenge Middle East INDEX Cinema Ignite Italian Furnishings Square INDEX Trend Tour	

# VISITORS BREAKDOWN

## DEDICATED AUDIENCE

Overall 20,023 visitors and 3,163 exhibitor personnel attended the INDEX International Design Exhibition 2012. An increase of 7% in visitor attendance in comparison to 2011, highlights the event's continued importance to the design industry in the region.

“Over 50% of exhibitors saw real orders for their products at the event with more than US\$223 million generated as new business and in orders.”

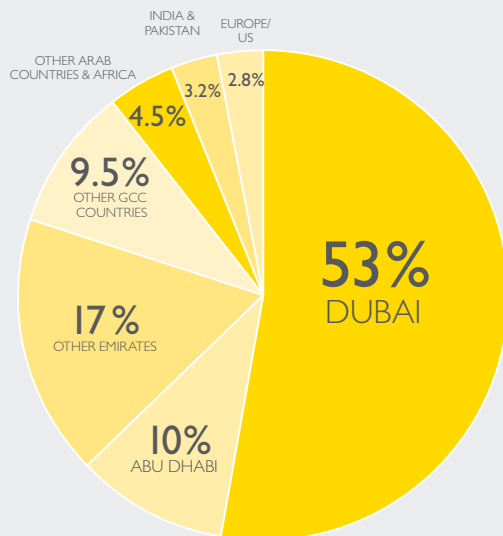
- INDEX 2012 Exhibitor on-site survey

## TOTAL ATTENDANCE INDEX 2012

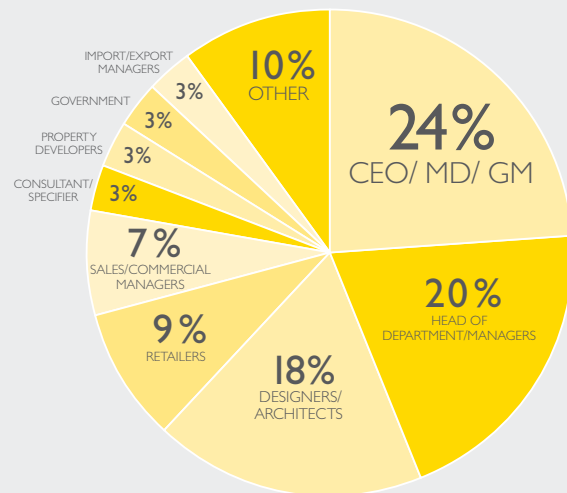
Trade visitors	17,464
VIP	1147*
Non-trade visitors	839
Media	157
Student	416
Exhibitor personnel	3,163
<b>TOTAL</b>	<b>23,186</b>

\* This figure includes pre-registered VIPs who attended INDEX as well as VVIPs/Protocol.

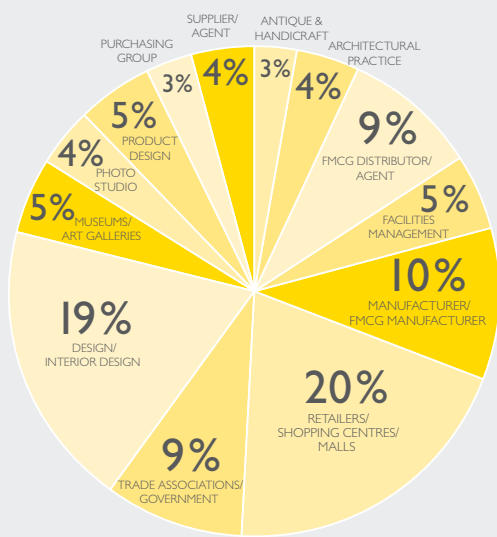
## INDEX 2012 VISITORS BY ORIGIN



## INDEX 2012 VISITORS BY PRIMARY JOB FUNCTION



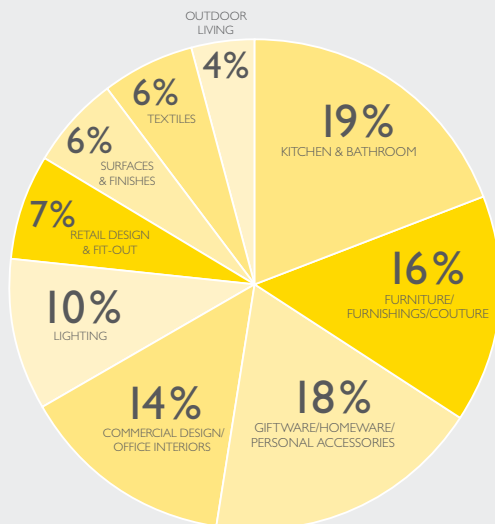
**INDEX 2012 VISITORS BY PRIMARY BUSINESS ACTIVITY**



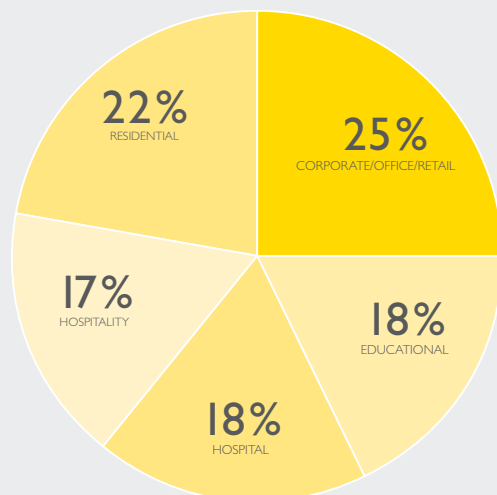
**INDEX 2012 VISITORS BY PLANNED SPEND OVER THE NEXT 12 MONTHS**

More than US\$10m	11%
\$5m - 10m	14%
\$1m - 5m	14%
\$500,000 - 1m	14%
\$300,000 - 500,000	13%
\$100,000 - 300,000	13%
\$50,000 - 100,000	11%
Under US\$50,000	10%

**INDEX 2012 VISITORS BY MAIN AREA OF INTEREST**



**INDEX 2012 VISITORS BY PROJECT ACTIVITY**



## EXHIBITORS FEEDBACK

777 companies from 46 countries, forming 21 national pavilions, exhibited at INDEX International Design Exhibition 2012, occupying over 40,680sqm at the Dubai World Trade Centre.

### COUNTRIES REPRESENTED

Afghanistan	Austria	Bahrain	Belgium	Brazil	Canada	China	Czech Republic
Egypt	Estonia	Finland	France	Germany	Greece	Hong Kong	Hungary
India	Indonesia	Ireland	Italy	Japan	Jordan	Lebanon	Malaysia
Morocco	Netherlands	Oman	Pakistan	Philippines	Poland	Portugal	Saudi Arabia
Singapore	South Africa	South Korea	Spain	Switzerland	Syria	Taiwan	Thailand
Turkey	UAE	UK	USA	Vietnam			

### EXHIBITOR PROFILE

#### COUTURE

Luxury & Designer Bedroom Furniture  
 Luxury & Designer Living Room Furniture  
 Luxury & Designer Dining Room Furniture

#### FURNISHINGS

Accessories, Fixtures, Fittings & Décor  
 Architectural Interiors  
 Art, Frames & Prints  
 Home & Office Automation & Technology  
 Interior Design & Contracting Services  
 Baby & Youth Furniture  
 Bedroom Furniture  
 Dining Room Furniture  
 Living Room Furniture

Cosmetics / Hair Care / Beauty Products  
 Craft Products  
 Cutlery  
 Decorative Items  
 Floral  
 Games & Toys  
 Glassware  
 Leather Accessories  
 Licensed Merchandise  
 Novelty & Occasion-specific Products  
 Perfumes & Oils  
 Silverware  
 Souvenirs  
 Table Top Products  
 Textiles  
 Travel Accessories

#### !nspire

Art & Antiques  
 Baby & Children's Accessories  
 Bags  
 Bathroom Accessories  
 Books  
 Candles  
 Card Concepts  
 Ceramics & China  
 Clothing & Fashion Accessories  
 Confectionery  
 Cookware  
 Corporate & Personalised Gifts

#### Kitchen & Bathroom

Bathroom Accessories & Equipment  
 Bathroom Design  
 Bathroom Fittings  
 Ceramics, Tiles & Mosaics  
 Kitchen Accessories & Equipment  
 Kitchen Appliances  
 Kitchen Design  
 Kitchen Furniture  
 Kitchen Worktops & Fittings  
 Sanitary Ware

## LIGHTING

Architectural Lighting  
 Bespoke Lighting  
 Decorative Lighting  
 Designer Lighting  
 Indoor Lighting  
 LED Lighting  
 Lighting Accessories & Fittings  
 Lighting Solutions  
 Lighting Technology  
 Technical Lighting  
 Urban Lighting  
 Exterior Lighting

## outdoor living

Architectural Landscaping & Designer Services  
 Children's Playgrounds & Leisure Areas  
 Decking, Paving & Artificial Surfaces  
 Gates & Fences  
 Outdoor Furniture, Accessories & Décor  
 Pagodas, Parasols & Shades  
 Plantscapes and Nurseries  
 Pools & Jacuzzis  
 Waterscapes

## surfaces & finishes

Decorative Paints  
 Laminate Flooring  
 Parquet Flooring  
 Raised Flooring  
 Wood Flooring  
 Marble & Ceramics  
 Metal & Glass Finishings  
 Natural Stone Finishes

## textiles

Contract & Residential Carpeting  
 Curtains, Blinds & Accessories  
 Decorative & Contract Rugs  
 Fabrics & Textiles  
 Home & Contract Linens  
 Soft Furnishings  
 Textiles Manufacturing  
 Upholstery & Leathers  
 Wall Coverings & Wallpapers

### REASONS FOR EXHIBITING AT INDEX 2012\*

Promote company / brand in the Middle East	74%
Generate new sales leads	71%
Meet existing clients	52%
Launch new products or services	42%
Recruit new agents / distributors	39%
Gather market information / feedback on your company's products / services	29%
Others	1%

\*Exhibitors could select more than one reason for exhibiting at INDEX 2012.

Based on the exhibitor survey conducted during the event, INDEX has proved once again that it is the regional platform to create new business opportunities for the interiors and design industry:

**89%** of exhibitors said that their objectives have been mostly or fully met

**86%** of exhibitors were satisfied with the quality of visitors

**80%** of exhibitors said that they are planning to exhibit at INDEX next year

**+50%** of exhibitors saw real orders for their products at the event with

**+US\$223million** generated as new business and in orders



## SELECTED EXHIBITORS TESTIMONIALS

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"INDEX is clearly the place to be if you consider yourself a serious dealer of design in the Middle East market. Only through INDEX are we able to reach out to this ever growing and ever more demanding customer base with such success. Through our participation at INDEX, we have managed to grow our company quicker and more effectively than we could ever imagine. We have been at INDEX for three years and we keep growing. Next year will be our biggest participation ever."

**Lars Narfeldt, General Manager, Kollektion General Trading LLC**

"The quality of the exhibition has been wonderful, both from the point of view of the organisation and from the contacts generated during the fair. We have seen lots of interesting professional operators and our products have been seen as unique and original. Our target has been fully reached and the experience went far beyond all our best expectations."

**Ms Lorena Paolini, Sales & Marketing, Exnovo**

"INDEX 2012 gave us the opportunity to reach a diverse range of clientele and discuss their visions. We thank the team for providing us the stage to enjoy such a successful event"

**Tim Kerr, Office Manager, Casaprestige Interior Design LLC**

"We had a good experience at INDEX 2012. INDEX was very busy and high-level. We have launched the Baltus Collection from Spain at INDEX 2012 and it has been very well received."

**Hans Bruinsma, Partner, Caspaiou**

"We have been participating at INDEX for the past five years and INDEX is the place to be if you deal with the region's interior design community. For our company, this is the place we have to be and we will come back in 2013."

**Jarek Krawczewski, Chief Marketing Officer, The Kontainer**

"We have been delighted with the response we had at INDEX 2012. We have seen visitors from all around the GCC states but also from European countries. We have launched nearly 300 products at INDEX with our new catalogue. The buyers who came to INDEX, have been inspired by our new products. For sure we will participate at INDEX next year."

**Jonathan Lucas, General Manager, Elstead Lighting**

"We are very happy with the organisation of this event. Our new product is a mosaic wood, the product is still new to this market. We will come back next year as we can see how much the market is growing as well as the understanding about this type of product."

**Avedis Duvenjian, CEO, Archetypal Gallery**

"We are delighted to participate at INDEX 2012. For us it is a great opportunity to open over the market in the Middle East. I was very proud to be at the Boulevard d'Editeurs. We were surrounded by great companies and generated great business for us."

**Gerald De Zutter, Director, Wind**

"Participating at INDEX 2012, especially being part of Boulevard d'Editeurs and Les Collections Exclusives, was great for us. Boulevard d'Editeurs is a good concept as it really shows the high-level of our brand. We have launched a new collection at INDEX for the Middle Eastern market. The response was fantastic. We are planning to be at INDEX next year."

**Philippe Houles, President, Houles Paris**

"We were very pleased to be at INDEX 2012. It is our fifth year. We are very happy with the changes we have seen. Especially being part of the surfaces and finishes sector, we find it easier to see what interior designers want and meet our target audience. We will definitely participate next year."

**Pauline Madani, Managing Director & Owner, Nordic Homeworx LLC**

"It has been a very good show for us. We had a lot of traffic, a lot of interest in our products. Exactly what we have been anticipating. We have launched a new bathroom collection by the American Designer, Jason Wu. It has been a fantastic reception; people were asking where they can get hold of the product. We have also launched the FUSE kitchen collection. We have sold products at INDEX within two days of being at the show and launching the product. It has been very positive for us and it is a great place to launch the products to the GCC."

**Ross Jackson, General Manager – Middle East and North Africa, Delta**

# VISITOR MARKETING CAMPAIGN OVERVIEW

## PRINT ADVERTISING

INDEX 2012 was supported by 80 print advertisements in relevant international and national media.

## ONLINE MARKETING

The INDEX 2012 marketing campaign ran an online advertising campaign on linkedin and facebook and had a significant online presence for the event through web banners, pay per click campaigns, online editorial, social media and search engine optimisation.

**The online campaign remains the most powerful marketing tool, 42% of visitors to INDEX said that they heard about the event through online resources: social media, online banners, show website, internet search engine.**

## EMAIL MARKETING

The visitor email campaign included regular e-shots every two weeks highlighting benefits of visitor registrations, show highlights, key exhibitors. In total, we have sent out 56 sales and visitor email campaigns to 758.903 emails.

**25% of our visitors heard about the event through email invite from the organiser and/or exhibitor.**

## PRESS RELATIONS

The INDEX 2012 PR campaign was supported by an extensive pre-show PR campaign, conducted by our PR partner ASDA'A. 2012 PR campaign achieved 266 hits in the local, international and regional media with the total value of over US\$4million.

## DIRECT MAIL

The INDEX sales campaign was supported by an extensive mail shot to international exhibitor prospects in March. The visitor campaign was supported by a direct mail campaign targeting the interior design community from the MENA region. We have sent out 19,814 visitor invitations.

## TELEMARKETING

The INDEX 2012 visitor campaign was accompanied by a 6-week telemarketing campaign, inviting people personally to attend the show. The campaign targeted over 40,000 trade professionals from the MENA Region.

**25% of all visitors, who have been registered by the telemarketing team, attended the event.**

## SMS CAMPAIGN

INDEX 2012 visitor campaign included 9 SMS campaigns which went to 175,687 contacts. The SMS shots were sent out to our visitor data prior and during the event as well as our pre-registered visitors.

## RADIO AD CAMPAIGN

INDEX 2012 was supported by a radio advertising campaign in English and Arabic on Dubai Eye and Al Arabiya stations, owned by the Arabian Radio Network (ARN). The advertising campaign included 96 radio spots running four days before the event as well as on the first and second day of the event.

**7% of all visitors heard about the event through the radio advertising.**

# MEDIA PARTNERS





# MORE THAN JUST AN EXHIBITION... INDEX 2012 FEATURES AND EVENTS

## ARTISTS' AVENUE

The INDEX Artists' Avenue is an art gallery on the exhibition floor created specifically for artists and galleries looking for exposure to interior design professionals, art procurement managers, consumers and commercial art buyers.

Participants of the INDEX Artists' Avenue 2012 included:

Neil Corder Photography  
Big Art Company  
Naqsh Gallery  
Mattar Bin Lahej  
Abdulhadi Kadasa  
2R Galleries  
97 Art & Ideas  
Gallery One  
Maria Iqbal  
Abbas Almosawi  
Nassim Al Majid  
Chalcydon LLC  
Mondo Art Gallery



## Boulevard d'Editeurs

An exclusive area for the international textiles Editors brands, Boulevard d'Editeurs comprised of custom-built boutique stands opposite the entrance to INDEX textiles. Exclusively for the sponsors of 'Les Collections Exclusives', the stunning wooden boutiques deliver an exclusive area for the premium textiles brands to showcase their new collections and do business at the INDEX International Design Exhibition.

Boulevard d'Editeurs' participants:



## Les Collections Exclusives

The 'Les Collections Exclusives' fashion show is a dazzling couture runway collection with a twist. Hosted live during the INDEX International Design Exhibition, it was designed for and features some of the most exclusive interiors textile brands from around the world. Sponsors' designer fabrics came to life on the catwalk through one-off dresses and abayas.

Sponsors and Supporters:



## INDEX DESIGN TALKS

The INDEX Design Talks consisted of a comprehensive, free-to-attend programme of informative and invaluable seminar sessions, aimed at the region's Architecture and Design community.

INDEX Design Talks 2012 held 20 free-to-attend seminar sessions and hosted 15 speakers and 400 delegates over 4 days.

Presenting companies included: Global Design Interiors, Insight with Passion, DPA Lighting, Al Khaznah Tannery, Euromonitor, IBDA Design, The Studio at Harrods, iGuzzini, Summertown Interiors, Stourbridge Glass Intl, City University of Ajman, The Jam Jar.



## LIGHTING | **Visione**

designed by SVEN | M  
DESIGN ARCHITECTURE & INTERIORS

INDEX LIGHTING was delighted to announce the return of LIGHTING | Visione designed by SVEN | M to the INDEX International Design Exhibition.

LIGHTING | Visione designed by SVEN | M allowed visitors to the INDEX International Design Exhibition the opportunity to experience the most original pieces and view the latest trends and advancements in lighting in a showcase of truly stunning products at the show.

LIGHTING | Visione designed by SVEN | M participants:

Manooi  
Swarovski  
Porta Romana  
Firme di vetro



## CONTEMPORARY MAJLIS DESIGN COMPETITION

Already in its fourth year, the Contemporary Majlis Design Competition brought together top designers across the region to compete against each other. A team of independent judges short listed six professionals/companies across the GCC, who displayed their creative interpretation of a contemporary majlis room set and competed for two awards: The Judges' Winner and the People Choice Winner.

Other Majlis Design Competition participants included:

Kurt Peter Hanzlik  
Theodora Kioussis, Isabella Magalhaes & Agata Kurzela (Esadore International)  
Marie Laurent (Marie Laurent Architecture)  
Sara Al Zahrani



The Judges' Winner – Ivan Parati (UniConsult)



The People's Choice Winner – Sanya Chughtai

## INDEX CINEMA

The INDEX International Design Exhibition, with the support of the American Institute of Architects (AIA), was delighted to present for the very first time the INDEX Cinema.

Located in Zabeel Hall, the cinema screened 20 interesting short films for the architecture and design community and attracted over 200 viewers.



## IGNITE

Ignite is a fast-paced geek event started by Brady Forrest, Technology Evangelist for O'Reilly Media, and Bre Pettis of Makerbot.com, formerly of MAKE Magazine. Speakers were given 20 slides, each shown for 15 seconds, giving each speaker 5 minutes of fame. The event attracted over 35 participants.

**Ignite presenters were:** Raya Ani (RAW NYC), Luke Bonner (Ruud Lighting), Steve Parker (Stourbridge Glass), Ana Sexias (Interface), Ross Jackson (Delta Faucet), Jonathan Ashmore & Tarik Al Zaharna (Anarchitect), Ivan Krasinski (Str-Edge)



## TREND TOUR

Compiled by industry experts (Pallavi Dean and Rob Canning), the INDEX Trend Tour was a self-guided tour through nineteen amazing products have been selected for INDEX visitors to discover and experience during their visit to the show.



## ITALIAN FURNISHING SQUARE

INDEX International Design Exhibition 2012 reconfirmed the strong presence of Italian companies at the show!

Occupying over 500 sqm, Italian Furnishing Square at INDEX 2012 hosted 20 Italian companies which displayed the best of Italian interior design tradition for the furniture and furnishings sectors and amazed INDEX visitors with their distinctive style.

Inside the Italian Furnishing Square visitors were also able to enjoy a relaxing break thanks to the Italian Lounge, sponsored by Frezza, Emmegi and MG Lab (renowned brands of Doimo Group).





# SPONSORS AND PARTNERS

## Gold Sponsor



## Silver Sponsor



## Official Magazine



## Creative Partner



## Official Talent Partner



## Boulevard d'Editeur Sponsors



## AIA Cinema Sponsor



## Inspire Knowledge Partner



## Les Collections Exclusives Sponsors

BEACON HILL

ROBERT ALLEN



bruno triplet

LARRY LASLO DESIGNS  
ROBERT ALLEN

## Supporting Partners

thejamjar



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DESIGN ARCHITECTURE & INTERIORS



## Italian Lounge Sponsors



## Official Hotel Partner



# INDEX JOINS FORCES WITH THE OFFICE EXHIBITION TO BECOME THE REGION'S FIRST INTERIORS SUPER SHOW

The organisers dmg::events Middle East are delighted to announce that the INDEX International Design Exhibition will be joining forces with the Office Exhibition in 2013 to create the Middle East and North Africa region's first "Interiors Super Show". Combined, both exhibitions, will occupy more than 45,000 sqm at the Dubai World Trade Centre and attract over 25,000 visitors from across the residential and commercial interior and fit-out communities.

The INDEX International Design Exhibition will remain the global business platform for furniture, furnishings, homeware and giftware, kitchen and bathroom, lighting, outdoor living, surfaces and finishes and textiles sectors. The Office Exhibition will be focusing on commercial, healthcare, educational as well as retail fit-out sectors, embracing the profile of the long established InRetail exhibition.



FOR MORE INFORMATION ABOUT EXHIBITING AS PART OF INDEX CONTACT:

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Email: [info@indexexhibition.com](mailto:info@indexexhibition.com)  
Web: [www.indexexhibition.com](http://www.indexexhibition.com)

IF YOUR PRODUCTS ARE FOR THE COMMERCIAL, HEALTHCARE, EDUCATIONAL AND RETAIL SECTORS CONTACT:

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