



PRESS RELEASE – 15 December 2015

First delegation of flooring distributors from the United States set to attend DOMOTEX asia/CHINAFLOOR 2016

DOMOTEX asia/CHINAFLOOR will host its first North American distributor delegation during the week of its 18th edition which will take place in March 22-24, 2016, in Shanghai, China. Delegates will meet with peers from China and Asia, preview new products and technologies, tour manufacturing sites and learn about conducting business with Asian partners.

Pre-arranged visits to production facilities of leading flooring manufacturers located near Shanghai will give delegates an important introduction to China's manufacturing and business practices. "Chinese manufacturers make fabulous products at excellent values, but business is conducted in a different manner in Asia. It is important to see the facilities, meet the people, clarify expectations and avoid misunderstandings," explains Jim Gould, President of the Floor Covering Institute. "Costly mistakes can be made if the details are not talked through to achieve a true meeting of the minds".

Gould strongly recommends that all attendees take an extra day or two to visit manufacturers while in China during DOMOTEX asia/CHINAFLOOR 2016. "China has become the hotbed of innovation. Anyone missing DOMOTEX asia/CHINAFLOOR will be a year behind learning what is new and what the future holds. Distributors especially need to visit the show because their customers depend on them to offer the newest and best products available."

Some delegates include Hoy Lanning (Senior VP, JJ Haines), Steve Rosenthal (Senior VP of Sales and Marketing, All Tile, Inc.), Theodore Gillgrist (VP Purchasing, William M. Bird & Co.) and Michael Martin (President & CEO, National Wood Flooring Association – NWFA). "I am really excited to visit DOMOTEX asia/CHINAFLOOR 2016 and see products offered from around the world. I am interested to see Asian manufacturing facilities and the inspection processes while searching for new product opportunities," says Hoy Lanning, Senior VP at JJ Haines.

Two lucky attendees will win free spots with the delegation during two drawings at The International Surfaces Event (TISE) in Las Vegas on January 22, 2016 in the Distributors Lounge sponsored by Floor Covering Weekly. One trip will be awarded by the North American Association of Floor Covering Distributors (NAFCD) and the second by Floor Covering Weekly. The drawings are open to qualified owners/executives or buyers of North

American based distributors or retail organizations who enter online at fcw1.com/domotexcontest.

The delegation was assembled with the cooperation of the Floor Covering Institute LLC, Floor Covering Weekly and The North American Association of Floor Covering Distributors (NAFCD). This will be the first trip to China for many of the delegates.

DOMOTEX asia/*CHINAFLOOR* 2016 will take place March 22-24, 2016 in Shanghai, China. The online registration portal is now open and admittance for pre-registered visitors is free.

For more information about the show visit www.domotexasiachinafloor.com



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About DOMOTEX Worldwide:

DOMOTEX HANNOVER (January 16-19, 2016) is the world's leading floor covering trade show. Deutsche Messe AG Hannover organizes the show.

DOMOTEX asia/*CHINAFLOOR* (March 22-24, 2016 in Shanghai) is the largest international flooring show in the Asia-Pacific region. VNU Exhibitions Asia, Build Your Dream and Hannover Milano Fairs Shanghai, a subsidiary of Deutsche Messe, jointly organize the show.

DOMOTEX Turkey (May 23-26, 2016 in Gaziantep) serves the Turkish and Middle Eastern markets. Hannover Messe International Istanbul, a subsidiary of Deutsche Messe, organizes the show.