



DOMOTEX asia / CHINA FLOOR 2017

21-23 March 2017 Shanghai New International Expo Center, China



PRESS RELEASE – 20 April 2017

Post Show Review

The 19th edition of DOMOTEX asia/CHINA FLOOR concluded stronger than ever

DOMOTEX asia/CHINA FLOOR, the leading flooring tradeshow in Asia-Pacific, opened its doors to visitors and exhibitors from all around the world during March 21-23, 2017 at the Shanghai New Exhibition Centre. 1,364 exhibitors from 40 different countries, among which 313 were international, exhibited both traditional and innovative flooring products in an extended gross area of 145,000sqm spread throughout 13 halls. Ten countries, namely Afghanistan, Belgium, Croatia, France, Germany, India, Iran, Turkey, The Netherlands and USA were also represented through country pavilions. The total number of visitors increased by 8.2 % from the previous edition and reached 54,529 visitors, among which 12,812 were international flooring professionals.

“Again DOMOTEX asia/CHINA FLOOR confirmed its leading position in Asia-Pacific. In particular, the huge variety of domestic and international brands proved the profound commitment of the flooring industry “, said Ms. Susanne Klaproth, Global Director DOMOTEX at Deutsche Messe, one of the organizers of the show. “We received a very positive feedback from our exhibitors who appreciate the high quality of the visitors. This motivates us to keep on targeting the best buyers of carpets and floor coverings from China and Asia-Pacific. “

The InnovAction Flooring program once again gave DOMOTEX asia/CHINA FLOOR 2017 exhibitors the opportunity to showcase their newest products to the audience before and during the exhibition. More than 500 new products were launched on the show’s dedicated online platform by over 400 exhibitors. Visitors voted online and onsite for their favorite innovative products choosing the Top 10 from wood, carpet and resilient sectors. The companies that received an award under the category 2017 Top 10 New Products were: ERE FLOORING, FUYU WOVEN, FUXING CARPET, PROPARQ, HOMEDEC WEIYA CARPET,

INNOMASTER HOME, JIALI CARPET, KINGDOM PLASTICS, TAISHAN ARTIFICIAL TURF INDUSTRY, and YINGTAIHONGYE HOME DECORATION. Onsite, visitors had a chance to preview and experience a selection of 50 new products displayed in 2 dedicated InnovAction Centers.

cadex, the international hub for connecting, learning and doing business in the design and architecture industry was held for the second year concurrently to DOMOTEX asia/*CHINAFLOOR*. cadex hosted three days of conferences, networking, interactive events, creative displays, and much more.

For the first time, DOMOTEX asia/*CHINAFLOOR* in collaboration with COVER magazine successfully hosted “**Luxury Brands**”, a contemporary high-end handmade design carpet showcase in the heart of hall W5. Luxury Brands consisted of an exclusive display area which featured a curated selection of high-end hand-made carpets from some of the top international rug brands, namely: **Amadi Carpets, Ariana Rugs, Art Resources, Ayka Design, Creative Matters, Hossein Rezvani, Knots Rugs, New Moon, Rug Star, Samad, Tissage, Wool & Silk Rugs and Zollanvari**. The Luxury Brands showcase was met with great enthusiasm and interest by the visiting audience, showing a clear trend setting in the Asian market for the handmade carpet sector.

The exhibition’s halls were flooded by visitors from China, Asia-Pacific and other regions of the world, who came to discover new trends, technologies and innovations and took part in 33 conferences, events and seminars around flooring practices, applications and modern day challenges, presented by world-renowned flooring experts, professionals and designers. Events like the “ALL IN ONE Home Decoration Industry and Wooden Products Development Summit” and the “Bamboo Flooring and Outdoor Decking Matchmaking” attracted a plethora of both domestic and international flooring visitors, while cadex conferences such as the “Luxury Boutique Hotel Design” and “Smart Home” were fully packed with architecture and interior design professionals.

Another feature that continued its successful route following its 2016 launch was the **US Distributor Delegation** that brought together 10 flooring professionals from some of the biggest flooring distributing companies in the US for a China Factory Tour before the exhibition and onsite B2B match making with selected exhibitors during DOMOTEX

asia/CHINAFLOOR. “The breadth of products at the exhibition was simply incredible. It is something that any executive who deals with Asian manufacturing should experience. I would definitely say the trip provided me with extra knowledge that will prove crucial for future dealings.” – said Chuck Greene, hardwood product manager at Apollo Distributing.

Future is looking particularly bright for DOMOTEX asia/CHINAFLOOR 2018, which will mark its 20th year on the forefront of the flooring industry in Asia as the leading flooring tradeshow. With a phenomenal onsite rebooking rate of 64 % and an excellent feedback from the exhibition’s visitors, the 2018 edition is sure to come back even more enriched and maintain its position as the No. 1 flooring exhibition both for exhibitors and for visitors in Asia-Pacific.

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



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About DOMOTEX Worldwide:

DOMOTEX Turkey (May 22-25, 2017 in Gaziantep) serves the Turkish and Middle Eastern markets. Hannover Fairs Turkey Fuarcilik A.S, a subsidiary of Deutsche Messe, organizes the show.

DOMOTEX HANNOVER (January 12-15, 2018) is the world’s leading floor covering trade show. Deutsche Messe AG Hannover organizes the show.

DOMOTEX asia/CHINAFLOOR (March 20-22, 2018 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.