



31 MAY - 2 JUNE
2021
DUBAI WORLD TRADE CENTRE



WATCH THIS
SHORT VIDEO
FOR A TOUR
AROUND THE
SHOW



CONNECTING YOUR COMPANY WITH THE MIDDLE EAST DESIGN COMMUNITY

Facilitating the transformation of interiors across
the Middle East for 30 years



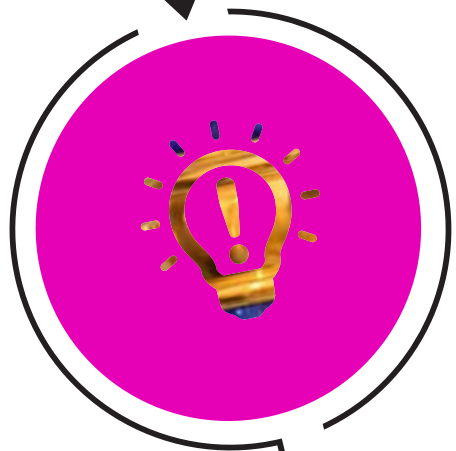
THE CHALLENGE



Your customers now demand a more direct and personal experience to build trust and become **loyal to new suppliers**.



Your potential customers require a more meaningful connection to build trust in your company.



Customers are becoming **more strategic** with their spending choice, and are becoming **less receptive** to advertising.

THE SOLUTION

By exhibiting at events, you'll connect with customers in a live, direct, face-to-face experience that will educate and captivate.

WHY NOW

- 1 Generate new leads and meet with prospective customers that are actively buying and spending in the current climate.
- 2 Show the industry, your customers and your competitors that you're still around and still in business.
- 3 Meet your existing customers and update your contact list with any changes in their personnel.
- 4 Be visibly active in the Middle East as it enters post-pandemic recovery stages ahead of EXPO 2021.

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DUBAI, A TRUSTED DESTINATION FOR POST-PANDEMIC EVENTS

THE UAE IS SPEARHEADING A SAFE RETURN TO SUCCESSFUL EVENTS

EVENTS ARE BACK IN BUSINESS

The first post-pandemic event at Dubai World Trade Centre took place successfully on 16 July 2020, (the MEASA region's first live, in-person business networking forum to be hosted in H2 2020). It offered a model for restarting events across the world.

UAE IS RECOGNISED SAFE FOR LARGE SCALE EVENTS

In a further boost for the UAE and its well-known credentials of being a world-class venue, the country is in the frame to host the T20 World Cup in 2021, if it cannot be staged in India – demonstrating recognition of UAE as a recovering and safe large-scale events destination.

HOSPITALITY AT THE FOREFRONT OF RECOVERY

Dubai's tourism and hospitality sectors are seeing a "rapid rebound" after the 7 July 2020 reopening. Hospitality firms are going beyond merely reassuring travellers with safety protocols and are embracing the challenge of unearthing new opportunities for exceptional guest experiences.

DUBAI: THE SAFEST PLACE FOR EVENTS

A market survey of more than 4,000 professionals from 130+ countries, has shown that 77% respondents see Dubai as the safest location to host international exhibitions, followed by Germany (41%). And nearly two thirds (69%) agreed that as the novel coronavirus recedes and a semblance of normality returns, exhibitions will be more important for business, compared to the past.

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INDEX
creates direct and personal experiences
between **brands, suppliers,**
manufacturers and
distributors
that empowers
interior designers,
architects and
procurement specialists
to make informed choices through
a source that they trust.



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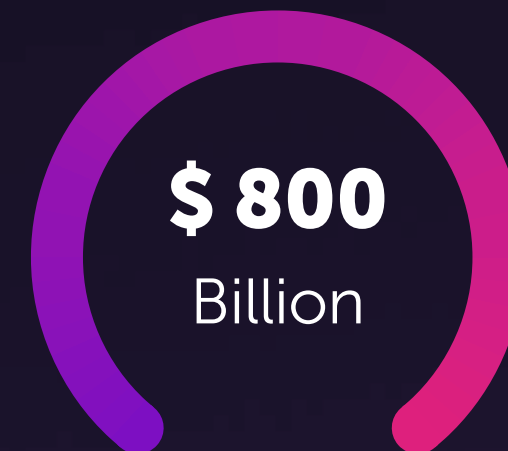


THE MIDDLE EAST IS AN ACTIVE AND THRIVING DESTINATION FOR PROJECTS

INTERIOR DESIGNERS SAY THAT UAE HAS THE BEST OPPORTUNITIES



In a survey of over 200 interior design freelancers, agencies and architects from 40+ countries, the UAE is ranked as offering the best opportunities for projects by more than 10% over other GCC countries, followed by Saudi Arabia and Qatar.



GROWTH IN THE SAUDI ARABIAN MARKET

In July 2020 The Kingdom of Saudi Arabia (KSA) launched a \$800 billion plan to reshape Riyadh, Amaala's new ultra-luxury airports still confirmed to be completed by 2023 and Qiddiya awarding contracts worth \$187 million, Saudi Arabia is still committed to meeting its construction and project goals for Vision 2030. Over 10% visitors to INDEX Dubai attend from KSA, and 30%+ INDEX Dubai attendees are sourcing for the KSA region.

EDUCATION & RESTAURANT REFURBISHMENTS FORECAST TO RISE IN 2021

With affluent private schools in abundance across the UAE and Middle East, and 'new/unique' restaurant experiences essential fuel for thriving tourism in the Middle East, the race is on for these highly competitive and well-funded establishments to offer new, safe and socially-distant post-pandemic design destinations.

EXPO 2021 DUBAI IS ON THE HORIZON

EXPO 2021 is being seen as a catalyst for providing a boost to the economy, with positive sentiment generated around sectors such as:



76%
Real estate



24%
Tourism



18%
Hospitality



12%
Construction

This will result in more projects, more spending and more investment in the UAE.

59% INDEX exhibitors predict increased spending in the region ahead of the Dubai World EXPO October 2021.

**INDEX will be taking place 6 months prior to EXPO 2021,
an ideal time to source for projects.**

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MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK

INDEX IS CO-LOCATED WITH:



MIDDLE EAST DESIGN & HOSPITALITY WEEK IN NUMBERS

THE PIONEERING PLATFORM FOR THE LIFESTYLE, HOSPITALITY AND INTERIORS INDUSTRIES

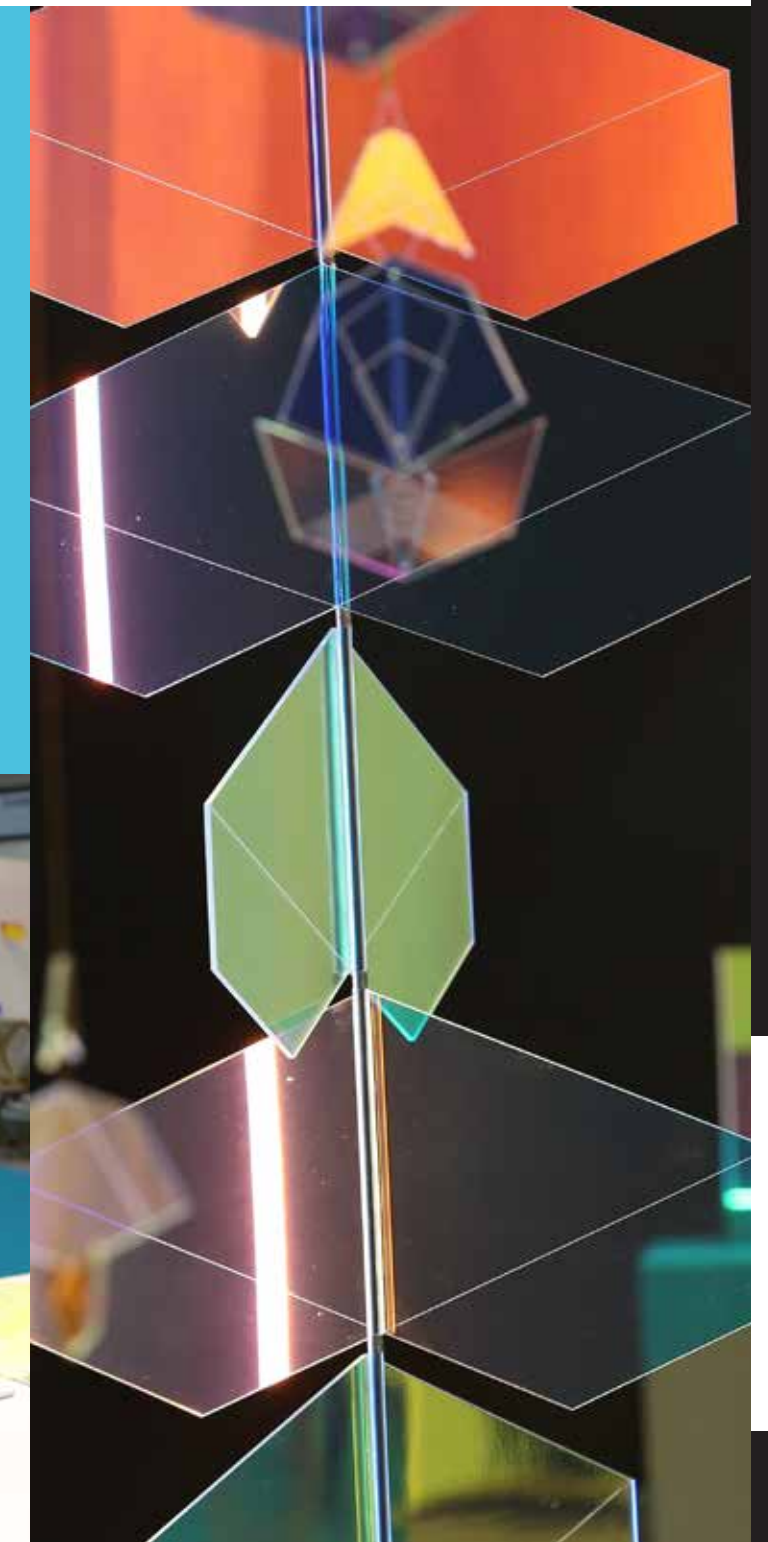
1,175
EXHIBITORS



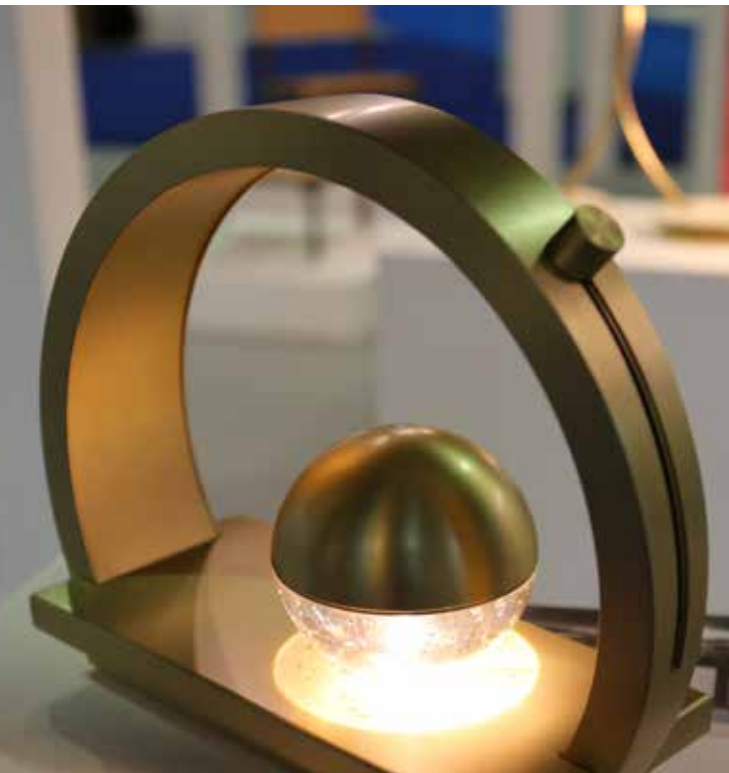
39,973
TOTAL FOOTFALL ACROSS
CO-LOCATED EVENTS

81
COMBINED YEARS
OF HERITAGE IN UAE

64,613
GROSS SQM
SPACE



61
EXHIBITING
COUNTRIES



4
INDUSTRY-LEADING
EVENTS



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106,977+

Fans & Followers

With a 65Million marketing & PR campaign reach that spans 12 months, and vibrant and active online community - INDEX engages with audiences year-round.

VISITORS TOP THREE REASONS FOR ATTENDING



To buy products for specific projects



To source potential suppliers for future projects



To conduct product research



20%

ATTENDEES ARE C-SUITE, GENERAL MANAGER OR DIRECTOR LEVEL INDICATING THE QUALITY OF NETWORKING AND DECISION MAKING AVAILABLE AT INDEX

23%

HAVE PURCHASING POWER OF **MORE THAN \$500K**

SEE AND BE SEEN BY THE MIDDLE EAST DESIGN COMMUNITY



SOURCING FOR PROJECTS

60% Hospitality

40% Residential

50% Commercial

15% Luxury (Palace, Yacht, Private Commissions)

AUDIENCE BREAKDOWN

49%

Interior Designers & Architects

15%

Procurement for Property developers & Hotels, Developer Project Managers, Hotel General Managers

21%

Distributors/ Resellers/ Stockists/ Wholesalers/ Retailers

8%

Contractors/ Consultants – Construction/Fit Out

7%

High net worth individuals/Villa & Palace Owners/ Private Investors

VISITORS FROM ACROSS THE GCC, AND THE GLOBE

2% EUROPE

3% AFRICA

2% ASIA

1% AMERICAS

80% UAE

1% BAHRAIN

11% KSA

5% OMAN

3% KUWAIT



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At INDEX, I found new products and a solution provider we've been searching the market for!

PROJECT ARCHITECT
NHBI Group, Visitor INDEX 2019

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Pallavi Dean
Recommends INDEX

The award winning and internationally renowned designer, creative director and founder of her own award winning agency 'ROAR', recommends INDEX:



INDEX is a staple for anyone in the design industry. It's great because it gives an opportunity to touch and feel materials. Being there in person changes your perspectives so much!

Of course the show has a great number of products to shop from, but also gives you an opportunity to talk to suppliers from the technical, functional and durability side of things which is the kind of in-depth you don't usually get access too as a designer.



We had an incredibly positive response at the show, and saw a great number of visitors. The support of the INDEX marketing team was fantastic.

OWNER & FOUNDER
New Citizen Design - Exhibitor INDEX 2019



INDEX is very good for networking with existing business partners, alongside collecting quality leads from potential new customers, not just in the UAE but from all over the Middle East. Overall an excellent show!

BUSINESS DEVELOPMENT MANAGER,
Najmi Furniture

A PLATFORM FOR EXHIBITORS FROM FROM KEY INDUSTRY SECTORS

HOMEWARE & ACCESSORIES

TECHNOLOGY INNOVATIONS

LIGHTING

FIT-OUT CONTRACTORS

FURNITURE

DESIGN EXPERIENCES

SURFACE MATERIALS

FIXTURES & FITTINGS

ART, CRAFT & TEXTILES

SUSTAINABLE PRODUCTS



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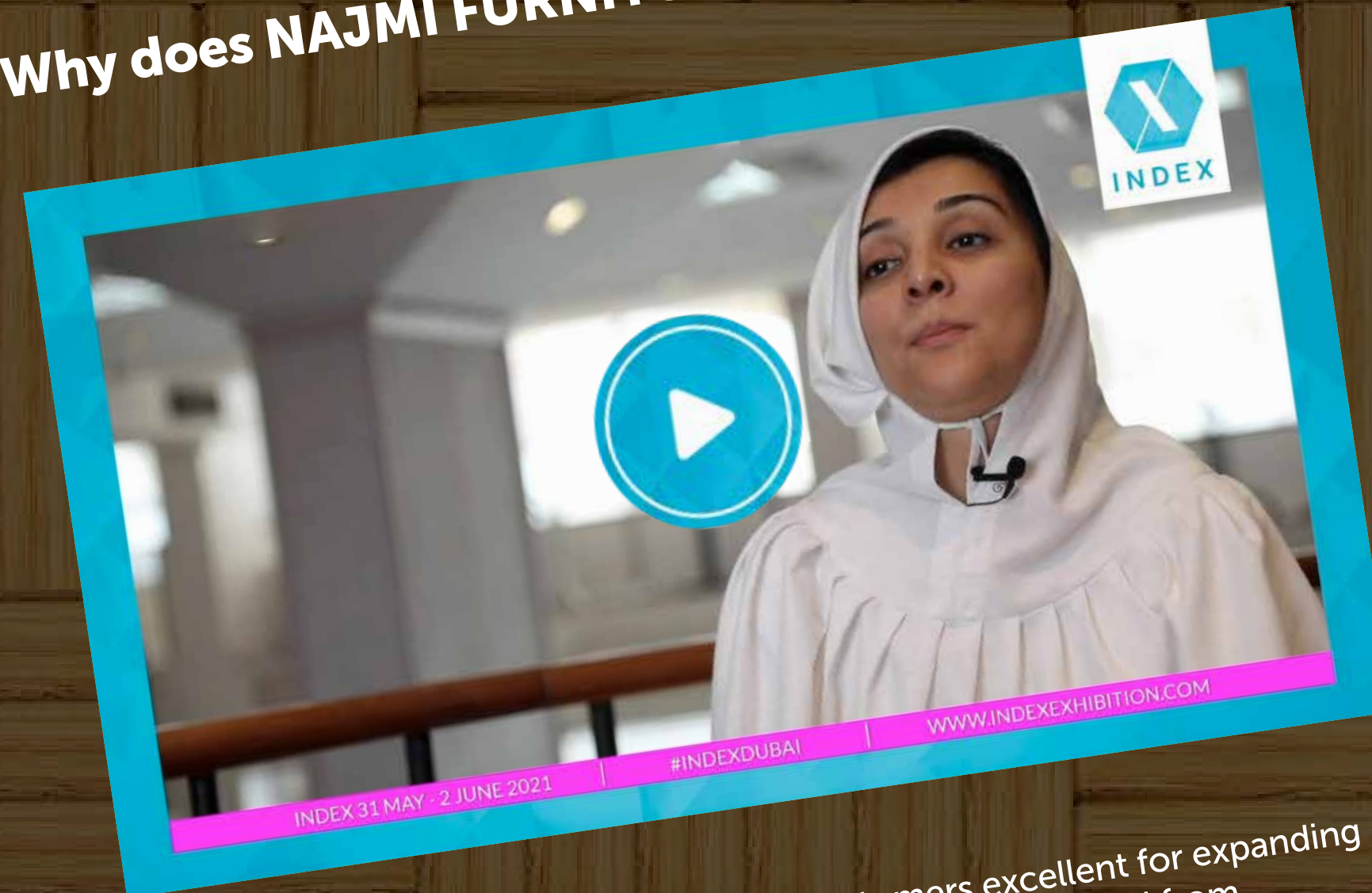
EXHIBITOR SUCCESS STORIES

Why does ORAC DÉCOR recommend INDEX?



- ✓ Considers the INDEX audience 90% relevant to his business needs, compared with other similar events which offer around 10% relevant audiences
- ✓ Attributes 80% of his customer base to leads generated at previous editions of INDEX
- ✓ Considers the key to his exhibiting success has been the setting of clear goals and expectations beforehand

Why does NAJMI FURNITURE recommend INDEX?



- ✓ Finds the access to international customers excellent for expanding their business reach, especially new customers gained from Saudi Arabia and Oman. Wouldn't be able to meet these people anywhere else
- ✓ The INDEX pre-event Marketing & PR support keeps their small business engaged with their target audience
- ✓ Greatly benefits from the variety of people attending due to INDEX being co-located with The Hotel Show for their restaurant furniture products
- ✓ Much more than interior designers and architects, also get to meet hotel owners, restaurant owners and coffee shop owners
- ✓ Face-to-face events are really important for Najmi Furniture to catch up with existing customers, and for people who wouldn't normally travel to their showroom to touch and feel their products

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WHY FACE-TO-FACE MARKETING?

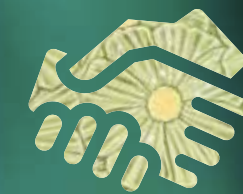
When a person becomes part of an experience, they become part of your company and brand narrative. Few things are as enticing as being part of something innovative and meaningful



CASE STUDY: FLYVISION exhibited at INDEX Exhibition Dubai to launch their award-winning compass table. Through the event, they attracted huge interest from visitors and media. The results? FLYVISION collected over **400 business cards** offering a host of new connections and opportunities to expand their distribution in the Middle East.

**WILSON
FABRICS**

CASE STUDY: Wilson Fabrics exhibited at INDEX Exhibition Dubai to launch a new product, but also meet with existing clients to test out their product range. With a target of 50 meetings, their expectations were doubled – gaining **over 100 meetings** and leaving with insights, new connections, new partners and a very happy team.



70%

of customers that engage with a company at a business or experiential event, rather than sourcing online, become a long term advocate.

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HOW TO GET INVOLVED: EXHIBITING

Whether you're launching a new product, expanding into the Middle East, growing your customer base or looking to engage with your existing audience, there are exhibiting options for you.



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INDEX at Middle East Design & Hospitality Week
offers a simple but powerful proposition: connecting
designers, buyers and architects to brands, products
and services from across the globe.

And it's easy for you to be part of it today...

1
Let the INDEX
team know your
target audience and
objectives.

2
The team will let you know
available options that suit
your objectives and your
budget.

3
Your booking
contract will be
created, along with
an invoice for the
activities and you'll
be introduced to
the marketing team
to kick-start your
campaign.

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SAY
HELLO
TO FIND OUT MORE...



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dmg events

