



The Office
Exhibition

The Office Exhibition

Showing something new



15 - 17 May 2012
Dubai World Trade Centre
theofficeexhibition.com

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Collaboration, inspiration & expertise

The Office Exhibition (15 - 17 May 2012) continues to provide the perfect platform for local and international office fit-out companies, suppliers and manufacturers to embrace the A & D and business communities, whilst capitalising on the buoyant Middle East market.

Due to demand from both exhibitors and visitors, the show will have a stronger focus on all working environments including education, healthcare, sporting facilities, hospitality and of course traditional office space.


Through a series of networking events, training, a conference, workshops, awards ceremonies, and of course the exhibition we will bring you the largest gathering of commercial fit-out and design professionals in the Middle East, all of whom want to see and learn about the latest in design, innovation and best practice.

The Office Exhibition and our exhibitors are all about creating environments that work.

“I would say that approximately 20% of our projects (in the region) come directly from The Office Exhibition.”

Scott Savage, Regional Director for Europe, the Middle East and Africa, HNI Corp, USA





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Market overview

Dubai, the UAE and greater Middle East are continuing to invest heavily in new projects, with governments putting particular effort and investment into educational and healthcare facilities. In addition to new projects, more and more companies are re-locating their offices to Dubai from elsewhere in the Middle East or setting up new regional offices.

Key facts

- Dubai is one of the world's top 10 business destinations (the business hub of the Middle East)¹
- GCC interior design spend to exceed \$56.9 billion in 2011²
- \$689 billion of building projects in the planning and design stage in the GCC, with the UAE representing more than 20% of the total figure³
- 75 million sqm of office space to be completed by the end of 2012 in Dubai⁴
- Abu Dhabi to build 100 new schools in the next 10 years⁵

Sources: ¹CBRE, 2011. ²Proleads, 2011. ³Design MENA, 2011. ⁴Jones Lang LaSalle, 2010. ⁵Abu Dhabi Education Council, 2010

“This has been a truly fantastic event for us and we are looking forward to pursuing the opportunities we have come across.”

Patrick Taylor, Group Sales and Marketing Director, GEMACO, UAE

Visitor profile

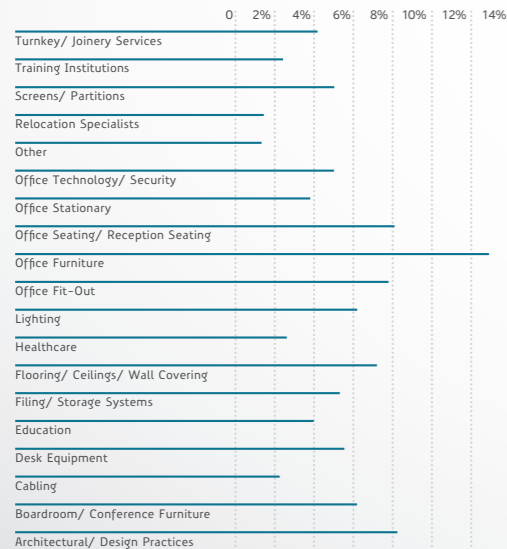
2011 saw a 62% increase in visitors

Over 5,000 visitors attended the 2011 show from throughout the Middle East, with even more expected in 2012. They came from 56 countries including the UAE, Saudi Arabia, Qatar, Bahrain, Kuwait, Egypt and Syria. With visitors using the opportunity for research, sourcing and purchasing this is an audience you don't want to miss.

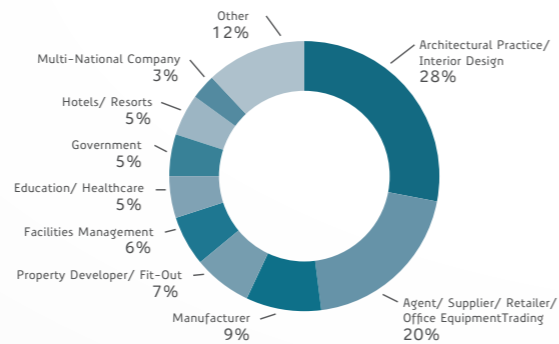
Visitors include Architects, Interior Designers, CEOs/Managing Directors, Specifiers, Agents and Distributors, Procurement Managers, Project Managers and Operations Managers.

Attendees come from various sectors and with a variety of products and services in mind, for all types of offices and working environments. 2011 saw a significant increase in the demand for healthcare and education specific products, and we expect this trend to continue with the large investment governments are dedicating to new facilities.

Most important areas of interest



Visitor business activity



“The attendance has been considerably greater than previous years and we are exceptionally impressed with the products on display at the exhibition.”

Jonathan M Hindle, Group Managing Director - Europe, Middle East & Asia, KI, USA



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Why exhibit

Collaboration, inspiration & expertise

- Increase sales – visitors have live projects up for tender and bring actual plans on-site
- Meet thousands of architects and interior designers who are seeking information on the latest products and innovations in the market
- Find agents & distributors for the MENA region – 20% of visitors are actively looking to become your partner and help you launch into new markets
- Take advantage of the large number of projects in the region
- Increase your brand awareness – highlight your latest products and services

Examples of projects won at The Office Exhibition:

Project	Project Description	Project won by
Qatar Foundation (Qatar)	2000 steel storage units	Dieffebi, Italy
International Shipping Company (Dubai)	500sqm project with 20 workstations and 11 offices	NOA offices, UAE
Zayed University (Abu Dhabi)	800 complete offices and 70 conference tables	Quadrifoglio, Italy
Etihad Terminal Project (Abu Dhabi)	1,300sqm demountable partitions	Arabian Company, UAE
Kenya Public Library (Kenya)	2,000sqm project with 250 desks and 300 chairs	Burotime, Turkey

Not only will there be a host of features attracting thousands of visitors to the show, we are also giving you the opportunity to host an event or make your stand more of a feature. Are you launching a new product, are you bringing one of your leading designers, do you have useful advice for visitors who are upgrading their offices/facilities? We'll provide AV, a big screen and technical requirements, all you need to do is create a reason to take one of the 50 time slots that will be marketed and promoted to visitors before and during the show.

“ This was the first exhibition that we had ever attended and it exceeded our expectations, the feedback was excellent! People came back the next day with their managers, business partners and architects with drawings and plans to quote for. We will definitely take some orders from the show and also had offers for dealerships in Bahrain, Saudi Arabia and Oman. ”

Sarmed Sheridan, Vista Partitions, UK

Features

Design your dream working environment NEW

4 top designers will have the chance to design their dream working environment in 4 hours on-site, and woo the visitors to get their votes.

Dubai Design Summit with IIDA

This two day design summit will respond to the ongoing metamorphosis in the workplace and provide a hub for learning and discussing how to enhance working environments.

Chair racing NEW

Is your office chair a 'Toyota', 'BMW' or 'Ferrari'? Compete in The Office Exhibition Grand Prix during the show. Claim the prize and accolade of the fastest chair in the Middle East!

Training & workshops by leading associations NEW

Bringing together the world's leading associations and training providers to offer top of the line training and workshops to increase the standards in commercial design in the Middle East.

Working Environments Party NEW

Bringing together exhibitors and the leading architects and designers for a formal evening celebration taking networking to a whole new level.

The Office Exhibition Design Competition with IIDA NEW

Celebrating design excellence in the creation of interior design and architecture projects within the Middle East region from a range of categories covering different working environments.

The Middle East Office Awards

Your chance to put your new, innovative products in the spotlight. IIDA will once again preside over this highly regarded competition, giving real international credibility.

Design Executive Roundtable

Building on the successful roundtable session at the 2011 show, The Office Exhibition will continue to bring together the key industry figures throughout the year with the pinnacle event being held during the 2012 show.

Museum of Office Design/Space NEW

A miniature view showing how office environments and office furniture have evolved over time.

Celebrity Designer Competition

The Office Exhibition believes in embracing and cultivating the young talent of the future. University students will participate in a new and unique project competition, and for the first time it will be open to universities throughout the Middle East.

“ This is a show for the entire Middle East commercial fit-out market. It has helped us to reach visitors from our target areas Kuwait, Lebanon, Bahrain and the African subcontinent. ”

Cristina Cracco, Export Department,
Moving SRL, Italy

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Stay ahead of your competition

Sponsorship provides an opportunity for you to stand out from the crowd and stay ahead of your competition. All of our features can be sponsored but we are also very open to creating new features or opportunities for you to make your own and in keeping with your brand values. If you let us know your objectives, we can create a package that 100% meets your needs.

Benefits of sponsorship

- Create, maintain and enhance brand awareness
- Strengthen your position in the marketplace
- Generate new leads
- Foster relationships with current and potential clients
- Launch new products and services to a targeted audience
- Achieve targeted marketing
- Reach a captive audience
- Increase exposure to the media

Sponsorship increases the attraction of your target audience by 104%!

(Source: Center for Exhibition Industry Research - CIER)

Discuss your sponsorship potential

Contact Tim Wilson now on:

t: +971 4 438 0355

e: timwilson@dmgevents.com

Thank you to our 2011 sponsors



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Take the step and book your stand today

The Office Exhibition is stepping things up in 2012, more visitors, new features and strengthening the show's direction towards a greater range of working environments. The celebration of commercial design will showcase the key themes of collaboration, inspiration & expertise in every facet of the show, and every single visitor and exhibitor will take away something new.

The Office Exhibition offers an unparalleled opportunity to sell to the leading industry buyers in the buoyant Middle East market and increase your brand awareness. With 30% of the 2011 show rebooked on-site, demand is high and space is limited so make sure you book early.

Stand rates:

Space only:
US\$350 per sqm

Shell scheme:
US\$411 per sqm

Book your stand today

Contact Tim Wilson now on:

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e: timwilson@dmgevents.com

“The Office Exhibition has exceeded our expectations. It has helped us tremendously to gain exposure in this market and connect with companies in the region.”

Alparslan Kacar, External Trade Manager,
Haksel Steel Furniture, Turkey

Supplied by K1 - Spacesaver Mechanical Assist Mobile Storage System



Supplied by Tecno - Nomos

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