

2012
INDEX

INTERNATIONAL DESIGN EXHIBITION
KINGDOM OF SAUDI ARABIA

WHERE INSPIRATION THRIVES



INDEX DESIGN EXHIBITION SAUDI ARABIA

POST-SHOW REPORT 2012

ORGANISED BY

dmg :: events

M.I.C.E Arabia

ENDORSED BY



VENUE

JCFE
Jeddah Center for Forums and Events

OFFICIAL MAGAZINE

Interior design

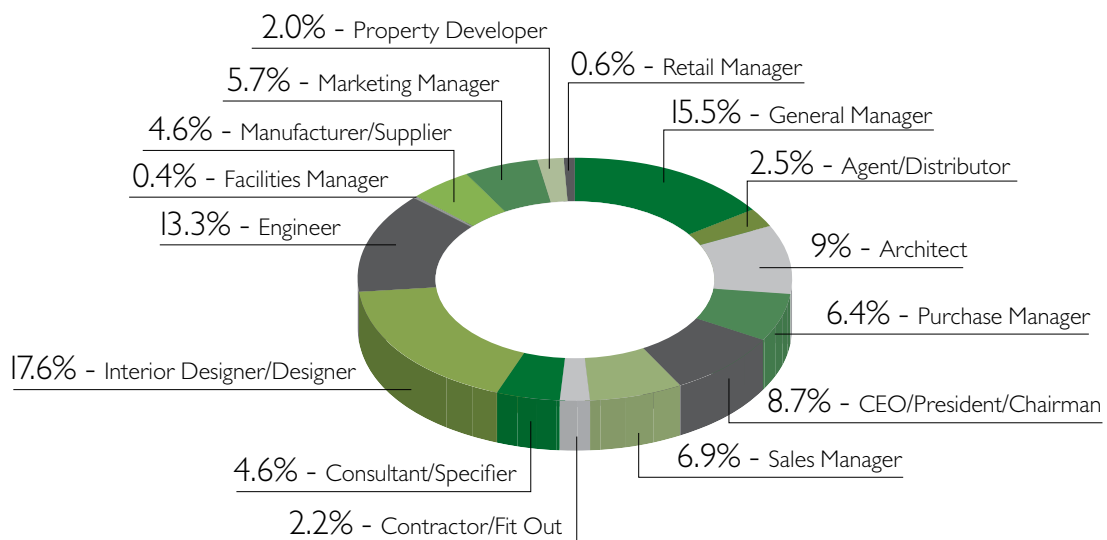
INTRODUCTION

INDEX Design Exhibition Saudi Arabia has positioned itself as the largest and strongest gathering in Saudi Arabia for the design community. The first edition opened its doors 29-31 May and attracted more than 200 international and regional exhibitors from 27 countries. Over 4,900 visitors came to INDEX Saudi Arabia to source the latest interior products and innovations showcased by global suppliers looking for business opportunities in the Saudi Arabian Market.

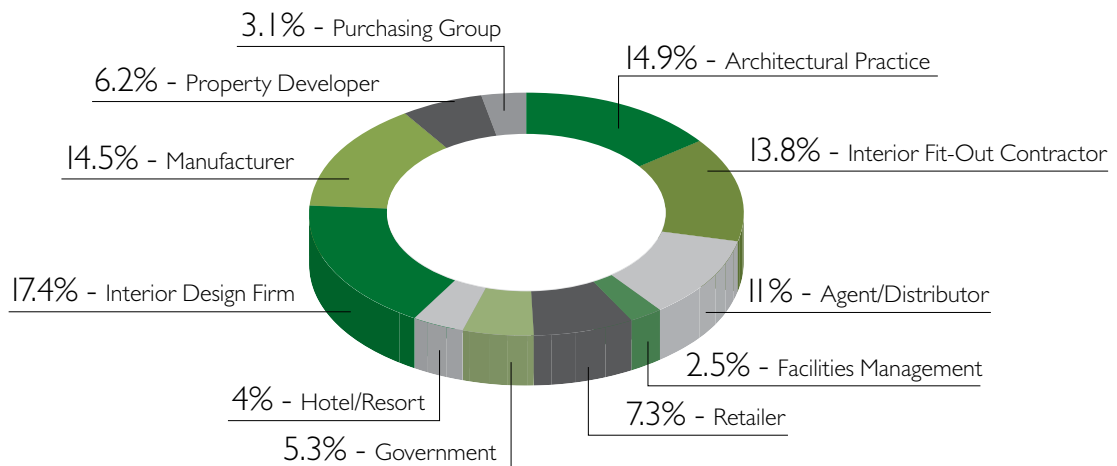
DEDICATED AUDIENCE

The visitor marketing campaign targeted over 25,000 relevant industry professionals. Prior to the event, INDEX Saudi Arabia generated more than 2,500 visitor registrations.

PRE-REGISTERED VISITORS BY JOB FUNCTION



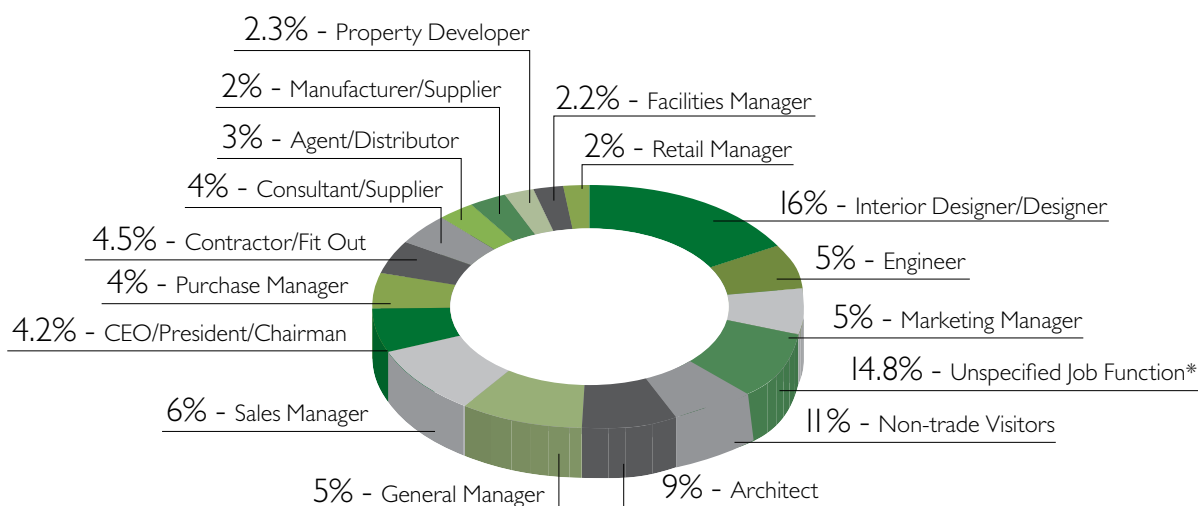
PRE-REGISTERED VISITORS BY PRIMARY BUSINESS ACTIVITY



5,711 INDUSTRY PROFESSIONALS ATTENDED INDEX SAUDI ARABIA FROM 29-31 MAY, 2012 AT THE JEDDAH CENTRE FOR FORUMS AND EVENTS.

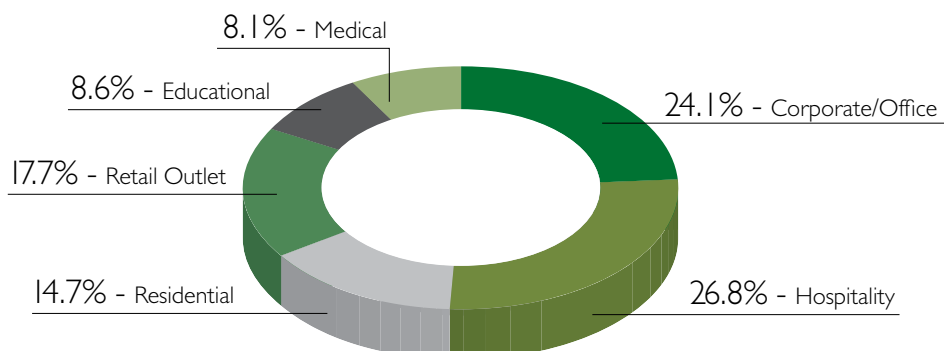
Visitors	4,891
VIP Visitors	30
Exhibitors	740
Press / Media	50
TOTAL	5,711

VISITORS BY PRIMARY JOB FUNCTION

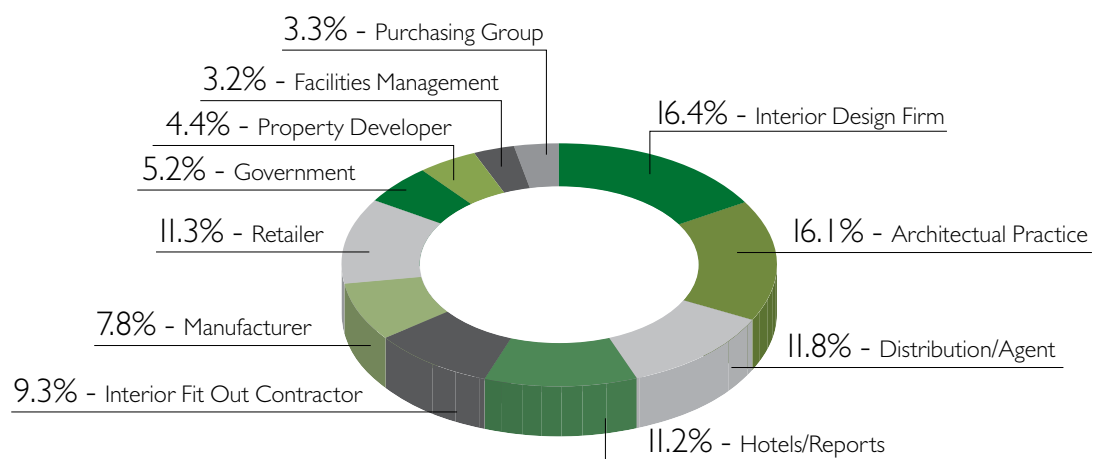


* Visitors who did not indicate their job function or their job function doesn't fall into any of the job function categories, defined by the organiser in the onsite visitor registration form.

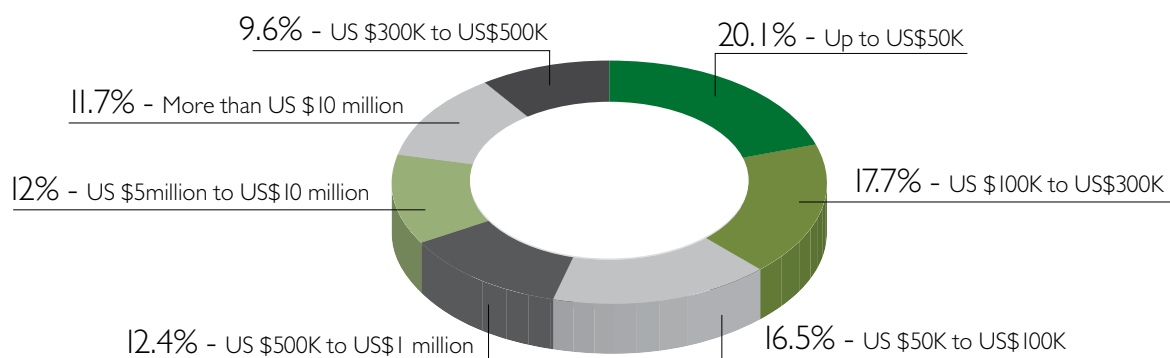
TRADE VISITORS PROJECT ACTIVITY



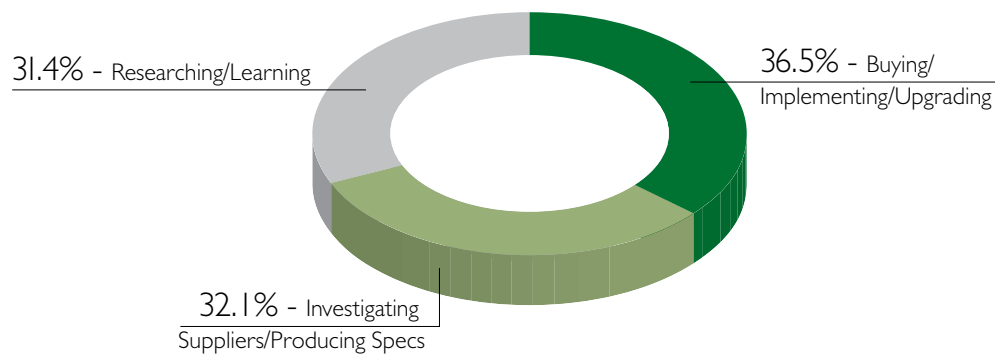
TRADE VISITORS PRIMARY BUSINESS ACTIVITY



TRADE VISITORS PLANNED SPEND IN THE NEXT 12 MONTHS



TRADE VISITORS STAGE OF THE BUYING CYCLE



"INDEX Saudi Arabia allowed us to establish good quality contacts throughout the fair and to meet decision makers on several important projects in the Saudi market. The Saudi market is a market which historically has been our largest export market in the Middle East and which will hopefully become an even more important market as a result of our expansion in the different regions of the Kingdom."

Victor Schoone, Country Manager Middle East, ROCA SANITARIO, S.A.

"Saudi Arabia is considered among the most progressive emerging markets in the world. It is very important to meet and communicate with Saudi Arabian clients in their home country. INDEX Saudi Arabia can be considered as an important platform to develop strong connections between international manufacturers and the KSA market."

Ahmed Helmy, CEO, Meuble El Chark S.A.E.

"Saudi Arabia has a great potential and already offers many possibilities to supply high quality furniture for high-end projects, especially for the outdoor sector, which we target with our products. INDEX Saudi Arabia confirmed this dynamic trend, We could meet buyers, mainly specifiers, working on various interior and fit-out project projects."

Catherine Gauthier, Communication Manager, EGO Paris



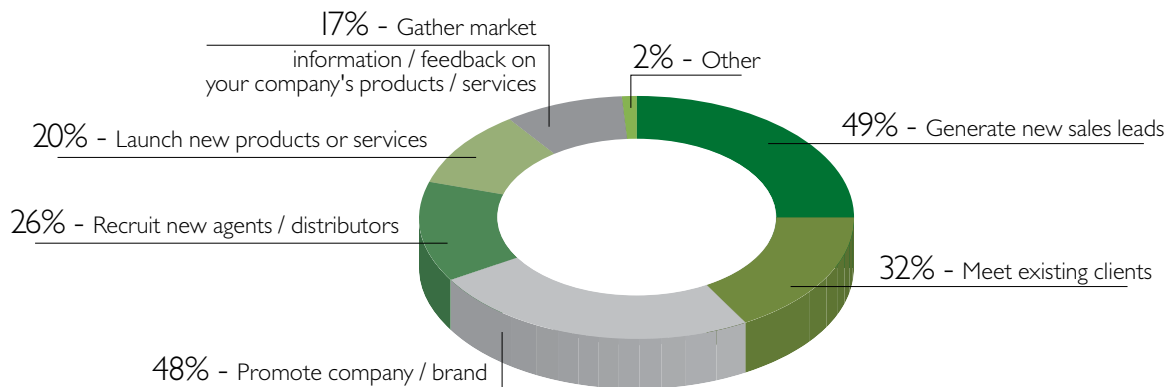
EXHIBITOR PARTICIPATION AND FEEDBACK

218 companies from 27 countries participated in INDEX Saudi Arabia 2012, occupying 4,400 net sqm of floor space.

EXHIBITORS BY COUNTRY

BAHRAIN	INDIA	SPAIN
BRAZIL	ITALY	OMAN
CHINA	JORDAN	SYRIA
EGYPT	KOREA	TAIWAN
FRANCE	KUWAIT	THE NETHERLANDS
GERMANY	LEBANON	TURKEY
GREECE	MALAYSIA	UAE
HONG KONG	PAKISTAN	UNITED KINGDOM
HUNGARY	SAUDI ARABIA	UNITED STATES OF AMERICA

PRIMARY OBJECTIVES AND REASONS FOR EXHIBITING AT INDEX KSA 2012^{*†}



62%

of exhibitors said that they will be considering to exhibit at INDEX 2013, 46% of which said that they will definitely be exhibiting next year.

61%

of exhibitors said that their objectives have been mostly or fully met^{*}

47%

of exhibitors expect to generate up to US\$100,000 as a result of exhibiting at INDEX KSA^{*}

7%

of exhibitors expect to generate business up to US\$1 million and 5% over US\$1 million^{*}

^{*}Source: Onsite Exhibitor Survey

[†]Total exceeds 100% as multiple answers were permissible.

INDEX KSA 2012 VISITOR MARKETING CAMPAIGN OVERVIEW

The INDEX KSA 2012 Marketing and PR campaign consisted of a comprehensive and creative marketing mix to ensure maximum awareness of the show in the Kingdom of Saudi Arabia. There is no other interiors trade show in Saudi Arabia that can deliver a level of coverage close to this campaign. The campaign included:

- Newspaper advertising in Arabic and English papers
- Trade magazine advertising in Arabic and English
- Editorial in newspapers and magazines
- Email marketing (English and Arabic emails)
- Telemarketing
- Online advertising and social media activities
- SMS and fax-shot campaigns
- Radio advertising
- A 5-month dedicated PR activity plan including media events

The INDEX KSA marketing campaign 2012 is divided into the Exhibitor/Sales campaign from August to January, switching to a primarily visitor-focused campaign from January until the show date.

VISITOR AUDIENCE

The INDEX KSA 2012 visitor campaign targeted trade professionals from the Kingdom of Saudi Arabia.

CORE JOB TITLES THE SHOW TARGETED INCLUDED:

Interior Designers, Architects, Contractors, Decorators, Fit Out Companies, Consultants, Specifiers, Property Developers, Real Estate Developers, Shop Fitting Companies, CEO's/Presidents/Chairmen/General Managers/Managing Directors of A&D Companies, Government Officials, Restaurant Managers, Restaurant Owners, Hotel Managers, Spa Managers, Brand Managers, Retail Managers, Engineers (non-IT), Facilities Managers, Agents/Distributors, Manufacturer/Suppliers, Buyers and Purchasing Managers/Directors of Purchasing.

Visitor company profiles targeted by INDEX KSA included Interior Design Contracting (Residential and Commercial), Architectural Practice, Consultants, Export/Import, Landscaping, Engineering, Property Development, Distributors/Agents, Remodeling/Restoration/Repair/Maintenance/Fit Out, Antique & Handicraft, Suppliers/Agents, Facilities Management, Purchasing Groups, Multinationals, Government, Hotel/Resorts, Hotel Supplies, Museums/Art Galleries and Restaurants.

HOW IS THE VISITOR DATA SOURCED?

INDEX has a targeted database of over 25,000 industry professionals from Saudi Arabia. Additionally, the INDEX team researched various sources to increase trade visitor data

THE NEW DATABUILD WAS CONDUCTED AS FOLLOWS:

- Active pursuit of a "recommend a friend" programme on the INDEX KSA website where trade professionals can recommend their colleagues. Over 1,000 additional contacts have been sourced from this programme.
- Through a dedicated social media campaign on social media sites to generate relevant industry contacts
- A dedicated Exhibitor Zone on the INDEX KSA website allowed exhibitors to send personalised e-invitations to their clients. INDEX KSA processed over 2,500 e-invitations on behalf of its exhibitors and sent regular email invitations and printed visitor invites to these clients.
- The INDEX database team tele-verified over 12,000 relevant contacts from local business directories such as daleeli.com.
- Jeddah Chamber of Industry and Commerce provided 2,500 contacts of relevant registered members, companies from furniture, textiles, contracting, kitchen and bathroom suppliers and decorators.





MARKETING TOOLS

TRADE & CONSUMER MAGAZINE/NEWSPAPER ADVERTISING:

INDEX KSA was supported by 15 print advertisements in relevant international and national media.

The INDEX trade and consumer magazine advertising campaign consisted of full page and double-page spread advertising, inserts, editorials and advertorials in key KSA media to include the following:-

- **Al Handasah** (Arabic magazine, Saudi Arabia)
- **Al Maskan** (Arabic magazine, Pan Arab)
- **Commercial Interior Design Magazine** (GCC)
- **Lamasat Décor** (Arabic magazine, Pan Arab)
- **Touch Décor** (Pan Arab)
- **Al Sharq Al Awsat**
- **Sayidaty**
- **Sayidaty Décor**
- **Décor Book** (Arabic, Middle East)
- **Home Textiles Export** (English, International)
- **Contract Textile International** (English, International)
- **Décor Jeddah** (Arabic, KSA)
- **Oasis Magazine** (English, KSA)
- **GlobalMarket – Furniture Sourcing Catalogue** (English, International)
- **Umran Magazine** (Arabic, KSA)

ONLINE MARKETING

Websites are one of the most effective methods of reaching a targeted business audience and delivering ROI. The INDEX KSA 2012 marketing campaign ran an online advertising campaign on relevant online platforms in both Arabic and English, and had a significant online presence for the event through web banners, pay per click campaigns, online editorial, social media and search engine optimisation. INDEX's Facebook and Twitter presence confirms a steady increase in followers/fans from Saudi Arabia.

The show's website (www.indexksa.com) was the main online communication tool and is set-up as a bi-lingual website (English and Arabic). The website included stand booking and registration forms, latest industry news and market reports provided by our Intelligence Partner.

EMAIL MARKETING

The 2012 INDEX KSA e-marketing campaign included regular email shots to an extensive exhibitor and visitor prospects database. The visitor email campaign included regular eshots every two weeks highlighting key exhibitors, show highlights and the benefits of visitor registration. In total, 23 visitor eshots targeting over 25,000 visitor prospects were sent. All visitor eshots went out in English and Arabic.

PRESS RELATIONS

The INDEX KSA 2012 PR campaign was supported by an extensive pre-show PR campaign, conducted by our PR partner ASDA'A who have offices throughout KSA. The campaign was designed to achieve high quality, targeted and extensive press coverage in the Kingdom of Saudi Arabia. The strategic campaign communicates clear and targeted key messages to relevant industry professionals throughout the Kingdom through public relations activities. This was achieved through a 6-month dedicated PR activity plan that included press releases, editorial, advertorial, Q&A sessions, interviews and media roundtable discussions.

As a result, the PR campaign generated a total value of \$408,287 through 41 published press-releases. One week before the event, the organisers held a press-conference that attracted over 30 media professionals.

The PR coverage report can be downloaded from the show website.

DIRECT MAIL

The INDEX KSA sales campaign was supported by an extensive mail campaign to international exhibitor prospects in August 2011. The visitor campaign was supported by a direct mail campaign targeting trade professionals from Saudi Arabia. 17,000 bi-lingual visitor invitations were sent out.

In addition, exhibitors ordered over 3,500 visitor invitation tickets which they posted to their own databases/clients in order to invite them to the show.

TELEMARKETING

The INDEX KSA visitor campaign was accompanied by a 6-week telemarketing campaign by Arabic speakers, inviting people personally to attend the show. The campaign targeted over 15,000 trade professionals from Saudi Arabia. Two days prior to the event, the telemarketing team called all pre-registered visitors to remind them about the show.

FAX AND SMS CAMPAIGN

The INDEX KSA visitor campaign included three fax shots to 20,243 contacts and 9 SMS shots, which went out to 94,680 contacts.

The fax campaign was targeted at pre-registering for the event. The fax was both in English and Arabic with a fax back form. The SMS shots were sent to targeted visitor data in Saudi Arabia before and during the event, as well as to the pre-registered visitors.

RADIO AD CAMPAIGN

INDEX KSA 2012 was supported by a radio advertising campaign on Mix FM which was identified as the most popular radio station in Jeddah. The advertising campaign included 35 radio spots running three days before the event as well as on the first and second day of the event.

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