



22 - 25 MAY, 2017
ZA'ABEEL HALLS, DUBAI WORLD
TRADE CENTRE, DUBAI

SALES BROCHURE



WORKSPACE AT INDEX 2017

workspace at INDEX is the largest and most comprehensive commercial interior design event in the Middle East region. Established 17 years ago workspace has evolved to become a representation of some of the most respected commercial interior design brands and suppliers from around the world.

Part of the INDEX Design Series, workspace welcomes over 14,400 designers, interior professionals and procurement specialists for 4 days of networking and product sourcing and is proud to be the only event dedicated to interior solutions for the commercial, retail, healthcare and educational sectors.

As the primary platform for any commercial interior brand or supplier looking to gain a foothold in the Middle East region, workspace has become an essential component of many business development strategies and in 2016 over \$1.4bn in business was generated as a result of exhibiting at the event.

“The wonderful thing about workspace at INDEX is that this is an avenue for people who love interior design, who are working in this industry. Different companies from all over the world are coming to you, to your doorstep showing you all of the products that they have. What’s the latest? What’s the greatest? You just have to go and see what it is.”

Laila Al Yousuf, Brand Ambassador and Senior Interior Design, Perkins + Will





DESIGN TALKS

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WORKSPACE AT INDEX CONNECTS, INSPIRES AND INNOVATES

As the home of commercial interior design, workspace also provides an essential source of content and knowledge to ensure that the region remains a global innovator in commercial design. The workspace at INDEX Design Talks brought to you by OFIS, attended by over 300 delegates in 2016, is the largest and only dedicated knowledge platform for the advancement of commercial interiors anywhere in the Middle East and is one of the key components of workspace at INDEX. Previous speakers have included: American University of Sharjah, Bluehaus Group, Herman Miller, IR Design, Pallavi Dean Interiors, Scarlet Opus, Steelcase, TangramGulf.

Retailspace.

CREATING RETAIL SPACES THAT ENGAGE THE CUSTOMER


Retailspace, is the key retail-design pillar of workspace at INDEX and reflects the growing demand for inspirational retail interior and fit-out solutions for the region's biggest malls and retail design projects. Estimated retail sales in the GCC will reach over \$280bn by 2018 and the volume of projected retail space is expected to top 6.6m sqm in the same period.

The Middle East is home to some of the most affluent people in the world and as such mega retail projects are in the pipeline across the GCC to ensure their shopping needs are met. This includes the construction of "The Mall of the World" in Dubai, the biggest retail experience on the planet which is expected to reach 8m sqm alone and will cost \$6.8bn. Across the region over \$22bn of retail construction projects are in the pipeline at various stages, clearly demonstrating the massive business opportunities for retail interior and fit-out specialists looking to improve their revenue prospects in the coming years.

Retailspace and workspace at INDEX have welcomed retail executives, decision makers and influencers from the following esteemed retailers and brands to the exhibition:

- CHALHOUB GROUP
- CHRISTIAN DIOR
- CRATE&BARREL
- DELOITTE
- EMAAR MALLS
- EMAAR RETAIL

- HOMECENTRE
- HOMES R US
- IKEA
- LANDMARK GROUP
- LULU GROUP INTERNATIONAL
- MAJID AL FUTTAIM
- HYPERMARKETS LLC

- NOVO CINEMAS
 - PEPSICO
 - RIVOLI GROUP LLC
 - SWAROVSKI MIDDLE EAST
 - THE ONE
- 



THE HOME OF COMMERCE

As the only dedicated commercial interior design event in the region, workspace has welcomed some exceptionally important members of the region's design community through the doors. From C-Level executives to end-users, workspace at INDEX offers its exhibitors a full spectrum of professionals to network with, ensuring business objectives are met at show and significant return on investment gained.

Some of the previous participants of workspace at INDEX include:

- Albert Massaad
- Allsteel
- Alternative Solutions
- Al Mashriq Furniture
- Arthur Holm
- Aura Interiors
- C+P
- Cadd Centre
- Codutti
- Crown House
- Guialmi
- HNI International
- Intermetal
- Interstuhl
- Juma Al Majid
- Koleksiyon
- Lindner
- Linea Fabbrica
- Loc 8
- Mobica
- Nurus
- Quadrifoglio
- SB Seating
- Sedus
- Sitland
- Sokoa
- Stressless

workspace at INDEX over the course of its 17 years has attracted some of the biggest names in commercial design to the event, including but not limited to:

- Abu Dhabi Airports
- Abu Dhabi Government
- AECOM
- Al Futtaim Group
- Al Tayer Group
- Al Zahra Hospital
- American University of Sharjah
- DAMAC properties
- DEWA
- Dubai Airport
- Dubai Municipality
- DWP
- Emirates Airline
- Etihad
- Etisalat
- Government of Dubai
- IBM
- Kinnersley Kent Design
- LW Design
- Ministry of Education
- Ministry of Health
- Perkins + Will
- Wilson Associates

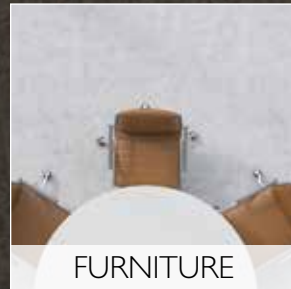
COMMERCIAL INTERIOR DESIGN

workspace at INDEX is the embodiment of commercial interiors and design, and brings together 7 essential design sectors to the show-floor, these are:



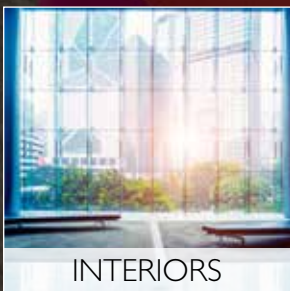
FIT OUT

- Architectural and design practices/ Interior Landscaping
- Turnkey/Joinery services
- Design Software



FURNITURE

- Desks & Tables
- Seating Solutions
- Recreational/Urban furniture
- Pedestals and Cabinets
- Auditorium/Public seating/ Stadium Solutions
- Boardroom/Conference Furniture



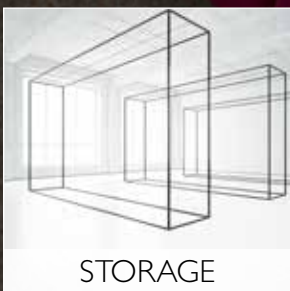
INTERIORS

- Glass doors
- Moveable walls & partitions
- Acoustic screens
- Lighting solutions
- Raised access floors
- Suspended ceilings
- Air conditioning & ventilation systems



MANAGEMENT

- Office Supplies & Accessories
- Management Consultancies
- Office Relocation Specialists
- Office Equipment
- Training Solutions
- Outsourcing Solutions



STORAGE

- Archiving/Storage systems
- Mobile Shelving
- Case goods & filing systems



TECHNOLOGY

- Workstations
- Hardware & software solutions
- Audiovisual presentations
- Interactive white boards & marker boards
- Integrated media technology
- Commercial telecommunications solutions
- Office cabling and switches
- Security systems



RETAIL

- Concept Retailing
- Display Systems
- Furniture & Furnishings
- Graphics & Signage
- In-store media
- EPOS/POP/POS products
- Retail design consultancy
- Retail shelves & shelving units
- Shop fitting & retail equipment
- Visual merchandising supplies





To discuss how you can present your company at the GCC's only dedicated event for commercial interiors, please contact:

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2017 STAND RATES	
Regular Space only	US\$428 per sqm
Boulevard Space only	US\$448 per sqm
Traditional Shell Scheme	US\$510 per sqm
Boulevard Traditional Shell Scheme	US\$536 per sqm
Premium Shell Scheme	US\$561 per sqm
Boulevard Premium Shell Scheme	US\$577 per sqm

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DESIGN SERIES

dmg events
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