



**SURFACE**  
DESIGN

**Access MENA's multi-billion  
dollar contract flooring and  
interior surface market**

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**26 - 29 MARCH 2018**  
DUBAI WORLD TRADE CENTRE

Co-located with



**INDEX**



**WORKSPACE**

[www surfacedesignexhibition.com](http://www surfacedesignexhibition.com)

Organised By

**dmg** events  
middle east, asia & africa

## MIDDLE EAST COVERING REBORN AS SURFACE DESIGN FOR 2018

The region's premier platform for flooring, wall and ceiling solutions has been shaken up for 2018. Following three hugely successful years as Middle East Covering, the sister show of interior design showcase INDEX now goes by a new name: Surface Design.

The slick rebrand seeks to better represent the show on the world stage as the interior design industry's prime platform for flooring materials and wall and ceiling finishes, from both a supplier and buyer perspective.

Surface design is your premier B2B platform to access the MENA's multi-billion contract flooring & interior surface market

**25,000+**  
Industry professionals

**200+**  
International Brands

**70+**  
Visiting Countries

**8,000+**  
Gross SQM

The event connects manufacturers, technology suppliers, distributors and users in the entire value chain of interior surface industry. It is a perfect place to engage with new target groups, especially with project owners and decision-makers from the region's commercial, hospitality, healthcare and residential sectors.

## MARKET GROWTH DRIVERS

**1,082.7 million sqm**  
of flooring products demand in GCC

**US\$178.8 billion**  
estimated value of hotel construction market

**US\$26.3 million**  
estimated project value of 361 healthcare facilities

**18.6 million sqm**  
of retail space

## Top construction projects planned in the GCC



### UAE

**DAMAC Towers by Paramount – Business Bay**

Estimated project value: **US\$1 bn**

**Deira Islands Mall – Deira Island, Dubai**

Estimated project value: **US\$ 1.8 bn**

**The Tower at Dubai Creek Harbour**

Estimated project value: **US\$ 1bn**



### SAUDI ARABIA

**Dahiyat Al Fursan, Riyadh**

Estimated project value: **US\$ 20 bn**

**Mall of Saudi, Riyadh**

Estimated project value: **US\$ 3.2 bn**

**Holy Haram Mosque Expansion (Holy Mosque), Makkah**

Estimated project value: **US\$ 17.24 bn**

**Heart of Jeddah – Jeddah City Centre**

Estimated project value: **US\$ 4.2 bn**

**Expansion of Prophet's Mosque, Medina**

Estimated project value: **US\$ 6.73 bn**



### QATAR

**Lusail City Development Project**

Estimated project value: **US\$45 bn**

**Msheireb Downtown Doha Regeneration Project**

Estimated project value: **US\$4.5 bn**

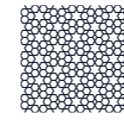
**Hamad International Airport Expansion**

Estimated project value: **US\$ 15.5 bn**

**Doha Metro Project**

Estimated project value: **US\$36 bn**

## BUYERS ARE LOOKING FOR THE FOLLOWING PRODUCTS & SERVICES:



### ARCHITECTURAL EXTERIOR & INTERIOR SURFACE MATERIALS

Acoustic Wall Panels  
Architecture Glass  
Artificial Glass  
Ceilings  
Curtain Walling  
Facades  
Mashrabiya Screens  
Solid Surfaces  
Wood Exterior Wall Cladding



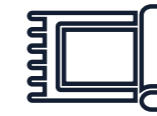
### COMPOSITE/RESILIENT FLOORING

Decking  
Industrial Flooring - seamless flooring  
Industrial Flooring - Vinyl flooring  
Luxury Vinyl Tiles (LVT)  
Rubber Floor Tiles  
Sports Flooring  
WPC



### TECHNOLOGY & EQUIPMENT

3D Models  
Adhesives  
Carpet Manufacturing Machinery  
Chemicals  
Cleaning & Maintenance  
Moisture Measurement Tools  
Surface Treatment  
Software  
Technology and Tools  
Wallpaper Print Equipment



### TEXTILE COVERING (WALL TO WALL)

Carpet Tiles  
Machine made Carpets



### WOOD FLOORING

Bamboo Flooring  
Cork Flooring  
Hardwood Flooring  
Laminate Flooring  
Parquet Flooring  
Raised Flooring  
Solid, engineered flooring



### WALL COVERING

Ceramics  
Decorative Paints & Plaster  
Mosaics & Tiles  
Seamless Walls  
Upholstery Wall Coverings  
Wall Panels  
Wallpaper/Wall plaster  
Wood Veneers

## WHO WILL YOU MEET

### Job Titles

Buyer | C-Level Executive | Department Head (Design/Engineering/Architecture) | Director | Engineering Director | General Manager | Manager | Managing Director | Procurement Executive | Project Manager | Purchase Manager

### Job Function

Architect (Interior/Landscape) | Building Contractor & Subcontractor | Consultants & Specifiers | Distributors | Fabricators | Fit-out Professionals | General Contractors | Government procurement executives | Installers | Interior Designer | Kitchen & Bath Specialist | Property Developer

### Primary Business Segments

Facility Management (Educational Institutions, Healthcare, Hospitality, Mosques, Public Transport & Leisure) | Interior Design | General Contracting | Government, Ministries and Municipalities | Retail/Mall Development | Urban Planning  
Quantity Surveyors | Retailer | Structural Engineer

## HEAR IT STRAIGHT FROM THE INDUSTRY

"We have many projects both in commercial and residential sectors and so we absolutely must see the latest products and suppliers in the market. This year, the show has been great as we have met a lot of different companies and saw a big range of products and innovations."

**Leila Haghghat**  
*Senior Architect, Seeb Interior Design*

"I flew from Kuwait with my team and this is the third time I am visiting the show. My goal has always been to look for specific products and so far, I have successfully found what I'm looking for. I had meetings with several international brands."

**Sulaiman Askar,**  
*Operations Manager, Al Gharbia Construction*



## FOR SPECIAL RATES, BOOK BEFORE 31ST JANUARY 2018

Package	Price (US\$) Prices per SQM
Space only	435
Space only (stands larger than 72m2)	410
Shell Scheme	525
Enhanced Shell Scheme	561

+ Compulsory Marketing Fee of US\$ 495.00 (this includes Administration, Enhanced Online Listing, Insurance & Lead Retrieval App)

## CONTACT US TODAY FOR MORE INFORMATION

Please call us on **+971 4 445 3739** or email [info@surfacedesignexhibition.com](mailto:info@surfacedesignexhibition.com)

[www.surfacedesignexhibition.com](http://www.surfacedesignexhibition.com)