

**WORKSPACE** is the only event in the Middle East dedicated to the fit-out, design and management of commercial properties.

Showcasing leading brands and suppliers from across the globe each year, **WORKSPACE** casts a spotlight on the current and future design trends essential to efficient and high-performing commercial, educational and healthcare spaces.



**73**  
EXHIBITING  
COMPANIES



**26**  
EXHIBITING  
COUNTRIES



**91**  
VISITING COUNTRIES



**27,448\***  
ATTENDEES



*"We've got this fantastic stand here at WORKSPACE and we've had some great foot-fall. We've hosted a number of talks and had an amazing response"*

**Oliver Baxter**, Insight Programme Manager MEA, Herman Miller

## REACHING 65+ MILLION PEOPLE WORLDWIDE\*



**COVERAGE**  
IN THE UAE'S  
5 BIGGEST  
NEWSPAPERS



**50+ PAGES**  
OF PREVIEW IN  
THE REGION'S  
LEADING DESIGN  
AND LIFESTYLE  
MAGAZINES AHEAD  
OF THE SHOW



**200+**  
DEDICATED  
STORIES  
PUBLISHED  
ACROSS PRINT  
AND ONLINE  
MEDIA



**120**  
RADIO  
ADVERTISEMENTS



**6,000,000+**  
IMPRESSIONS  
FROM DIGITAL  
CAMPAIGNS

## SOCIAL REACH



FACEBOOK  
REACH  
**542,989**



TWITTER  
IMPRESSIONS  
**16,900**



WEBSITE PAGE  
VIEWS  
**174,739**

## THINK OUTSIDE THE BOOTH

If you're keen to put your brand forward as a thought-leader, trend setter or are trying to be different from the competition then one of our sponsorship opportunities may be exactly what you're looking for.

To find out more contact us at [info@workspace-index.com](mailto:info@workspace-index.com) or using the contact details below.



**WORKSPACE**

**17-19 SEPTEMBER 2019**  
DUBAI WORLD TRADE CENTRE

## 7 KEY SECTORS REPRESENTED AT WORKSPACE



COMMERCIAL FIT-OUT SERVICES



COMMERCIAL FURNITURE



INTERIOR PARTITION SOLUTIONS & TECHNOLOGIES



OFFICE MANAGEMENT



OFFICE SUPPLIES & EQUIPMENT



STORAGE SYSTEMS & CABINETS



WORKSTATION TECHNOLOGIES & SECURITY SOFTWARE

\*The number of attendees combines visitors who attended WORKSPACE and its co-located events INDEX and SURFACE Design Middle East.

## BE A PART OF WORKSPACE 17-19 SEPTEMBER 2019, Dubai World Trade Centre

PACKAGE	PRICE (US\$) Price per SQM
Space Only (below 24 SQM)	470
Premium Shell Scheme	550
Bespoke and Sponsorship packages also available	

## CONTACT US TODAY

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ORGANISED BY **dmg** events

\*The reach is calculated from campaigns for WORKSPACE and its co-located events INDEX and SURFACE Design Middle East.

## THE GLOBAL COMMERCIAL SPACE EVENT IN THE MIDDLE EAST

PART OF  
**MIDDLE EAST DESIGN & HOSPITALITY WEEK 2019**

# CELEBRATING DESIGN



This year, WORKSPACE will be part of the Middle East Design and Hospitality Week - the biggest and most important celebration of all things Design and Hospitality in the GCC.

Through seven co-located events across 3 days, MEDHW will showcase the most important brands from the design and hospitality communities. Visitors attending will not only come from the UAE, but will also include neighbouring GCC countries, India, Russia and East and North Africa.

With over 50 years of show heritage, MEDHW will see 1000s more exhibitors, 50,000+ visitors and more inspiration and creativity, innovation and networking opportunities than ever before, all in one place at the Dubai World Trade Centre.



## THE ADVANTAGE OF DOING BUSINESS IN THE MIDDLE EAST - A TRANSCONTINENTAL HUB

There is **7% growth** in overall spend forecast for the GCC in 2018 at **US\$430bn**

The UAE boasts one of the GCC's fastest growing fit-out markets, expected to be worth **US\$973.4mn** by 2022

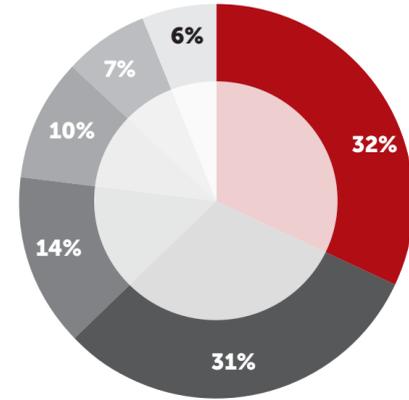
The GCC interiors and fit-out spend in the commercial sector is expected to reach **US\$1.09bn** in 2019

The interiors and fit-out spend in the hospitals sector is estimated to increase from US\$ 588mn in 2018 to **US\$ 739mn** in 2019

Overall GCC education facilities projects expected to be completed will increase from US\$ 4.8bn in 2018 to **US\$ 6.26bn** in 2019

## A SNAPSHOT INTO THE WORKSPACE AUDIENCE

### MEET THE ATTENDEES



**32%** DISTRIBUTOR, GENERAL TRADER, WHOLESALER

**31%** ARCHITECTURE, CONSULTANCY, INTERIOR DESIGN

**14%** PROPERTY DEVELOPER, REAL ESTATE DEVELOPER

**10%** HOSPITALITY, HOTELS AND RESORTS

**07%** MALLS, RETAIL

**06%** CLINICS, HEALTHCARE, HOSPITALS

### REPRESENTING THE FOLLOWING COUNTRIES



## ATTRACTING THE RIGHT DECISION MAKERS

Features and highlights to engage, educate and inspire our attendees.

### WORK DESIGN STUDIO

This presentation hub, brought to you by H2O Concepts and Herman Miller, is a set of seminars focused on promoting happiness and wellness in the work place, led by prominent speaker, brand evangelist and psychologist Oliver Baxter from the Herman Miller Insight Group.

### TECH SPACE

Driven by industry demand for a one-stop-shop to meet the entire fit-out and integrated technology needs and smart integrated solutions in the workplace that reduce costs, increase productivity and employee well-being.

### TREND TOUR

A digital guide that curates the best products and installations WORKSPACE has to offer. The Trend Tour will guide visitors to exhibitors that feature stand-out products, making for a seamless experience.

## OUR TOP EXHIBITORS

- Interface
- Boss Design
- Oasis Paints
- H2O Concepts
- Herman Miller
- Tuna Ofis ve Ev Mobilyalari
- Al Nabooda Interiors
- Highmoon Furniture
- Sedus
- Guialmi
- OFIS
- Codutti
- IBEBI Design
- Nook
- Nurus
- Ergotron



"WORKSPACE is a great show to identify and keep up with new ways of working."

Andy Watson, International Sales Director, Boss Design



"WORKSPACE is a get together of all design, fit out and interiors industry especially when it comes to corporate and professional workplaces for the entire Middle East."

Jorge Almeida, Export Director, GUIALMI

## 7 EVENTS THAT MAKE UP MIDDLE EAST DESIGN AND HOSPITALITY WEEK



### FROM COMPANIES INCLUDING



MEET **CEOs**, **MANAGING DIRECTORS**, **IT DIRECTORS**, **HR HEADS**, **INTERIOR DESIGNERS**, **ARCHITECTS**, **CONSULTANTS**, **DEVELOPERS** AND **CONTRACTORS** FROM THE FOLLOWING INDUSTRIES:

