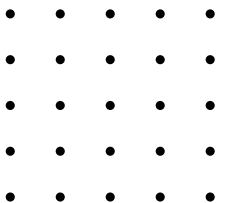
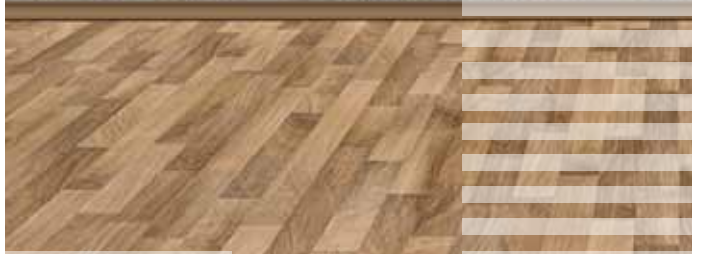




SURFACE
DESIGN
MIDDLE EAST

17-19 SEPTEMBER 2019
DUBAI WORLD TRADE CENTRE



THE REGION'S PREMIER
PLATFORM FOR THE
FLOORING & CONTRACT
SURFACE MARKET

Part of



MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK 2019



MIDDLE EAST
DESIGN &
HOSPITALITY
WEEK 2019

BE PART OF THIS MAJOR EVENT IN 2019

- the leading platform to access MENA's multi-billion flooring & contract surface market.

With 4 successful years in the industry, international suppliers of flooring, wall and ceiling solutions join us to connect, network and engage with the industry and build their leads, customers and revenue.

The event allows architects, consultants, contractors, and other industry specifiers to come together, to learn and find new products that create world-class interiors for some of the region's biggest construction projects across the commercial, hospitality, healthcare and residential sectors.

A SNAPSHOT OF SURFACE DESIGN 2018 IN NUMBERS

27,448*

Attendees

65m+

PR reach worth 2.6 million

73

Exhibitors

91

Visiting Countries



I attended SURFACE Design Middle East to look for new products and found new suppliers in the market. I was pleased to find new and innovative materials for our wall finish, coatings and flooring requirements.

MOIZ KHAN, Project Engineer, Souq Extra

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

CELEBRATING DESIGN

SURFACE Design Middle East will be part of Design & Hospitality Week 2019 – the biggest and most important celebration of all things Design & Hospitality in the GCC.

The combination of the shows will see 1000s more exhibitors, **50,000+ visitors** and more inspiration, creativity, innovation and networking opportunities that ever before.

MEDHW IS MADE UP OF 7 BRANDS THAT HOLD OVER 50 YEARS OF HERITAGE BETWEEN THEM.



INDEX



WORKSPACE



SURFACE
DESIGN
MIDDLE EAST



FIM

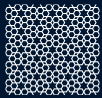




NEW

MATERIAL DISTRICT.

POSITION YOUR BRAND AT SURFACE DESIGN IN ONE OF 7 SECTORS



ARCHITECTURAL EXTERIOR & INTERIOR SURFACE MATERIALS

- Acoustic Wall Panels
- Architecture Glass
- Artificial Glass
- Brick slip Cladding
- Ceilings
- Curtain Walling
- Decorative Glass Panels
- Facades
- LED Wall Panels
- Mashrabiya Screens
- Solid Surfaces
- Trim, Moulding and Edging Profiles
- Wood Exterior Wall Cladding



COMPOSITE/ RESILIENT FLOORING

- Decking
- Industrial Flooring - seamless flooring
- Industrial Flooring - Vinyl flooring
- Luxury Vinyl Tiles (LVT)
- Rubber Floor Tiles
- Wood Plastic Composite (WPC) flooring



TECHNOLOGY & EQUIPMENT

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



TEXTILE COVERING

- Carpet Tiles
- Carpets/Rugs (hand-made)
- Machine made Carpets
- Mats
- Wall to Wall Carpets
- Woven carpets/Area rugs (machine-made)
- Carpet Underlay



WOOD FLOORING

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



WALL COVERING

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

NEW



SMART SURFACES

- Acoustics
- Display Systems
- Magnetic Paint
- Non Wovens Solutions
- Smart Wallcovering

NEW



NEW PRODUCT SECTOR – SMART SURFACES

Can a wall and ceiling serve a higher purpose than its traditional use? We put that to the test by launching a new product sector this year that will explore how technology and new trends are helping redefine these spaces.

15 NEW EXHIBITOR PRODUCT CATEGORIES



MARKET OUTLOOK AND WHY YOU SHOULD BE DOING BUSINESS IN THE GCC IN 2019

Fit out market worth US \$973.4mn

UAE is one of the GCC's fastest growing fit-out markets, expected to be **worth US\$ 973.4mn** by 2022 with major refurbishment programmes to upgrade old buildings set to boost the interiors market.

GCC construction projects worth US \$78bn

Building construction projects expected to be completed across all sectors are forecast to increase from US\$ 76.8bn in 2018 to **US\$ 78bn** in 2019

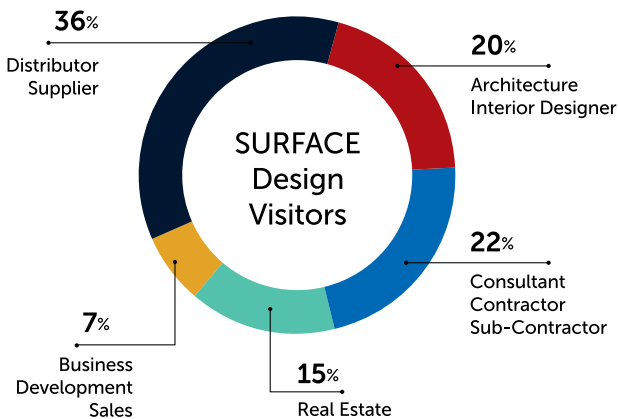
US \$1.3bn residential fit out spend

The UAE will lead with a **US\$ 1.3bn** spend for interiors and fit out in the residential sector in 2018

US 36.6bn

The global market for wall coverings is expected to reach **US 36.6bn** by 2022

WHO YOU WILL MEET

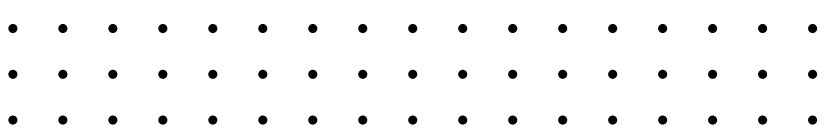


PRIMARY BUSINESS SEGMENTS

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

Every year we host attendees who are sourcing new products and suppliers for some of the region's largest projects. A few of the visitors who were looking for products in the following sectors included:





THE EXPOSURE FOR YOUR BRAND

HIGHLIGHTS FROM OUR LAST CAMPAIGN

Design Talks brought to you by OFIS: In this set of CPD certified seminars, the GCC's top design talent shared their first-hand experiences, offering live and unfiltered insights on current trends, challenges and exciting projects in the industry.



Innovative Interiors Maze: This unique, walk-through feature at the show showcased regional firsts like a sustainable decorative

panel and reflective ceiling materials from key leading companies like Al Zubaidi, Barrisol, Colortek, Hunter Douglas, Woodfloors Middle East, Mohawk, Moko and Walls & Floors.



HP's Bring Your Design To Life Challenge: Industry leader HP brought together design students and leading

interior design experts' creations to life using its top of the line printing solutions. Over 25 unique wallcovering themes battled for the top spot to win the grand prize sponsored by HP. The challenge helped create an engaging experience for visitors and participants alike.

Curated Rugs by Treniq: A display of these gorgeous and functional rugs which shared unique stories of the rich heritage and tribal anecdotes of their creators from Asia, Africa and Europe. Handwoven in complex knotting techniques, these rugs offered an amazing display of design, craftsmanship and durability fit to match modern requirements of today's projects.

OUR REACH



Email / Newsletter reach

89,824



Website Page Views

118,709



Facebook Reach

830,824



PR Reach

65 Million +



Facebook Members

21,071



Twitter Reach

21,949

SURFACE DESIGN MIDDLE EAST IN THE NEWS

Through media partnerships & press release content, over 200 stories about the show were published online & in print. The total reach amounted to an international audience of **65 million+**.



WHAT WE CAN DO FOR YOU

When you sign up with SURFACE DESIGN Middle East we will work together pre-show, promoting you to our enormous database of contacts through various formats that include:

Social, website, email, newsletters, look books, show catalogue, PR and more.

In fact the more you give us to promote you with the more that we can do. We also work to create you personalized banners, email signatures, landing pages and more to help you market yourself to your network of prospects and get them to meet you at the show.

The more you do before the show, the more results you will see while you are there.

FIND OUT HOW YOU CAN BE PART OF OUR NEXT SUCCESS STORY

17-19 SEPTEMBER 2019
DUBAI WORLD TRADE CENTRE



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@surfacedesignexhibition.com
or using the contact details below.

PACKAGE	PRICE (US\$) Price per SQM
Space Only	470
Shell Scheme	550

CONTACT US TODAY

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