



DOMOTEX asia/CHINA FLOOR 2017 presents "Luxury Brands", the exclusive event for international hand-made carpets labels

DOMOTEX asia/CHINA FLOOR 2017 will take place March 21-23, 2017 in Shanghai, China. The carpet sector will occupy once again center stage at the next edition with 5 halls hosting everything from hand-made carpets, wall-to-wall carpets, carpet tiles, woven and machine-tufted carpets, mats, carpet raw materials to latest carpet technology.

"In recent years, the carpet and rugs market, has shown substantial growth due to the rising urban population, demand for modular carpets and resurgence of the construction industry in developing economies. The residential market will remain the leading end user for carpets and rugs even though the non-residential market is also growing thank to the rising investment in offices, commercial and institutional construction sectors. In the last few years more and more consumers are also willing to spend money on bringing about aesthetic improvements to their homes or office spaces and this condition is creating a favorable environment for the development of luxury carpets and rugs industry." explains Mr. David Zhong, President of VNU Exhibitions Asia, one of the organizers of the shows.

Following the industry trends, the next edition of DOMOTEX asia/CHINA FLOOR 2017 will host Luxury Brands, an exclusive carpets event brought together in collaboration with COVER magazine.

The display will feature a curated selection of high-end hand-made carpets from an exclusive list of international rug brands. Companies that have already confirmed their participation to this exclusive showcase are: Amadi Carpets, Ariana Rugs, Art Resources, Ayka Design, Creative Matters, Knots Rugs, Samad, Tissage, Wool & Silk Rugs and Zollanvari.

The Luxury Brands area, located inside cadex, the design platform of DOMOTEX asia/CHINA FLOOR in W5 Hall, will have a very special design and will be open only to rug buyers, distributors and VIPs.

"Luxury Brands is the perfect platform for a Chinese audience to see some of the best high-end hand-made rugs brands we have been celebrating in COVER magazine in recent years. The carpets on display will be the best examples of their type and will surely create a buzz at the show. The event will enhance the hand-made rug displays for 2017, offering visitors to DOMOTEX asia/CHINA FLOOR even greater scope in flooring." says Lucy Upward, editor of COVER.

COVER and DOMOTEX asia/CHINA FLOOR wish to bring a selection of the best Western brands to the Chinese market with a range of companies from Asia, Europe, America and Canada. Each firm will bring two of its recent high-end hand-made rug

designs to dazzle the DOMOTEX asia/CHINA FLOOR visitors.

Through the Luxury Brands event Asian buyers will be given access to the brands that are proving successful within rug industries in the West, while the featured companies will be offered opportunities within the thriving market in China and Asia.

"It is an honor to show our designs alongside some of the top designers in our industry. We are always looking to expand in new areas and regions of the world." Erbil Tezcan, Wool and Silk Rugs.

"China is a new and important market for us; we have long been an admirer of their pioneering approach to design. They are open to exploring new trends and the variety of design they have is very inspiring. The country has a very creative scene happening at the moment, so it is an exciting time for us to be part of this growth. It allows us to create new designs especially for China with our own contemporary aesthetics with a respect for traditional heritage, materials and craftsmanship." Michelle Evans, Ayka Design.

Luxury Brands will definitely be a must-see event at DOMOTEX asia/CHINA FLOOR in March 2017.

The online registration portal is now open and admittance for pre-registered visitors is free. ♦



FESPA EURASIA 2016 attracts international audience of investment-ready buyers

FESPA Eurasia 2016, which took place from 8-11 December 2016 in Istanbul, Turkey, welcomed 8,232 individual visitors, with total attendance across the four days reaching 9,774 visits, demonstrating the value visitors placed on attending for more than one day.

The exhibition was successful in terms of buying behaviour: 44% of visitors were final decision makers and 81% of attendees were involved in the decision-making process, highlighting that FESPA Eurasia is a strong 'buying' show.

Murat Öztürk, Partner of Summa Istanbul, commented on the quality of visitors: "FESPA Eurasia is a professional show. The visitors to the exhibition include professional buyers and professional companies, and so for us FESPA Eurasia is always the number one."

There was an increase in International attendance compared with FESPA Eurasia 2015, further illustrating the importance of FESPA Eurasia within the region. The top 10 countries attending outside Turkey include: Iran, Bulgaria, Algeria, Greece, Tunisia, Jordan, Ukraine, Iraq, Lebanon and Germany.

Complementing FESPA's line-up of international and local exhibitors, FESPA Eurasia included a host of free visitor features. Participation in the educational conference remained strong throughout, underlining demand for sector specific education in the Eurasian region with sessions including: Digital Pigment Printing, Screen Printing, Garment

Design, 3D Printing for Garments, Nano Applications for textile and many more.

Ivan Tenchev won FESPA's live World Wrap Masters competition, sponsored by Hexis. Ivan commented: "I am very honoured to have won the Wrap Masters at FESPA Eurasia 2016 and to be recognised for my skills and for doing something that I enjoy. The Wrap Masters 2016 was very impressive, there were many local contestants who were very good, so I can say that I competed against the best. I am now looking forward to competing at the World Wrap Masters Final at FESPA 2017 in Hamburg."

FESPA's Turkish member Association, ARED, hosted the second edition of its Signage Awards, celebrating creative and innovative examples of signage production in Turkey. The winner, who was voted for by visitors onsite, was Alper Tenşi, Rekmar Reklam, who received 45% of the votes and will now go on to compete in FESPA's global Awards programme at FESPA 2017 (8-12 May 2017).

Michael Ryan, Group Exhibition Manager at FESPA, comments: "FESPA Eurasia 2016 has once again confirmed the value of FESPA's event content to rapidly developing markets, with positive feedback from both exhibitors and visitors. This exhibition continues to serve the Turkish print community, as well as visitors and exhibitors from the wider region. I was delighted with the positive feedback from our exhibitors with many



commenting on the volume of sales directly at the show. International suppliers such as Aleph, Mimaki, EFI and Canon were just a few of the global brands to introduce new products at the show.

"Feedback from our visitors highlights that 68% believe that FESPA Eurasia is the region's most important wide format exhibition, confirming the demand for an event of this calibre and focus."

Exhibitors comments on the success of FESPA Eurasia 2016

Alessandro Manes, Managing Director at Aleph SRL comments: "This is the first time we've exhibited at FESPA Eurasia and we've had a great show and sold four machines."

Ender Yilmaz, MertDijital comments: "The 2016 edition was our first experience of the FESPA Eurasia event and we had a very successful show with strong interest from visitors to our stand. We see FESPA Eurasia as an effective platform for showcasing the latest technology and attracting the right target audience."

Ismet Özdemir, Marketing Manager at Canon B2B products commented: "I can sincerely say that FESPA Eurasia 2016 really exceeded our expectations and we confirmed a number of sales. We are very happy with our participation at FESPA Eurasia 2016."

Nurten Ergün, Owner of BTC, noted: "At FESPA Eurasia 2016 we presented a range of our new technologies, which attracted a great deal of interest from our customers. FESPA Eurasia 2016 was a great show." ♦

