



# DOMOTEX Worldwide: A dynamic international network

For over 30 years, DOMOTEX has supported exhibitors from the carpet and floor covering industry in presenting and selling their products in the world's most promising markets. As a dynamic international brand owned by the Deutsche Messe group of companies based in Hannover, Germany, DOMOTEX is embodied by a trio of international trade fairs, each with its own distinctive focus on exhibitor and visitor makeup: DOMOTEX asia/CHINAFLOOR, DOMOTEX Turkey and – making its debut next year – DOMOTEX USA.

## Connecting the continents

DOMOTEX is a unique platform which brings together flooring industry exhibitors and visitors at three different locations. Exhibitors can position themselves locally and build up an effective network across the world's continents. In addition to the flagship DOMOTEX fair in Hannover, Germany, there are specialized offerings for the Asia-Pacific, Turkey and the Middle East and – starting next year – in the North America as well.

"Our brand is generating an ever-growing amount of international attention and enjoying increasing

recognition," says Susanne Klaproth, project director for the DOMOTEX Worldwide portfolio of events.

With the addition of DOMOTEX USA, the global brand is expanding its presence to another continent. From its base Gaziantep in southeastern Anatolia, DOMOTEX Turkey is situated at the heart of the Turkish carpet industry. Shanghai has proven an ideal location for the Asia-Pacific region, where DOMOTEX asia/CHINAFLOOR is celebrating its 20<sup>th</sup> anniversary in 2018, with a range of special shows and supporting programs planned for the upcoming event.

## International locations for DOMOTEX – three fairs at a glance

### 1. DOMOTEX asia/CHINAFLOOR

DOMOTEX asia/CHINAFLOOR (Shanghai) is the most comprehensive of the DOMOTEX international offshoots. It is also the largest carpet and flooring trade fair in the Asia-Pacific region. More than 60,000 visitors from 104 countries attended DOMOTEX asia/CHINAFLOOR in 2018 – its most successful year to date. The following internationally active firms have already

confirmed their participation for the upcoming year: Swiss Krono, Parador, Haro, Classen, Invista, Sensa, Voxflor, Tarkett, Gerflor, LG Hausys, Homag, Dynea, Faus, Nox, US Floors, Lamett, Oriental Weavers, Decospan and Balsan. The fair is being staged in cooperation with VNU Exhibitions Asia and the Build Your Dream Group.

At DOMOTEX asia/CHINAFLOOR, the focus is on machine-made and hand-made carpets, parquet and laminate floors, resilient and designer floor coverings as well as application and laying techniques. Special shows and a varied supporting program will accompany the event, including the InnovAction Flooring Campaign – a presentation of innovative products in the fields of carpets and wood and resilient floor coverings. The exhibits will also take part in the top 10 competition for the best products at the fair. In addition, the Luxury Brands Carpet Show will showcase luxurious carpets, while a guided tour through the carpet halls will promote business cooperation with leading Chinese manufacturers.

**Next trade fair date:  
26–28 March 2019.**

**2. DOMOTEX Turkey: At the heart of the Turkish carpet industry**

DOMOTEX Turkey (Gaziantep, Southeast Anatolia) brings together the leading Turkish carpet producers at a single trade fair. One of the reasons for choosing Gaziantep was that the majority of woven carpet manufacturers are located in this southern Anatolian city.

As the leading trade platform for carpet manufacturers in Turkey and the Middle East, the fair took place for the fifth time in 2018. With around 11,000 visitors from 89 different nations, DOMOTEX Turkey recorded a 30 percent increase in attendance, making it a relevant platform both for the region and for opening up new markets in the Middle East.

The organizers are the Deutsche Messe subsidiary Hannover Fairs Turkey, in cooperation with the Gaziantep Chamber of Commerce (GTO), the Association of Southeast Anatolian Carpet Exporters (GAIB) and the Gaziantep Chamber of Carpet Manufacturers (GHO).

DOMOTEX Turkey focuses on machine-made woven carpets, hand-made carpets, resilient and textile floor coverings, parquet, wood and laminate floors, outdoor coverings as well as machines and tools for carpet production.

**Next trade fair date: 27–30 April 2019**

**3. DOMOTEX USA: America's Home for Flooring**

DOMOTEX USA (Atlanta) has its main focus on the growing eastern region of the U.S. market, where 75 percent of all Americans live. This is the only North American trade fair and conference event to focus exclusively on carpets and floor coverings. One of the reasons why Atlanta, Georgia, was chosen as the location was its proximity to Dalton, the center of American carpet production.

The premier edition of the trade fair, which focuses on the American flooring industry for domestic customers, will take place from 28 February to 2 March 2019 at the Georgia World Congress Center. 80 percent of the available space has already been sold, with more than 150 exhibitors confirming their participation. DOMOTEX

USA is organized by Hannover Fairs USA, a subsidiary of Deutsche Messe. DOMOTEX USA is a platform for the American flooring industry to network with wholesalers and retailers, flooring contractors in the domestic construction industry, floor installers and purchasing groups. Leading companies in the industry include Shaw Industries Group, Beauflor USA, The Dixie Group, Swiss Krono Group, Mullican Flooring, Hamat and Engineered Floors, which have all confirmed their participation in the debut edition of this U.S.-based event.

DOMOTEX USA will focus on machine-made carpets, parquet, hardwood floors and laminates, handmade carpets, textile and resilient floor coverings, outdoor flooring and floor covering technology. At the theater-like DOMOTEX USA Plaza, the main pioneers in the industry will appear as keynote speakers. In addition to special shows and training courses, visits to floor covering production facilities in northern Georgia are planned.

**Next trade fair date: 28 February to 2 March 2019.**

