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INTERNATIONAL DESIGN EXHIBITION  
UNITED ARAB EMIRATES

2016 | POST  
SHOW  
REPORT

# POSITIONING DUBAI AS A DESIGN DESTINATION ■

Covering every facet of design, for the last 26 years INDEX has held its position as the largest and longest running event dedicated to design at the Dubai World Trade Centre, Dubai, United Arab Emirates.

Welcoming hundreds of thousands of designers, retailers and high net-worth individuals for 4-days of networking and product sourcing over the years, INDEX has cemented its position as the must-attend exhibition for any company looking to break into the valuable MENA market place.

Officially inaugurated by H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance in 2016, INDEX is a truly global event, and welcomed over 34,400 attendees from over 100 countries and in total over US\$5.5bn new business will be generated.

The next edition of INDEX is set to see a bold new evolution in its presentation and branding as INDEX becomes the INDEX Design Series. Encapsulating 8 design events under one umbrella brand, together these exhibitions will provide the industry with the most comprehensive and unparalleled design experience in the Middle East & North Africa.

*“For me, INDEX is an iconic fair. I associate interior design – INDEX and Dubai, all in one sentence.*

*Pallavi Dean, Owner, Pallavi Dean Interiors  
(Double award winner of Middle East Interior Design & Architecture Awards, 2016)*



# THE MOST IMPORTANT DESIGN EVENT IN THE MIDDLE EAST. ■



THE TOP 5 REASONS FOR EXHIBITING IN 2016 WERE:

**29%**

GENERATING  
NEW SALES LEADS

**23%**

PROMOTING COMPANY  
OR BRAND IN  
THE MIDDLE EAST

**16%**

MEET EXISTING CLIENTS

**8%**

LAUNCH NEW  
PRODUCT OR SERVICE

**12%**

RECRUIT NEW AGENTS

What do our exhibitors think of INDEX Design Series?

**60%**

of exhibitors will be exhibiting at  
INDEX Design Series 2017

**70%**

of exhibitors do not exhibit at any  
other show

**44%**

of exhibitors expect to generate  
between \$50k - \$500k in sales as  
a result of exhibiting at the show.

# A GLOBAL GATHERING OF INNOVATIVE DESIGN

ABOUT THE INDEX DESIGN SERIES VISITORS:

41

COUNTRIES REPRESENTED

26

COUNTRIES REPRESENTED

32,000<sub>sqm</sub>

SIZE OF THE INDEX DESIGN SERIES

34,496

PEOPLE ATTENDED

Where do INDEX Design Series visitors come from?



What industries do they represent?

- AGENT - DISTRIBUTOR - SUPPLIER
- ARCHITECTURAL FIRM
- BUILDING CONSULTANCY
- CATERING
- CLEANING SERVICES
- COMMERCIAL
- CONSULTANCY
- CONTRACTOR
- DESIGN
- EDUCATION
- ENGINEERING
- FAÇADE ENGINEERING
- FACILITIES MANAGEMENT
- FMCG DISTRIBUTOR
- FMCG RETAILER
- GENERAL TRADING
- GOVERNMENT / MUNICIPALITY
- HEALTHCARE
- HOSPITALITY
- HOTELS & ACCOMMODATION
- INTERIOR DESIGN
- LANDSCAPING
- MAINTENANCE
- MANUFACTURING
- MEP CONTRACTOR
- PROPERTY DEVELOPER
- PROPERTY MANAGEMENT
- PROPERTY OWNER
- REAL ESTATE
- RESEARCH & DEVELOPMENT
- RESIDENTIAL
- RESTAURANTS, BARS & FAST FOOD
- RETAIL & MALLS
- SPAS & RESORTS
- TRADE ASSOCIATION

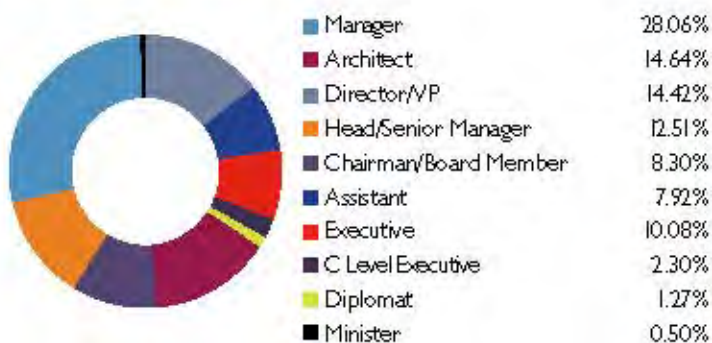
## Why did they attend INDEX?



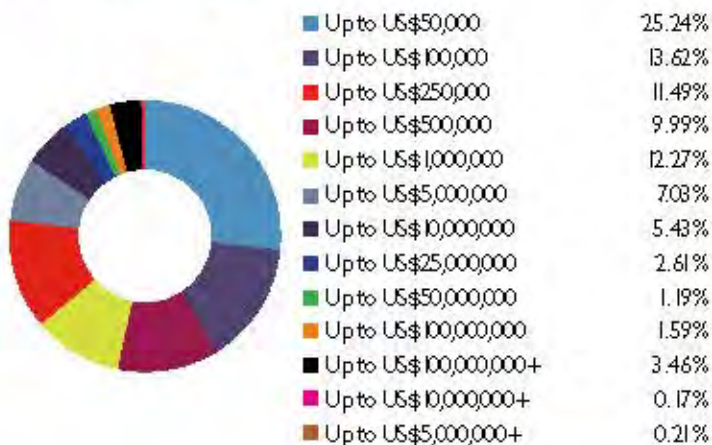
## How influential are they?



## How important are they?



## How much budget do they have?



**75%**  
of visitors rate INDEX as important for their business

**70%**  
of visitors will return for INDEX 2017



## What products were sourced?

- ARCHITECTURE/INTERIOR DESIGN SERVICES
- ART, ACCESSORIES & DECOR
- AUTOMATION, ENTERTAINMENT & TECHNOLOGY
- BATHROOM F&E
- BESPOKE/LIMITED EDITION DESIGN
- COMMERCIAL INTERIOR PRODUCTS & SOLUTIONS
- FURNITURE & FURNISHING
- HOSPITALITY AND RESIDENTIAL DESIGN & FIT-OUT
- HOSPITALITY AND RESIDENTIAL FURNITURE AND FURNISHINGS
- KITCHEN & BATHROOM
- KITCHEN F&E
- LIGHTING
- LUXURY
- OBJECT & ACCESSORIES
- OUTDOOR FURNITURE & ACCESSORIES
- RETAIL INTERIOR PRODUCTS & SOLUTIONS
- SLEEP
- TEXTILES



# WHERE BUYERS COME TO SOURCE

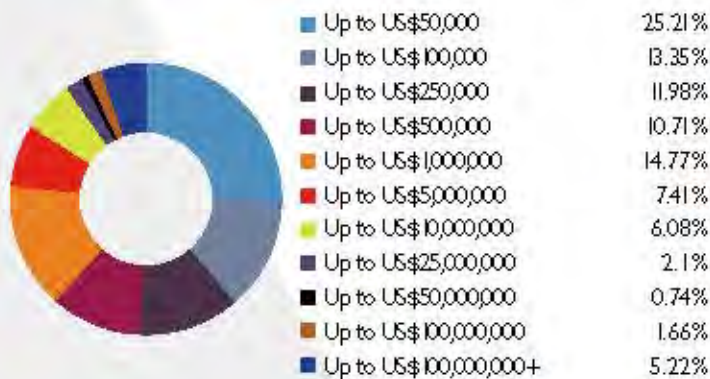
INDEX Design Series has 3 exclusive networks for its most esteemed buyers and VIP's attending the event. Members are hand-selected by our dedicated Membership Manager to ensure that the INDEX Design Series is the sourcing platform for the biggest interiors buyers in the GCC.

## US\$5,452,148,512.59

OF NEW BUSINESS WAS GENERATED AS A RESULT OF THE INDEX DESIGN SERIES



### How much budget do they have?



### How senior are they?



**Design**  
BUYERS CLUB

**Retail**  
BUYERS CLUB

the one|VIP

## OUR NETWORK OF BUYERS INCLUDES INFLUENTIAL PROCUREMENT SPECIALISTS FOR THE FOLLOWING COMPANIES:

- Abu Dhabi Investment Bank
- Al Futtaim
- Chalhoun Group Retail
- DAMAC Properties
- EMAAR
- Etisalat
- FlyDubai
- Home Centre
- Kingsman
- Laura Ashley
- Lodi Architects & Design
- Marina Bay Sands
- Marina Home Interiors
- The ONE Total Home Experience
- Wilson Associates