

DOMOTEX ASIA, CHINAFLOOR 2009

Domotex Asia Chinafloor 2009 was concluded with high quality of visitors this year. The event also saw ample coverage in the local and international media. There was held the first International Flooring Awards. Many other new features formed the major highlights of the show. China being a highly export oriented market faced major setbacks in the recent times due to the recession. But this event, seems to have wiped tears for many, as the featured events brought back the focus to the Chinese goods that are considered both of high quality, as well as of low prices. Now, all eyes are set on the next year's event, which is positioned to extend further opportunities to people in the flooring business.

Domotex Asia Chinafloor 2009 was held from March 24 – 26, 2009 at the Shanghai New International Expo Center (SNIEC). The specifications of this year's exhibition totaled a space of 89,125 sq m, where 909 flooring companies from 38 countries exhibited their products. The exhibition was visited by 36,986 professionals from the industry.



Many companies routinely use this platform to source products. So, many old and new companies and brands use this platform to launch their products and services. This year, Nora, displayed their complete range of rubber flooring products after a gap of three years. It also launched its 2009 products portfolio. Domestic and international brands like Tarkett, Armstrong, Gerflor, Grabo, Mondo, Vertex, SERFLEKS, FIELOTURF TARKETT SAS, Win Ton, Jiu Hong in the resilient flooring section were present. Domestic leaders in parquet & laminate section like World of Friends, Lulin, Fudeli, Anrantabu, Sterling Pacific, Yan Kanon, New Sihe, Sino-Maple, Kanglong, A & W, Jiusheng, Plantation, Jilin Forestry Jinqiao, Yihua, Yongyu, Kentierwood, were present at the exhibition. Carpeting brands like Milliken, Beaulieu, Balta, Mannington, NOURISON, Oriental Weavers, Al-Sorayai, Shanhua also displayed their products. But the biggest show stopper this year was the “Anji Bamboo Flooring Image Hall” where 18 leading bamboo flooring companies from Anji County of Zhejiang Province showed innovative flooring alternatives. Anji is known as the “The Bamboo City of China”. This is being seen as projecting bamboo as an environmentally friendly flooring material to the international markets.

Improved visitors indicating better business prospects:

There were 5,020 international visitors this year. Many of these were part of business delegations. The top 5 countries were Korea, Japan, US, Hong Kong and Taiwan. There was also a proportionate increase in the number of designers, contractors and real estate developers. This shows that people have associated prospects of better business expectations from this exhibition. The show featured 4,000 designers. 250 designers participated in the International Interior Design & Flooring Application & Development Forum 2009, held at the show. There was 68% increase in the numbers of management decision makers this year. In the time of recession this step indicates that the companies are interested in exploring the events for sourcing needs. This also shows that Domotex,

Asia Chinafloor 2009 was considered a key event in these times. There was also comprehensive coverage of this exhibition in all the major publications and online environments. This brought the event to the forefront and made the awareness about the exhibition reach far and wide.

Featured Events in 2009:

There were given out many prestigious awards this year. International Flooring Awards were announced. The “Most innovative laminated floor 2009” award went to Meilidao, PTP and Kentier. A&W (Ark) and Treesun won the “Most innovative solid wood floor 2009” award. The “Most innovative engineered wood floor” award went to Sino-maple. “Most innovative green floor 2009” went to Dasso and Yongyu. Award for “Luxury flooring brand in China 2009” went to Shine. “Top International flooring brand” went to Lamett and Dasso. The awards for “Top Chinese flooring brand” included Meilidao, A&W (Ark), Sunyard, Treesun, Kentier, PTP and Sino-maple.



Five wood flooring trend shows were held during two days of the exhibition. The third Sino-Europe Wood Flooring Summit, Floortech, was held on March 26, 2009. Topics like Lacey Act of America, FLEGT agreement between China and the EU, Permit of forest harvesting in tropical areas, EU legislation concerning due diligence, as well as the legality of imported wood were discussed in the Summit. It was well-attended by the media people.

A new exhibition area, Laytech & Protech solutions was also held for the first time. This aimed the after- sales market. Laytech included installation tools & equipment, underlays, adhesives, skirtings, mouldings and flooring locking system. Protech displayed cleaning & maintenance solutions such as cleaning & maintenance tools and equipment, oils and waxes. International companies from Germany and Sweden like Osmo and Bona had put up their demonstration areas in the exhibition area to display their Laytech and Protech solutions.

All in all, Domotex Asia Chinafloor 2009 was a grand affair. The next exhibition is scheduled to be held from March 23-25, 2010 at the same venue.

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