



# INDEX

## DESIGN SERIES

### DUBAI'S BIGGEST INTERIORS SHOW AIMING FOR RECORD NUMBERS AS THE INDEX BRAND BRANCHES OUT



*Pictured: Now in its 27<sup>th</sup> year, the INDEX Design Series is predicted to smash last year's record visitor and exhibitor numbers and bring close to 40,000 interior designers, suppliers, architects and project managers to Dubai in May*

**23/01/17 – DUBAI, UAE:** The MENA region's biggest interiors exhibition will unite more designers and suppliers than ever before this year with the best attended INDEX Dubai to date and the launch of two exciting new events.

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Responsible for generating more than US\$5.5 billion of new business in 2016 alone, the show – run by dmg events – is the Middle East & North Africa's prime interiors trading opportunity. It last year welcomed design experts from 110 countries over its four days, 70% of whom will return this year.

The show positions itself as the bridge between manufacturer and procurer, bringing trade and consumer customers together with leading suppliers of interior products from across the globe. Seven in every ten exhibitors choose INDEX as their only annual show at which to exhibit.

Mohammad Mirza is a regular stand-holder with Poly Products, one of the Middle East's most prominent bed and mattress suppliers. He said of INDEX: "As we strive to focus on delivering personalised customer service, our primary focus is on the GCC market, across which our sales and distribution network is spread. Since INDEX is the premier industry event in the region, nearly all potential clients visit this show and this allows us to not only strengthen our relationship with existing clients, it also leads to developing many new contacts."

Sam Rayess, MENA Director at fabric manufacturers Burlington Technologies, added: "The GGC is presently the fastest growing market in the world, which we find very appealing in terms of doing business. INDEX is a great way to reaffirm your position in the market and meet key players in the industry."

The INDEX brand's ever-growing reputation led to the launch of the debut INDEX North Africa in December, hailed a triumph by the thousands who visited. dmg will continue that global expansion in 2017, with the inaugural INDEX Indonesia and INDEX Qatar shows taking place in October and November respectively.

Tony Crinion, Portfolio Director at INDEX, said: "Each of these new markets has thriving design industries with excellent emerging designers and brands, making them hugely attractive propositions to our brand and our trusted, entrepreneurial exhibitors.

"The chance to move into the likes of Qatar and Indonesia has been brought about purely by the phenomenal, ongoing success of the INDEX Design Series in Dubai, which last year welcomed 34,400 visitors and more than 800 exhibitors from around the world. The 2017 show will be our biggest one yet, with more VIP participation than ever before and a host of exciting new features across an event which will focus on designing for the senses."

INDEX showcases products and materials manufactured to fit-out all hospitality, retail, commercial and residential developments. For more information, visit [www.indexdesignseries.com](http://www.indexdesignseries.com)



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