



WOODSHOW

Dubai International Wood & Wood Products Show

w w w . d u b a i w o o d s h o w . c o m

April 13 - 15 2010

Dubai Airport Expo

FREQUENTLY ASKED QUESTIONS

1. What is the Dubai Woodshow?

This exhibition is where the Wood & Wood Products industry meets institutional, corporate and private visitors and providers of key services and expertise. It is an international event with a focus on European, Middle East, African, Central, South East and Far East Asian markets. This event offers an opportunity for multi-national companies and agents to showcase wood products and related machinery to potential and prospective target audiences. Dubai, the business hub of the region with a huge population is the place where the global wood industry meets in the April of 2010.

The Dubai International Wood & Wood Products Show, *Woodshow*, is a convention for the distributors, suppliers, interior designers, furniture manufacturers, carpenters, wholesale traders & retailers, building material manufacturers, construction suppliers, project developers and precise target segments. This tradefair is a platform for visitors and the exhibitors to establish profitable relationships and an excellent opportunity for great business deals. Woodworking sectors meet the needs of world customers showing top quality wood products and wood machinery.

2. What is the main objective of the show?

To identify the best sources for and in the wood and wood machinery industry and also provide a chance to meet wood industry professionals and develop ideas for increasing the range and quality of your business and learn up new techniques and sources of supply.

3. Where is it held?

The *Woodshow* is held at the Dubai Airport Expo which is under the umbrella of the Dubai World Trade Centre, one of the leading commercial, residential, exhibition & convention centres in the Middle East and adjacent regions.

4. When is it taking place?

The *Woodshow* is from the **13th – 15th of April, 2010**. The dates have been planned to ensure maximum convenience and attendance of exhibitors and visitors and not to conflict with other major international shows.





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5. As an exhibitor what can I expect to achieve at the show

- Make Sale and Sign Contracts.
- Meet high quality prospects and new potential customers
- Meet decision makers FACE TO FACE on neutral ground
- Develop relationships with potential investors, suppliers, bulk buyers, collaborators, etc
- Network with industry professionals, gather information and feedback
- Position products with high impact resulting in sales
- Locate potential representatives for new markets
- Generate increased media awareness and coverage
- Reinforce image and credibility in the wood industry
- Test new products and pricing strategies
- Identify new needs in the market and educate potential buyers and customers
- Demonstrate your commitment, presence and your role in the industry you are part of.

6. Who will exhibit?

All manufacturers, traders, suppliers, distributors of MDF, veneer, plywood, laminates, parquet, paper products, treatment products, wood processing & woodworking machinery, timber merchants, interior designers, furniture manufacturer, carpenters, architects, engineers, wholesale traders & retailers, building material manufacturers, construction suppliers and all those involved with the development, marketing, selling, operations, supply & service of the wood, woodworking & wood machinery industry. A complete profile of the exhibitors is available on request.

7. Which countries would the exhibitors come from?

Exhibitors are expected to attend from many countries: Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, Denmark, Eastern Europe, France, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Italy, Japan, Korea, Lebanon, Malaysia, Netherlands, New Zealand, Northern Baltic countries, Norway, Pakistan, Portugal, Romania, Russia, Scandinavia, Singapore, Slovakia, South Africa, South America, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom & United States and all African, GCC and Pan Arab countries.

8. Why are we holding the show in Dubai?

- Dubai is the Financial, Business, and Tourist Hub of the Region
- Dubai is a huge import & re-export market for wood
- Dubai is recognized as one of the fastest growing cities in the world, generating an enormous demand for wood & wood machineries.

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- The GCC and other neighboring countries indulge with Dubai for business and trade, so this means that they require substantial quantities of wood, wood related products and machinery. This ensures good quality and cost effective supply to these nations without searching for sources of supply
- The Dubai Airport Expo, part of the , the leading exhibition & convention centre in the Middle East, plays a vital role in the staging of international trade fairs for the Gulf and Middle East region which is being recognized as one of the most rapid growing markets for trade and commerce in the world. Dubai is considered the fastest growing city (more than any other country) in the world.
- The infrastructure of the Dubai is advancing with every passing day. The government has set up Free zones, ports, etc. all these have wood industry requirements in them.
- Dubai is the ultimate hub of logistics
- Dubai is known as the central Geographical Business location of the world

9. Why Dubai Woodshow

The *Woodshow* is the only specialized show in the Middle East bringing together manufacturers, suppliers, contractors and traders giving them a direct access to decision makers involved in the wood industry.

The annual *Woodshow*, a highly specialized show, viewable at www.dubaiwoodshow.com, provides an excellent opportunity for regional and international companies and agents to showcase and learn about wood machinery and woodworking and to build new strategic relationships with buyers, traders, and investors. The exhibition would display products, with its latest innovations, such as plywood, MDF, softwood, veneers, timbers, parquet, etc. as well as molding machines, woodworking machinery and tools, accessories, components and auxiliary equipment for the worldwide wood and woodworking industry

10. How is it different form other likewise similar shows?

This Show is a specialized TRADE TO TRADE show unlike other shows for public visitors to waste the time of the exhibitors.

11. What is the difference between Dubai Wood show and other wood shows in the region?

The *Woodshow* is a specialized trade show as compared to similar shows that are consumer related shows. This is a trade show focused on SALE and not just 'Show'. This show will be focused to attract visitors from UAE, Iran, Gulf Countries, Arab Countries, and many other concerned visitors.

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12. How Dubai *Woodshow* is compared to other related construction material & furniture shows in UAE?

Though there are numerous shows in Dubai and other cities of the region, there has been no show dedicated to wood and wood machinery and the lack of visibility and exposure in other big shows has given scope to organize a dedicated international wood and wood machinery show for the region.

13. Who will be visiting the show?

- Furniture Manufacturers Interior Designers, Factory Suppliers, Traders, influencers, specialists, industry regulators, directors from all categories of organization who meet the exhibitor profiles
- Professional, corporate and institutional investors.
- Corporate managers
- Officials of economic departments, export councils, wood councils, free zones, trade councils, etc

14. Who is supporting the show?

The show is supported by Eumabois and many international associations, business and trade councils. In addition to that, we are proud to have many publications as our official media partners.

15. How was Dubai *Woodshow* 2009 and what are the expectations for the 2010 event?

The Dubai International Wood & Wood Machinery Show 2009 was held from 21th – 23rd of February 2008 at the Dubai Airport Expo. The show had exhibitors from 30 countries and was very well attended with specialized visitors from Afghanistan, Bahrain, India, Iran, Iraq, Jordan, Kuwait, Pakistan, Qatar, Saudi Arabia, Syria, Turkey, Indonesia, Europe, etc. The third edition promises to triple in size & exhibitors and we are expecting 7,000 specialized visitors in 2010.

16. How much does it cost to book a stand?

Exhibitors are given two options they may select space only or shell scheme. The price of space only is US \$300 per square meter (m²) and a full shell scheme stand costs US \$375 per m². The shell scheme stands include walls, carpet, fascia, spot lights, power points, fascia name plate with stand number, a table and two chairs. (The minimum space requirement for booking space only is 36 square meters and the minimum space requirement for booking shell scheme is 12 square meters).

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17. Who is organizing the show?

STRATEGIC MARKETING & EXHIBITIONS is one of the leading exhibitioners and conference organizers in the United Arab Emirates and is based in Dubai. We have gained the reputation of being experts in all aspects related to the exhibition industry.

With a team of dedicated professionals providing a range of services to the business community, involved with the development of a wide range of projects. The company is promoting the excellent industrial infrastructure and business facilities available in Dubai and its free zones to build business links between the Middle East Community and the rest of the world.

18. How do I reserve my space?

Please apply to the organizers, M/S Strategic Marketing & Exhibitions at info@dubaiwoodshow.com or call and speak to Ms. Cherrie Sanao on Tel: +971 4 282929. You can also download our space application form from the website www.dubaiwoodshow.com and fax the same duly completed to the organizer's office.

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