



April 5 - 7, 2011

Dubai Airport Expo

FREQUENTLY ASKED QUESTIONS

1. **What is Dubai WoodShow?**

The Dubai WoodShow event will be where the International Wood & Wood Machinery industries meet, it will also incorporate corporate, private visitors and providers of key services and expertise. It will be an event which will be focused on a global scale. It will also offer an opportunity for multi-national companies and agents to showcase wood products and related machinery to potential and prospective target audiences.

2. **What is the main objective of the show?**

To have a platform for visitors and exhibitors to establish profitable relationships, it is an excellent opportunity to forge long term business relations, businesses from all aspects of the wood industry to showcase their products, services and machinery.

3. **Where is it held?**

The Dubai WoodShow is held at Airport Expo.

4. **When is it taking place?**

The Dubai WoodShow will take place between the **5th – 7th of April, 2011**. The dates have been planned to ensure maximum convenience and attendance, which will provide peak exposure to the exhibitors.

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

- Sell Your Products or Service
- Meet well known prospects, and meet potential clients
- Meet Executive People representing their respective organization
- Develop long term relationships with investors, suppliers, bulk buyers, collaborators, and distributors
- Network with industry professionals, gather information and new technologies
- Showcase products with high impact resulting in sales, and marketing
- Meet potential representatives for new markets
- 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
- Market and Brand your company on a global scale

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WOODSHOW

Dubai International Wood, Wood Products & Machinery Show

www.dubaiwoodshow.com

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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, and building material manufacturers. Construction suppliers and all those involved with the development, marketing, selling, operations, supply services of wood.

7. Which countries would the exhibitors come from?

Exhibitors are expected to attend from the following 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 Abu Dhabi?

- Dubai is the Financial, Business, and a strong governmental foundation
- Dubai has a huge need for import & re-export market for wood
- Dubai is recognized as the fastest growing cities in the world
- The GCC and other neighboring countries are targeting Dubai for business and trade, this translates to much focus and anticipation to attend events in Dubai.
- Dubai Airport Expo will play a vital role in the staging the 6th edition of international WoodShow in Dubai for the Gulf and Middle East region which is now being recognized as one of the most rapid growing markets for trade and commerce in the world.
- Dubai has grown substantially with its most recent development boom, it is business friendly, and government has set up Free zones, ports, and easier trade regulations.
- Dubai is known to have one of the strongest governmental foundations
- And also one of the highest incomes per capita

9. Why Dubai WoodShow

The Dubai WoodShow is only one of its kinds in the Middle East, it has grown over 200% within the last 5 years with exhibitors, and visitors, and we plan to grow by 20% per year. And since we have established the success of Dubai WoodShow, we are giving our customers an opportunity to explore other markets such as Abu Dhabi WoodShow.

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10. Who will be visiting the show?

- Furniture Manufacturers, Interior Designers, Factory Suppliers, Traders, Investors, industry regulators, Executive Personnel from all organizations related to the wood industry
- Officials of economic departments, export councils, wood councils, free zones, trade councils, and government entities

11. Who is supporting the show?

The show is supported by worldwide associations such as Eumabois, American Hardwood Export Council, and AFMPA, VDMA, AFEMMA, American Softwood, Acimall, Malaysian Timber Council and QWEB, we are proud to have many publications as our official media partners.

12. Do you have a post report for 2010? And what are the expectations for the 2011 event?

The Dubai International Wood & Wood Products 2010 was held from 5th – 7th of April 2010 at the Dubai Airport Expo. The show had exhibitors from 24 countries USA, Germany, Italy, France, Malaysia, China, Lithuania, Canada, Qatar, Saudi Arabia, Russia, Turkey, Indonesia, Europe, (hyper link post report). The sixth edition is expected to be at least 13,000 Square Meters.

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

- **Open space:** \$350 per m² (minimum stand size is 36 m²) Build your own Stand
- **Shell-scheme:** \$425 per m² (minimum stand size is 12 m²).
- **Deluxe Shell-scheme:** \$475 per m² (minimum stand size is 12 m²).

14. Who is organizing the show?

Strategic Marketing & Exhibitions (www.strategic.ae) is one of the leading organizers of exhibitions and conferences in the United Arab Emirates.

15. How do I reserve my space?

You may call one of our sales professionals at +971 4 2829299, you can also download our sales and reservation form at www.woodshowglobal.com, complete, fax it to +971 4 2828767 or email to sales@dubaiwoodshow.com



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16. What do need to do for travel and hotel booking?

- The details for our Travel Partner for all travel and visa needs will be posted soon.
- The details for our Hotel Partner for booking information will be posted soon.

17. If I already have a stand or need logistics assistance who can you recommend?

- The details for our recommended logistics company will be posted soon.

18. Who can I contact if I need to build my own stand in open area?

- The details for our official contractor will be posted soon.

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