



# the hotel show

Organised by

dmg :: events

Next edition:

15 - 17 MAY 2012  
DUBAI WORLD  
TRADE CENTRE,  
UAE

HALL 3 - HALL 8



## 2011 Post Show Report

THE REGION'S LARGEST INTERNATIONAL HOSPITALITY SUPPLIES EVENT!



the hotel show  
INTERIORS & DESIGN



the hotel show  
THE RESORT EXPERIENCE



the hotel show  
OPERATING EQUIPMENT & SUPPLIES



the hotel show  
SECURITY & TECHNOLOGY



the hotel show

## INTRODUCTION

With over \$6 billion worth of hotel projects, mainly in the UAE, Qatar and Saudi Arabia, still due for completion by 2013, the industry is looking forward to the regional hospitality sector with renewed interest.

The Hotel Show 2011, 17th – 19th May 2011, illustrated the positive shift in confidence and business activities with a strong 12th edition. Held at the Dubai World Trade Centre, the Event covered over 20,000 sqm of gross space from Halls 3 – 8, featuring 420 exhibiting brands from 45 countries across 4 key industry sectors: Operating Equipment & supplies- Interiors & Design- Outdoor & Resort Experience- Security & Technology. The Hotel Show 2011 received regional and international endorsement with 11 national pavilions from France, Germany, Italy, Cyprus, Turkey, Thailand, Belgium, Greece, China, United Kingdom and USA.

Visitor attendance grew from 10,500 participants from 78 countries in 2010 to 14,801 participants from 93 countries this year. Those first-rate results are reflecting the strength of The Hotel show as the leading international hospitality event for the region.

Key industry networking functions in the likes of The Hotel Show Summit (HITT), The Corporate catwalk, The Middle East Spa Awards, The Student Design Gallery & Awards, the

Industry Association Meetings, The VIP Hospitality Cocktail Party and the Innovation Zone, gave all visitors, VIP's and exhibitors a comprehensive business agenda around the 3 exhibition-days.

The VIP Programme launched in November 2010, contributed greatly in attracting high level decision makers and purchasers responsible for the largest hospitality projects in the industry. Over 500 key buyers, with a purchasing budget of over \$1 million attended The Hotel Show 2011.

For 2012, The Hotel Show will be adding new sectors to its profile with a specific highlight on Eco-smart & Sustainability products & technologies, Hospitality Event Services and Hospitality Luxury brands. We will also carry on investing significantly in our VIP and marketing programmes with aim to reach out to a larger buying audience in the Levant, Africa and MENA region.

Last but not least, 2012 will witness the launch of The Hotel & Hospitality Show in Saudi Arabia, the most anticipated event for the hospitality industry in the Kingdom of Saudi Arabia (17-19 November 2012). [www.thehotelshowsaudiarabia.com](http://www.thehotelshowsaudiarabia.com).

With more business lined up for 2012, we look forward to welcoming you again as a long standing hospitality partner!



Frederique Maurell  
Event Director - The Hotel Show

The Hotel Show 2011 sponsors and partners



## ABOUT THE ORGANISER

The Hotel Show is organised by dmg :: events Dubai Ltd, an acknowledged leader in the region's exhibitions industry since 1999. dmg's portfolio includes some of the largest and most important exhibitions in the Middle East. The Big 5 show, Index exhibition, ADIPEC, The Office Exhibition and The Hotel Show are all recognised internationally as the most important events in their sectors. dmg :: events is a division of dmg world media, an international exhibition and publishing company, which produces over 150 market-leading conferences and exhibitions and publishes 25 related magazines, newspapers, directories and market reports. dmg :: events employs more than 750 people and maintains a worldwide presence through more than 30 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, Singapore, India, Australia and New Zealand. dmg :: events is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the United Kingdom. Additional information on dmg :: events can be found at [www.dmgvents.com](http://www.dmgvents.com).

## THE HOTEL SHOW OVERVIEW

Number of years the show has run	12								
Floor Space	10,620 net sqm								
Number of Exhibitors (incl brands)	420								
National Pavilions	11								
Exhibiting Countries	45								
Number of Visitors	14,801 (BPA Audited)								
Visiting countries	93								
Industry sectors	<table border="0"> <tr> <td>Operating Equipment &amp; supplies</td> <td>Hall 3 and 4</td> </tr> <tr> <td>Interior &amp; Design</td> <td>Hall 5 &amp; 6</td> </tr> <tr> <td>Resort &amp; Outdoor Experience</td> <td>Hall 7</td> </tr> <tr> <td>Security &amp; Technology</td> <td>Hall 8</td> </tr> </table>	Operating Equipment & supplies	Hall 3 and 4	Interior & Design	Hall 5 & 6	Resort & Outdoor Experience	Hall 7	Security & Technology	Hall 8
Operating Equipment & supplies	Hall 3 and 4								
Interior & Design	Hall 5 & 6								
Resort & Outdoor Experience	Hall 7								
Security & Technology	Hall 8								
Officially inaugurated by	HE Sultan bin Saeed Al Mansoori, UAE Minister of Economy								

## THE HOTEL SHOW FEATURES OVERVIEW

The Hotel Show Summit (HITT Conference)	2 days conference + workshops: 17-19 May 2011. 107 delegates and speakers.
The Industry Associations Meetings	The Emirates Culinary Guild, The Concierge Association, The AICR .
The Middle East Spa Awards	2 <sup>nd</sup> edition welcomed 90 attendees competing across 10 categories
The Student Gallery & Awards	3 participating universities, 10 entries
The Innovation in design	Featured latest trends and innovations ( Hall 6)
The VIP Hospitality Cocktail Party	18 <sup>th</sup> May 2011 – attended by over 300 guests at the Monarch Hotel
Green Initiative	Endorsed by 15 companies across the 4 industry sectors
The Corporate Catwalk	Presented uniforms and design collections from 6 international companies (Hall 3)

## THE HOTEL SHOW SECTORS

The Hotel Show covers the entire hospitality industry. For better exposure and targeted visitor flow, The Hotel Show has been divided into 4 segments: Security & Technology- Operating Equipment & Supplies-Interiors and Design-The Resort Experience, Spa and Wellness.



## EXHIBITORS PROFILE

The Hotel Show is the most important event for the hospitality sector in the region and hosts the latest products, services and technologies for all aspects of the hotel, catering and leisure industry. In 2011, the show featured 420 exhibiting brands from 45 countries covering over 20,000 sqm of gross space at Dubai World Trade Centre.

### Interiors and Design:

- Furniture & Furnishings
- Art & Decorative Accessories
- Curtains, Upholstery & Fabrics
- Flooring, Carpets & Rugs
- Wall Coverings
- Lighting
- Interior Fit Out Companies
- Architectural & Design Services
- Fixtures & Fittings
- Consultants

### Operating Equipment & Supplies:

- Food & Beverage Equipment, Services & Supplies
- Buffetware, Chinaware, Cutlery & Crockery
- Glassware, Crystalware & Flatware
- Refrigeration & related equipment
- Room service equipment & Minibars

### Housekeeping Equipment, Supplies & Services

- Bathroom Supplies & Toiletries
- Bed Linen, Table Linen & Towels
- Bedding & Mattresses
- Bedroom Supplies
- Cleaning Washing, Laundry Equipment & Products
- Guest Amenities

### Back of House & Maintenance, Equipment Supplies & Services

- Air conditioning, Ventilation & Fans
- Back of House Machinery & Equipment
- Building Materials
- Laundry, Hygiene equipment

### Others

- Clothing & Uniforms
- Signage
- Luggage Trolleys
- Vehicles: Buses, Buggies, Vans & Limos
- Gifts & Giveaways

### The Resort Experience

- Fitness & Health Clubs
- Spa Equipment, Accessories & Products
- Outdoor Sport Equipment
- Outdoor Furniture, Furnishings & Accessories
- Water Features
- Landscaping
- Tents, Marquees, Awnings & Canopies
- Swimming Pools

### Security and Technology:

- In house Entertainment Systems & Services
- Internet Applications, E-commerce & Web solutions
- Inventory & control systems, Accounting & Payroll
- Reservations Systems
- Security Systems, fire & Safety Systems
- Telecommunication Systems, Services & Equipment
- Audio visual, Video Conferencing, PA & Sound Systems
- Computer Hardware & Software
- Management Systems & Technical Support
- In Room Safes & Room Access Technology

## VISITORS PROFILE

Hotel Directors, General Managers, Housekeeping Managers, Financial Controllers, F&B Directors, Financial Directors, Procurement Directors, Hospitality Department Managers, Architects, Interiors Designers, Consultants, Real Estate Developers, Distributors, Specifiers, Chefs, IT Managers, Spa Directors, Spa Managers, Trade Associations Representatives, Government Representatives, Contractors, Fit-out Professionals, Engineers, Purchasing agents, Manufacturers.



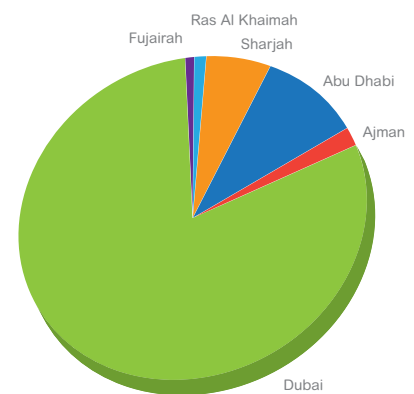
## VISITORS BREAKDOWN

The Hotel Show 2011 attracted 14,801 participants ; a 40% increase compare to 2010. Adding to the growing numbers. The Event was acclaimed by the quality of its attending audience as well as its regional reach.

Unique Visitors	10,550
Total Participants	14,801
Visiting Countries	75
Pre-registered Visitors	11,713
VIP/Key Buyers	513

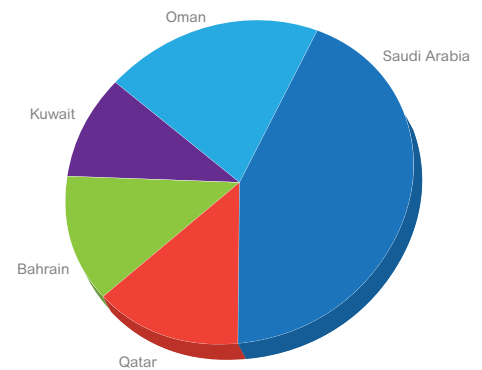
### VISITORS UAE BREAKDOWN

Abu Dhabi	10%
Ajman	2%
Dubai	80%
Fujairah	1%
Ras al Khaimah	1%
Sharjah	6%
Umm al Quwain	0%



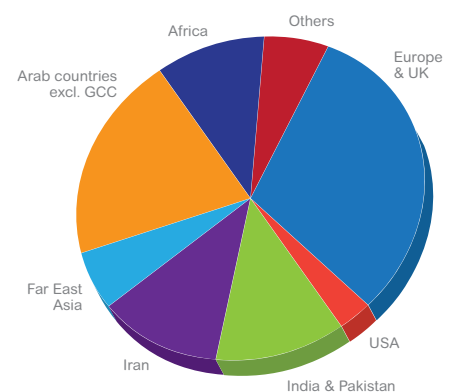
### VISITORS GCC BREAKDOWN

Saudi Arabia	43%
Qatar	14%
Bahrain	13%
Kuwait	10%
Oman	20%



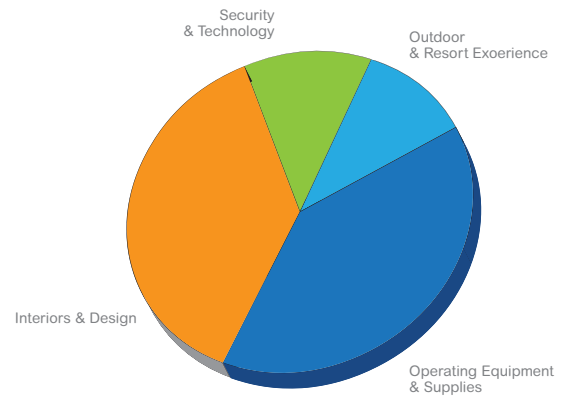
### VISITORS INTERNATIONAL BREAKDOWN

Europe & UK	31%
USA	3%
India & Pakistan	12%
Iran	12%
Far East Asia	6%
Arab countries excl. GCC	20%
Africa	10%
Others	6%



## BY INDUSTRY INTEREST

Operating Equipment & Supplies	39.07%
Interiors & Design	37.82%
Security & Technology	11.95%
Outdoor & Resort Experience	11.16%



Operating equipment & supplies = 39.07% of which

- 1 - F&B Catering (18.5%)
- 2 - Amenities (14.56%)
- 3 - Bedding (14%)

Interiors & Design – 37.82%

- 1 - Furniture & Furnishings (40.11%)
- 2 - lighting (15.33%)
- 3 - textiles & Curtains (12.11%)

Security & Technology – 11.95%

- 1 - security systems (44%)
- 2 - multimedia, in room entertainment (20.6%)
- 3 - inventory, back office software, management control systems (10.3%)

Outdoor & Resort Experience – 11.16%

- 1 - outdoor furniture and finishings (36%)
- 2 - pool, garden , landscape and recreational equipment (32%)
- 3 - Fitness and Spa equipment (21%)

## BY JOB POSITION

Hospitality Managers	27.09%
General Managers/Owner	24.30%
Hospitality Suppliers	13.94%
Interior Designer/Architect	13.94%
Buyers /Specifiers	11.16%
Distributors	4.38%
Head of Hotel Department	2.79%
Spa Owner/Manager	1.20%
Restaurant Owner/Manager	1.20%

## BY OBJECTIVES

VISITORS OBJECTIVES BY ATTENDING THE HOTEL SHOW 2011

38.03%	meet new supplier
15.02%	meet existing suppliers
8.69%	Place new orders
30.75%	Keep up with new products & new industry technologies

## THE HOTEL SHOW MEANS BUSINESS

54.59 % OF THE VISITORS ARE FINAL DECISION MAKERS IN TERMS OF PURCHASE/SPECIFYING

10.15% of the visitors placed orders at The Hotel Show 2011

The value of the orders placed onsite at The Hotel Show 2011 were:

23.44%	placed orders onsite of a value of US \$ 1 million to 5 million
23.44%	placed order onsite of a value of US\$ 50K-150K
10.94%	placed orders onsite of a value of US \$ 500K to US \$ 1 million
4.69%	placed orders onsite of a value of US \$ 5 mln and above

By attending The Hotel Show, 49% of the visitors were likely to do business with met partners

The Value of this potent business is :

32.29%	value the potential business worth US \$ 50,000-150,000
30.21%	value the potential business from US \$ 1mln to US \$ 5million
10.42%	value the potential business worth US \$ 500,000 to US \$ 1 mln
11.46%	Value the potential business worth US \$ 150K to US \$ 300,00

By attending The Hotel Show 2011 :

79.64%	found new suppliers that they would not have considered otherwise
13.17%	are considering new suppliers that they would not have considered otherwise

83.81% OF THE AUDIENCE FOUND THE QUALITY OF VISITORS ATTENDING THE HOTEL SHOW 2011 AS GOOD OR EXCELLENT !

92.70% OF THE AUDIENCE FOUND THE REGIONAL VISITORS ATTENDANCE AS GOOD OR EXCELLENT!

*“We’ve been absent for two years due to market circumstances and it was definitely time to come back. It has been very successful so far. This is an important show for a lot of hotel owners and general managers, and we’ve had a huge flow of people to our stand. DMG always does a very good job, and we have been partners for many years and I think the quality is very high.”*

**Mansour Khodjasteh**, CEO & Managing Director, Al Aqili Furnishings

*“This is my first visit to The Hotel Show and it’s really amazing. I’m very impressed with all the innovation and the really good designs and quality. I came here to learn more and see new things, and I’m taking back lots of new ideas.”*

**Hadil Elmasry**, CEO, Harmony Architects, Designers & Contractors, Egypt (visitor)

## THE HOTEL SHOW 2011 EXHIBITORS FEEDBACK

Exhibiting brands :	420
Exhibiting countries :	45
Number of international Pavilions :	11
Net space occupied :	10,620 sqm
Largest International Pavilion :	Germany
Largest International Exhibitor :	Pedro & Lopez, Spain
Largest regional individual Exhibitor :	Al Aqili Furnishings
Operating Equipment & Supplies net space occupied :	Hall 3 & 4
Interiors & Design :	Hall 5 & 6
Resort, Outdoor :	Hall 7
Security & Technology :	hall 8

71.8% OF THE EXHIBITORS GENERATED NEW SALES AT THE HOTEL SHOW 2011

48.5% OF THE EXHIBITORS SECURED NEW ORDERS AT THE EXHIBITION

“ It’s a much focused exhibition. Dubai is the only place that has an international visitors profile, so we consider The Hotel Show as the most important hospitality trade shows that we participate in; we bring the whole team included our owners. Here we get clients from India and Africa, as well as the Middle East. We will definitely be back in 2012. ”

**Syed Anwar Ahsan**, General Manager, Poly Products, Oman

91.7% OF THE EXHIBITORS RATE THE HOTEL SHOW AS IMPORTANT TO VITAL FOR THEIR SALES AND MARKETING STRATEGY

79.4% RATE THE QUALITY OF VISITORS AT THE HOTEL SHOW AS GOOD TO EXCELLENT

83% RATE THE HOTEL SHOW AS THE BEST PLACE TO MEET BUYERS FROM THE REGION

91.8% OF THE EXHIBITORS HAVE CONFIRMED THEIR INTENTION TO PARTICIPATE TO THE HOTEL SHOW 2012

85.6% OF THE EXHIBITORS EXPECT THEIR BUSINESS TO INCREASE IN THE NEXT 12 MONTHS AS A DIRECT RESULT OF THEIR PRESENCE AT THE HOTEL SHOW 2011

“ It’s a good opportunity to meet people we already know but to also meet with potential clients from different regions. We have seen business coming from Africa and other parts of the Middle East and we would not be meeting these clients otherwise. We are definitely participating in 2012 and we have been continuously upgrading our stand presence at the show over the last five years. ”

**Hassan Al-Hazeem**, General Manager, Managing Director, Intercoil International



### the corporate catwalk

2011 marked the fourth successful edition of The Corporate Catwalk an exclusive fashion show showcasing hospitality work wear. 6 companies had the opportunity to bring their designs to life and showcase the latest trends in uniforms for all departments. The sponsors were A RONAI, Simon Jersey, Eagle K Wear, MB Design GmbH, Yumna Uniforms, Reckless Design Gulf.



### student design awards

Celebrating the future of the Hospitality industry, the Awards recognised students from local universities and fashion institutes through a careful selection and judging process during a well attended Awards Ceremony held on the second day of The Hotel Show 2011.

The Winner was Nida Ifthikar from the Centre for Executive Education.



### the middle east spa awards

The highly popular Middle East Spa Awards recognises the outstanding quality of services and amenities provided by spas across the region. The awards ceremony received full attendance and excellent press coverage. Submissions reaching over 50 entries were received from spas in UAE, Oman, Egypt, Jordan, Saudi Arabia and Bahrain.

## The 10 Winners for The Middle East Spa Awards were:

Best Hotel Spa Award	The Spa, The Palace, Old Town
Best Destination Spa Award	Six Senses Spa, Zighy Bay
Signature Body Treatment	Dalouk Spa, Sharjah Ladies Club
Signature Facial Treatment Award	Elche Natural Beauty Retreat
Best Independent Spa Award	Dalouk Spa, Sharjah Ladies Club
Spa Director Award	Carolina Moquist - Six Senses Spa, Zighy Bay
Spa Therapist Award	Vishnu Prasad, Six Senses Spa, Zighy Bay
Spa Design Award	Six Senses Spa, Zighy Bay
Spa Marketing Program Award	Sensasia Urban Spa
Green Initiative Award	Six Senses Spa, Zighy Bay

“ This is our first time here and we came to attend the Middle East Spa Awards. It's a great place to network. The exhibition is beautiful, and we're looking for gym machines and new spa products; basically new ideas, which is what the exhibition is all about. ”

**Ahmed Ramzi**, Senior Sales & Marketing Manager, Spa Aquatonic, Kuwait (visitor)



## innovation in design

This exclusive area gave the hospitality audience a taste and feel of “what is new” for the hospitality industry! The feature was open only to innovative and leading brands in interiors and design, resort & wellness, technology, operating equipment & supplies participating at The Hotel Show 2011 enabling them to gain additional exposure while presenting one unique design piece into this entertaining and vibrant platform.



## the green initiative

The Green initiative launched at The Hotel Show 2011, was reflected through a ‘green track’ which mapped out exhibiting companies presenting solutions, design or products which answers the sustainable need of the hospitality industry. A successful initiative which attracted over 15 international companies and brands to participate in this new show feature. The companies featured at The Green Initiative were:



- Mil-Tek
- SYS Systemfiltration
- Technogym
- Vision Innovative Technologies LLC
- Burgess furniture
- ad notam AG
- Emirates Gas
- HUBER SE
- Dudson Ltd
- Williams Refrigeration
- Indel B
- ABB Industries
- New Gen
- GuildLight Architecture
- Andreu World

## THE HOSPITALITY COCKTAIL PARTY

Held at the Al Masra Ballroom of the Monarch Hotel on May 18th, offered a glittering evening of entertainment and networking attended by more than 300 industry professionals.

The Hospitality Cocktail 2011 sponsor : LG ELECTRONICS.



## MARKETING & PROMOTION

Significant investment was made this year in The Hotel Show Marketing Campaign. Targeted adverts in trade publications, newspapers, online advertising, SMS, Direct Mail and Fax reached over 900,000 industry professionals and achieved a PR campaign valued at over US\$ 2,1 million.

### Direct Advertising Campaign

Our Direct Advertising Campaign covered 30 key publications across the GCC, Europe and Far East Asia covering hospitality, interiors & design, catering, technology, textile magazines and newspapers advertisements.

This involved placing 46 full page colour adverts, 33 editorials and 16 e-shots to our media partners focused database. The publications were circulated to an audience of over 850,000 subscribers worldwide.

### Media Partners

Our leading Media Partners are carefully selected GCC, International Trade Magazines and Newspaper Publications.

Our partners included Hotelier Middle East, Hotelier Arabic, Caterer, Commercial Interior Design, Gulf Interiors, Sleeper Magazine, Asian Hotel & Catering Times, Cleverdis, Hospitality News Middle East to name a few, reaching out to a combined database of 850,000 industry professionals.

### PR Campaign

A total of 693 press clippings were published for The Hotel Show 2011 in Arabic and English language publications for a total ad value of US\$ 2,1 million.

### E-Marketing Campaign

For The Hotel Show 2011, a total of 61 individual e-mail shots were sent to a selected database with an overall reach of more than 822,000 recipients highlighting key show features, key exhibitors and the conference programme.

### Direct Marketing Campaign

As part of our marketing campaign, we sent:

- Regular mailers to the industry.
- Personal Invite to Visitors, sent to a database of past Hotel Show attendees, highlighting Show Features and Conference Programme.
- 8 page online Sneak Preview sent to a database of 60,000 industry professionals.
- 19 page online Show Preview sent to a database of 120,000 industry professionals.
- Middle East Spa Awards Invite sent to Spa Managers & Directors.
- VIP Invite sent to the Executive Committee of Hotels, General Managers, Real Estate Developers and Owners of all hotels in the MENA & GCC region.

### VIP & Key Buyers Programme

In 2011, our exclusive VIP & Key Buyers Programme attracted over 500 of the region's top hospitality buyers working on the largest projects in the GCC and MENA region. All VIP's & Key Buyers were provided with access to the VIP Lounge with complimentary refreshments & Wi-Fi Internet at the lounge as well as access to networking functions.

### Key Association Meetings hosted at The Hotel Show

The Hotel Show is also the meeting point for the industry's leading Associations. The assemblies held at The Hotel Show include:

- The Emirates Culinary Guild
- Amicale Internationale des Chefs de Reception et Sous Directeurs des Grand Hotels (AICR) - Front Office Managers Meeting
- Spa Panel Discussion
- Concierge's Meeting

Hotelier<sup>Middle East</sup>

Caterer<sup>Middle East</sup>

Interior design

gulfinteriors  
inspiring design

sleeper

ASIAN HOTEL  
& CATERING TIMES

HOTEL  
Innovations  
Technologies  
**cleverdis**  
Your Business  
Networking Catalyst

Hospitalitynews  
MIDDLE EAST

## EXHIBITOR & VISITOR TESTIMONIALS

*"It goes without saying that as the only Hotel Show in Dubai, which is the centre of the region, it is of great value to people in the business, as a place to meet existing contacts as well as connect with new faces."*

**Chris A Riga**, Senior VP Hospitality/Asset Management, Al-Aziziah United General Trading & Cont., Kuwait (Speaker)

*"For us it really is an excellent show because the quality of visitors tends to be good, with international presence, not just people from the UAE but also from other GCC countries. It's a great opportunity for us to showcase what's new in the market."*

**Claudia van der Werf**, Desert River, UAE (exhibitor)

*"You have a higher quality of visitors at this show with general managers, area directors and, more specifically, the industry, which are the people we need to target."*

**Tony Billingham**, CEO, BonCafe, UAE (exhibitor)

*"The conference topics discussed are very diverse, covering everything from current challenges to new emerging markets. As a speaker it's not just the knowledge you gain but also the knowledge that you share, not only with people from this region, but from the rest of the world. It's also an ideal platform for networking."*

**Wilson Joseph**, CEO, Lotus Hospitality, UAE (speaker)

*"Everybody's here, and as investors and operators, it's basically a one-stop shop."*

**Muhammad Al-Amir**, Facil Arabia, Saudi Arabia (speaker)

*"Since 2010, when we closed several projects at the show, we have doubled our space at the show and will certainly be present next year. All the regional players are here and that's very important for us; it's the only show we have done so far in the Middle East."*

**Florian Gallini**, Managing Director, Interel, UAE (exhibitor)

*"For us it is one of the more relevant shows because it is well-established and the region tends to visit, so we have to be here."*

**Christian Dietrich**, Technogym, UAE (exhibitor)

*"This show is more specialised in terms of products for our area. This is a great platform for us to meet everyone in one go, most of our vendors are here and we can meet 100 clients in just three days."*

**Ranjan Salis**, Chief Executive, Renarte Hospitality Supplies, UAE (exhibitor)

*"This is a launch pad for us to communicate to architects, hoteliers and designers in the region that we have entered into hospitality and retail, as well as being a big name in office interiors. We definitely hope to be a strong participant in 2012."*

**Subhash Nambiar**, Divisional Manager Hospitality & Retail Division, Al Reyami Interiors, UAE (exhibitor)

*"We're very proud of entering this new market and it's been absolutely amazing, people have been so friendly and love our products. We would be foolish not to return [in 2012]."*

**Kevin Litchfield**, Designer, Smith of Derby, UK (exhibitor)

*"This conference is adding a lot of value, it's very interesting with challenging topics coming up, so people are staying [at the show] all day. These kinds of events are a great opportunity for networking, meeting people, seeking advice and looking at opportunities for the future. It's amazing what you can learn. We'll be back next year and the year after."*

**Sami Al Ansari**, CEO, Ishraq Gulf Real Estate Holding, UAE (speaker)

*"We get good leads from the show, most of them get converted into contracts or orders, and we definitely want to showcase our technologies here. The number of people who come to the show from the GCC has been increasing, and this is the only show that we participate in."*

**H Easwaran**, Regional Manager, Dubai Furniture Manufacturing/ Kingcoil, UAE (exhibitor)

*"The Hotel Show is all about variety, understanding the latest innovations and where the industry is going. The other aspect is listening to the experts in the industry explaining what is the latest and what the trends are at the conference session. It is the hotel show for the Middle East and we all enjoy coming to it."*

**Michael Scully**, Managing Director – Hospitality, Seven Tides, UAE (speaker)

## EXHIBITOR & VISITOR TESTIMONIALS

*"We held our monthly Emirates Culinary Guild meeting here and, like last year, it was very successful. It is very important for us to be here with our partners and it's been very interesting."*

**Uwe Micheel**, President, Emirates Culinary Guild, UAE  
(speaker/event host)

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### Day Two

*"The reaction of the audience here was extremely positive and there were a lot of new leads, and that's why we're here."*

**Fernando Moreno Munoz**, Middle East General Manager, Pedro y López, UAE (exhibitor)

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*"We've been present in this region since 1992 and this is a very important market for us. So, for us, the show is very very important and there are a lot of visitors who have the opportunity to see our products,"*

**Carlo Carloni**, Export, Catalano, Italy (exhibitor)

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*"This area is fast-growing and we're very pleased with our participation; all the specialists and customers are here. This is the first international show that we have participated in since the product was launched 11 months ago. We've made professional contacts and there is a lot of interest, so I am sure we will be back next year."*

**Thierry Favreau**, President, Aquaroll, France (exhibitor)

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*"This is our first time here and we came to attend the Middle East Spa Awards. It's a great place to network. The exhibition is beautiful, and we're looking for gym machines and new spa products; basically new ideas, which is what the exhibition is all about."*

**Ahmed Ramzi**, Senior Sales & Marketing Manager, Spa Aquatonic, Kuwait (visitor)

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*"We are seeing things turn around now and felt that the time was right [to be here]. We decided to have a little 'coming out' party and the response has been phenomenal. We've had so many people on the stand - good quality clients - and we want to show ourselves to the world, so here we are. Everybody comes together here and it's a great way to network."*

**Rick Advano**, Managing Director, Renaissance Interiors, UAE (exhibitor)

*"This is the correct platform - not only for dealers - but also to talk to professionals from the area who are too busy to travel to Europe and so it's a good place to come and source materials for Middle East projects."*

**Roberto Garcia**, Sales Area Manager, Andreu World, Spain (exhibitor)

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*"Any opportunity where you get a lot of people in one room and have the chance to get your message out there in person is great. Time is always a big pressure at these events, but this forum offers the chance to meet face-to-face with people, and that's where things really get done."*

**Bradley Cox**, COO, Green Globe Certification, USA (speaker)

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*"We've been absent for two years due to market circumstances and it was definitely time to come back. It has been very successful so far. This is an important show for a lot of hotel owners and general managers, and we've had a huge flow of people to our stand. DMG always does a very good job, and we have been partners for many years, and I think the quality is very high."*

**Mansour Khodjasteh**, Managing Director, Al Aqili Furnishings (exhibitor)

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*"It's a good opportunity to meet people we already know but to also meet potential clients from different regions, and we've seen business coming from Africa and others parts of the Middle East and we wouldn't be meeting these clients otherwise. We are definitely participating in 2012, and have been continuously upgrading our stand presence at the show over the last five years."*

**Hassan Al-Hazeem**, Managing Director, Intercoil International, UAE (exhibitor)

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*"We know there's a huge market out here, so [participation in] The Hotel Show was an attractive proposition. The quality of visitors coming to the stand has been excellent and there's been a lot of interest in the product."*

**Eric Swithenbank**, Sales & Marketing Manager, Portable Floormaker, UK (exhibitor)

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*"It's a very focused exhibition. Dubai is the only place that has an international visitor profile, so we consider this as one of the most important hospitality trade shows that we participate in, and we bring the whole team including our owners. We get clients coming from India and Africa, as well as the Middle East. We'll definitely be back in 2012."*

**Syed Anwar Ahsan**, General Manager, Poly Products, Oman (exhibitor)

## EXHIBITOR & VISITOR TESTIMONIALS

*"The Middle East Spa Awards gave us a real scoop on which are the best spas and what brands they use, so it's very useful for market trends. We will definitely be back, it's great exposure and is very interesting, especially the positive atmosphere, which is something that will bring us back next year."*

**Allaoua Gaham**, Managing Director, Gemology Cosmetics, UAE (exhibitor)

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*"We've been participating for over four years and it's a good opportunity and platform for us as a technology leader to showcase."*

**Karan Chopra**, Head of Solutions, Samsung Electronics, UAE (exhibitor)

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*"It's been excellent, and this encourages us for the year ahead. We started with a small presence in 2008 and now, this year we are double the size of 2010. I think that with the market rebounding next year we could be even bigger."*

**Tarek Zakaria**, Regional Manager IMS/MEA Region, ABB, UAE (exhibitor/speaker)

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*"The quality of visitors has been great, with lots of purchasing people from hotels who have been genuinely interested in what we have in comparison to other exhibitions which are less focused."*

**Simon Short**, Sales, Melody House, UAE (exhibitor)

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*"This is my first visit to The Hotel Show and it's really amazing. I'm very impressed with all the innovation and the really good designs and quality. I came here to learn more and see new things, and I'm taking back lots of new ideas."*

**Hadil Elmasry**, CEO, Harmony Architects, Designers & Contractors, Egypt (visitor)

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*"At The Hotel Show you see what are the latest trends and designs at various levels from linen and accessories to uniforms, and it gives you fresh ideas. You meet people not just from the hotel industry, but from industries that connect with the hotel, and not just from Dubai but internationally as well."*

**Michael Monsod**, Cluster Spa & Recreation Manager, The Address Hotels & Resorts, UAE (visitor)

*"This has served as a chance for us to support our local retailer here as well as to build our own brand presence, and really get our name out. I'm looking forward to coming back. My time is valuable – and limited – and if I have the chance to come into a city and meet many people at one time in a venue like this, that's great."*

**Luis Carlos Segredo**, President, MTech, USA (speaker/sponsor)

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*"We've had lots of very interesting, and high quality visitors and made good contacts. Our CEO has the last word, but I'm sure we'll be here again."*

**Stephanie Idil**, International Sales & Training, La Ric, Germany (exhibitor)

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*"The response when we first launched the corporate catwalk was phenomenal and now, four years later, it still attracts great crowds. It's a great opportunity for the uniform companies to show off what they do, and it adds another element to the show. It's part of what Ronai and The Hotel Show is all about."*

**David Sprakes**, Design & Production Manager, Ronai, UAE (exhibitor and corporate catwalk MC)

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*"There are many products or companies here that we are not normally aware of, and at this exhibition you are exposed to so many new products and innovations, which is great for awareness and it gives people lots of options for their projects."*

**Sheela Nair**, Sales, Al Nabooda Interiors, UAE (visitor)

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*"We are very happy with the response from the show. We have a good pass-by rate with hoteliers, interior designers and architects visiting our stand, and we are addressing the right people, it couldn't be a better exhibition."*

**Helga Feghali**, Marketing Manager, Planters Interiors, UAE (exhibitor)

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*"There have been a lot of new things that I've seen this year that I can incorporate into my client proposals. I may even attend the Saudi Arabia show which launches next year; I think I need to be there."*

**Anish Udyawar**, Regional Sales Manager Middle East & India, Hupfer, UAE (visitor)