

**DOMOTEX 2020**

**SUSTAINABILITY, HIGH-CLASS ATTENDANCE, INTERNATIONALISM CHARGE THIS YEARS EDITION**



The latest edition of DOMOTEX – the world’s leading showcase for carpets and floor coverings – stood out as the industry’s biggest, most pivotal hub for trends and innovations. A total of 35,000 attendees – 70% of them from abroad – were on hand for the four-day event to explore the latest trends, products and solutions presented by over 1,400 exhibitors from more than 60 different nations.

The show’s keynote theme of "ATMYSHERE" highlighted the aspects of flooring products that contribute to a sense of wellbeing and promoted naturalness and sustainability – topics thoroughly reflected by the products on display.



"DOMOTEX is and remains our most international tradeshow. We are delighted that the event attracts attendees from around the globe, who come for 2.3 days on average – 60% from Europe, 25% from Asia and 10% from the Americas, with the remainder from Africa and Australia," said Dr. Andreas Gruchow, the Deutsche Messe Managing Board member in charge of DOMOTEX.

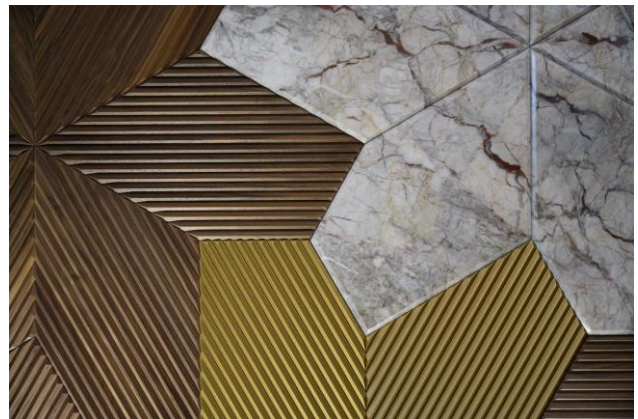
Sonia Wedell-Castellano, Global Director DOMOTEX, was impressed by the positive response: "The number of visitors reflects the current market concentration. The further increase in visitor quality at the trade fair is important for impulses in the 2020 financial year. The proportion of decision-makers is 90%, of which every second functions as a member of the management, company

or management ”.

**One out of two attendees generates new leads at DOMOTEX**

Based on this year’s visitor survey, almost half of all attendees (44%) used the event to generate new leads. Fred T. Keller, Marketing Director of Theo Keller GmbH in Bochum, Germany, reported a high number of walk-in visitors and new customers. He attributed this mainly to ongoing enhancements to the event, particularly the new hall layout launched in 2020, which he saw as a major step forward. "This new design has resulted in many more spontaneous customer contacts than previously, and we couldn't be more delighted. DOMOTEX is definitely the most important trade fair for us."

Attending DOMOTEX was also a "must" for Mirco Schäpe, Product Manager LVT at JAB Teppiche Heinz Anstoetz KG in Herford-Elverdissen, Germany. He spends several days at the event every year to meet up with existing and potential suppliers and "get a feel for emerging trends," as he put it. Michael Massmann, National Sales Manager & Vice President of Textile Trading Group, Winter Park, USA, said he used DOMOTEX mainly to generate new leads, adding that: "We are naturally also keen on establishing new, preferably long-term customer relationships, while at the same time deepening our relations with existing customers and suppliers. We have attended every DOMOTEX since our business was founded three years ago, and that's not going to change."



**"ATMYSHERE" as a common thread**

The show’s lead theme was also well received by exhibitors. For example, Bernhard Reinke-meier, CEO of Reinkemeier Rietberg based in Rietberg, Germany, referred to it as being a "good match" for his company’s objectives, adding: "We very much welcome the lead theme and its flanking measures, all of which are highly attractive and have helped us reach our goals."

"The lead theme perfectly reflected the spirit of the times, and its significance was clear to see throughout the halls. We are already busy exploring ways of featuring sustainability to even greater advantage at DOMOTEX 2021," remarked Wedell-Castellano. "I also very much look forward to teaming up with the show’s players from the business community and the skilled trades so as to generate even more benefit for the industry and its clientele next year."

*Source: Final Report Domotex der Deutsche Messe AG*