

## Hotel Show delivers five-star visitors

Exhibitors at The Hotel Show laud quality of visitors at region's premier event for suppliers to the Mid East's hospitality industry

[www.thehotelshow.com](http://www.thehotelshow.com)

Visitors to the Hotel Show 2009 have been given the seal of approval by exhibitors who attended the three day show at the Dubai International Exhibition & Convention Centre last week.

New York-based Archetypal Imaginary, exhibiting at The Hotel Show for the first time, said that the show had been 'fabulous'.

CEO, Avedis Dovenjian, said: "The visitors to the show were totally focused, knew what questions to ask and there were certainly no time wasters."

The company which furnishes and installs all types of wooden flooring enjoys an enviable reputation, as one of the world's pre-eminent organisations of its kind.

Maggie Moore, Exhibition Director, commented, "It was only natural given the current economic climate that numbers of international visitors would be lower than last year. However it was gratifying to witness the positive reaction from the exhibitors. To use an industry term, the visitors were clearly five-star."

The Hotel Show hosts the latest products, services and technologies from all aspects of

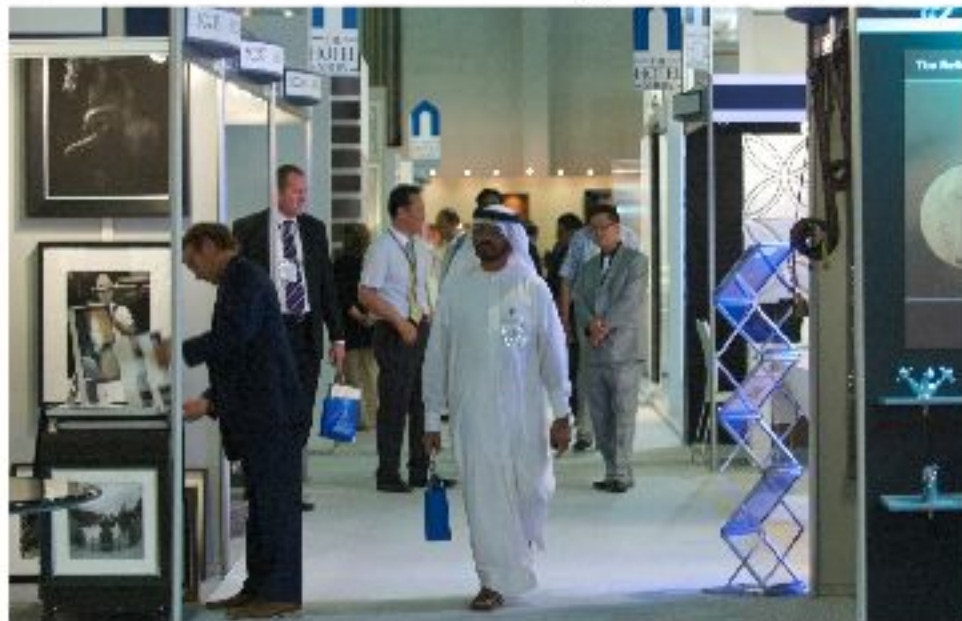
the hospitality and leisure sector. Exhibitors from over 48 countries, were on show including France, Italy, Germany, Cyprus, Greece, Thailand, Portugal, the United Kingdom, Spain, the United States of America, China, Turkey, Belgium, Pakistan, India, Taiwan, Philippines, Australia and Brazil.

Amongst the many contacts Duvenjian made was with Italian designer, Paola Navone. She asked for a sample of Archetypal's reclaimed European white oak flooring to be sent to her in New York.

"We are delighted that Paola took an interest in one of our designs and even more excited that she intends to specifically show that piece to one of her clients."

Another satisfied exhibitor was Luca Vestidello , The Art of Glass, Italy: "We have been particularly impressed with the calibre of visitor. We have made new contacts with companies from Saudi Arabia, Iran, Qatar, Lebanon and India. We will definitely return next year."

Thailand's Thai Trade Center arranged for 35 companies to





bring a variety of products to the show. "It was our largest number of exhibitors under one umbrella and we will look to increase our presence in 2010," said Vutthisak Kanchanaporn, Department of Export Promotion. "Each of the 35 companies has had some success with particular interest shown in our carpets and interior décor."

Head of Economic Affairs of the Association of the German Home Textiles Industry, Barbara Schmidt-Zock, said: "It was a good show for the 30 plus companies we brought to Dubai. There may have been fewer visitors than last year, but the quality was much better."

Concurring with that sentiment was UAE-based Reckless Design Gulf, who participated at Corporate Catwalk: "We noticed less international visitors, but more from the GCC and certainly more informed visitors," said Elena Commarmond, Sales Director at Reckless.

Meanwhile, Gavin Dodd, Managing Director of A. Ronai, co-sponsor and also a participant at the Corporate Catwalk said that "as always, the quality of visitors was very high and that the middle day of the show was the best day A. Ronai had ever had at any exhibition in the Middle East."