



70%

relevant
decision-makers



visitor countries:

1. China (People's Republic)
2. India
3. Pakistan
4. Turkey
5. Germany
6. Italy
7. Spain
8. Portugal
9. Great Britain
10. Netherlands

Top 5 trade fair visit objectives:

1. Finding new suppliers and cooperation partners
2. Obtaining information about trends
3. Viewing and discovering new products
4. Networking and exchanging information
5. Maintaining existing business relationships

Objectives achieved:

93%

Visitors by economic sector

30% retail

Furniture and furnishing stores, retail chains, department stores, online and mail order businesses, DIY and home improvement centres, small and medium-sized specialist outlets

16% wholesale and foreign trade

Includes trades brokerage, purchasing co-operations

6% skilled trades

Interior designers, floor layers, carpenters

19% services

Designers, decorators, hotels, restaurants, interior and architectural office, other services

16% industry

Textiles and clothing, manufacture of bedding, mattresses, upholstered furniture, carpets, rugs and floor coverings

13% other

School and college students, not in employment



exhibitors
from 66
countries



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Top 5 exhibitor objectives:

1. Presenting innovations and new developments
2. Showing product variants
3. Maintaining existing client relationships
4. Acquiring new clients
5. Sales deals

Objectives achieved:

70%



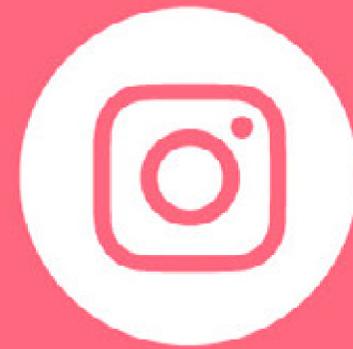
journalists from
37 countries.

Countries in
which PR and
advertising
campaigns ran:

Fabrics & followers: The community grows



**Over 52,000
followers on
Facebook**



**Over 55,000
followers on
Instagram**



**Over 19,000
followers on
LinkedIn**