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**DOMOTEX**  
asia **CHINA FLOOR**  
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*The Asia Platform for Flooring*



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## **DOMOTEX asia/CHINA FLOOR 2011 Set to “Floor the World”**

**DOMOTEX asia/CHINA FLOOR 2011**, Asia’s largest floor covering show, is preparing to “Floor the World.” Set in the backdrop of China’s burgeoning economy where new construction is proceeding at an unprecedented rate and 70 million people join the ranks of the middle class each year, DOMOTEX asia/CHINA FLOOR has become the gateway to what is quickly becoming the largest floor covering market in the world, according to Jim Gould, President of the Floor Covering Institute. “Visitors will see innovative floor covering products and solutions from around the world at the largest gathering of flooring manufacturers, buyers and designers the Asia Pacific Region has ever hosted.”

Over 40,000 visitors are expected at **DOMOTEX asia/CHINA FLOOR** on March 22-24, 2011 in Shanghai. The show, which will encompass more than nine exhibition halls within the Shanghai New International Expo Center, will include flooring, machinery, tools, sundries and services. China is expected to add more than 20 billion square feet of new floor space a year to support the country’s migration to cities; expansion of DOMOTEX asia/CHINA FLOOR reflects manufacturers’ desires to participate in this growing Asian flooring market, according to event organizers.



**Resilient and LVT**, the fastest growing section of the show, has increased by 23 percent over last year. Recently an executive of one of the country’s largest LVT manufacturers said that the future demand for LVT in China could not be met by 100 new manufacturers. This demand is pushing technology and design towards new finishes, patterns, sizes, and profiles.

China’s domestic demand for **wood flooring** has increased by an average 7-8 percent annually. Recent innovations to increase use of sustainable softwoods have improved. For example, Sunyard (Zhejiang Shiyou Timber Co.) will exhibit a process to compress fast growing softwood species to create harder, wear resistant surfaces and a new pressure design process that creates faux grains in hardwoods. Sennorwell, a brand of the Yekalon Group, will unveil a new process to control moisture in **lamine flooring**.

Over 230 wood and laminate exhibitors will show in roughly 22,000 square meters of exhibit space. The number of non-Chinese exhibitors may increase between now and show time according to Jerome Lizambard, international sales and marketing director for VNU Exhibitions, the show organizer. "Supply disruptions due to the American International Trade Commission (ITC) investigation of engineered wood flooring coming from China opens up new opportunities for other Asian countries," he said.

Innovations in **Bamboo** include a new decking plank from Dasso with a pest, water, fungus and fire-resistant surface and a reversible design that allows the product to be installed grooved-side-up for a distinctive look, or smooth-side-up for a more traditional appearance.



Sunyard pressed faux grain.

**Cork flooring** has gained popularity in the expanding Asian LEED construction industry. DOMOTEX asia/CHINAFLOOR has doubled its exhibit space for bamboo making room for innovations such as Granorte's line of recycled vinyl and cork flooring with an enhanced antibacterial feature.

**Carpet and rugs** will be featured in DOMOTEX asia/CHINAFLOOR's total solution venue, Carpet Tech, where the finest hand-made rugs, contemporary machine made carpets, manufacturing techniques and equipment will be featured. Truly an international showing, exhibiting countries include Belgium, China, Egypt, France, Germany, Indonesia, Italy, Iran, Japan, Korea, New Zealand, Saudi Arabia, Sweden, Switzerland, Taiwan, Turkey, and the US. There is even a massive Tibetan Sheep exhibit, as well as an imposing Iranian pavilion, featuring for the first time at the show the best and finest quality in hand-made carpets. An increase in China's tourism and commercial building market has expanded commercial carpet demand by 20%.

In keeping with the DOMOTEX asia/CHINAFLOOR theme of "***Innovation and Respect for Nature,***" exhibitors will emphasize new and innovative features. The show will display top innovations on an Innovation Wall for both press and visitors to view.

In special exhibit areas, manufacturers will collaborate creating an intimate exposure to flooring processes and products. FLOORTECH will integrate materials and technology in wood flooring from production, installation and maintenance. LAYTECH and PROTECH will feature installation and maintenance products such as Bona's new wood floor color system. The CREATIVE FLOORING venue will demonstrate innovative installation techniques. A specially designed "Sports Arena" will feature a variety of sports flooring products. Here Merry Sports will introduce its newest sports flooring system with added shock absorption and anti-fatigue features. For more information about DOMOTEX or the WFF please contact [gordon.liu@vnuexhibitions.com.cn](mailto:gordon.liu@vnuexhibitions.com.cn) or Jim Gould, at [jgould@floorcoveringinstitute.com](mailto:jgould@floorcoveringinstitute.com).

## 2011 Wood Flooring Forum Brings Industry and Experts Together



One day before Domotex Asia the international **Wood Flooring Forum (WFF)** will present an overview of opportunities and obstacles in the wood flooring industry, addressing forces such as legal and environmental issues, market trends, and the American ITC investigation. One focus of the WFF will be the United Nation's International Year of Forests 2011. The forum is geared towards industry executives and buyers around the world.

"This is the fourth consecutive forum but this year we shortened the general session and added intimate panel discussions to give our attendees access to experts on global market issues," says Jim Gould, president of the Floor Covering Institute and strategic director of the WFF. The sessions will be presented in two tracks one with an Eastern market focus and the other concentrating on Western markets.

Panelists include representatives from buying and retail groups such as CCA Global Partners (USA) and PowerDekor and Elegant Living (China) to discuss marketing through their retail channels; the World Wildlife Fund, Global Forest Trade Network and the US Dept of International Trade will address unique laws and regulations, certifications and customs in major markets. Experts will address the growing LEED and sustainable building markets; market data and trends for major wood markets will be presented. An update on the ITC investigation in the USA on antidumping charges against China will be included.

The forum is co-organized by China's National Forest Products Industry Association and the US based Floor Covering Institute LLC. WFF will be held March 21 at the Kerry Hotel Pudong, adjacent to the Shanghai New International Expo Center where DOMOTEX opens the following day. For more information about DOMOTEX or the WFF please contact [gordon.liu@vnuexhibitions.com.cn](mailto:gordon.liu@vnuexhibitions.com.cn) or Jim Gould, at [jgould@floorcoveringinstitute.com](mailto:jgould@floorcoveringinstitute.com).