

DIFAC



12 - 14 March 2018
Dubai World Trade Centre

Dubai International Furniture Accessories
& Components & Semi Finished Products Show

www.difac-me.com

Welcome to the 2nd Edition of Dubai International Furniture Accessories & Components & Semi-Finished Products 2018

Dubai International Furniture Accessories & Components & Semi-Finished Products 2018 is all set to wow the interior contracting and fit outs market from 14 – 12 March 2018 at Dubai World Trade Center. With the huge demand of exhibitors during the previous editions of the Dubai WoodShow for a dedicated furniture event, a special show within DWS comes to fore.

Global suppliers and customers can expect to see the latest innovative technologies, top quality products and brands for the furniture industry under one roof. We aim to turn DIFAC as a key feature of the market-leading reputation of Dubai WoodShow as being the biggest wood exhibition in the Middle East.

According to a recent report of the GCC Building, Construction and Interiors Market by Retail space, the GCC market for interior contracting and fit outs in 2015 was estimated at US\$ 7.06 billion. Growth in this market is set to climb by 25.62 percent to US\$ 8.87 billion by 2016, from the projects likely to be completed over 2016.

The interior design and fit-out industry is flourishing in the GCC as demand for new hotels, retail spaces, commercial real estate, schools and hospitals continue to grow, cementing the region as one of the fastest growing and most exciting in the world. The GCC interior contracting and fit outs sector encompassing internal wood works, soft and hard furnishings, lightings, partitions, flooring, kitchens, bathroom fittings constitutes approximately 10 to 20 percent of the average construction project value.

High-end interior projects in Qatar, UAE, and Kuwait can easily exceed US\$ 25 million. Kuwait is by far the biggest interiors market and is estimated that spending on interior finishing items will grow by 13.7 percent by 2017.

The DIFAC Show is bringing decision-makers and high level management across the Middle East region and worldwide looking for the latest products in surfaces and fittings, elements and systems, semi-finished products and materials, furniture fabrics and upholstery materials.



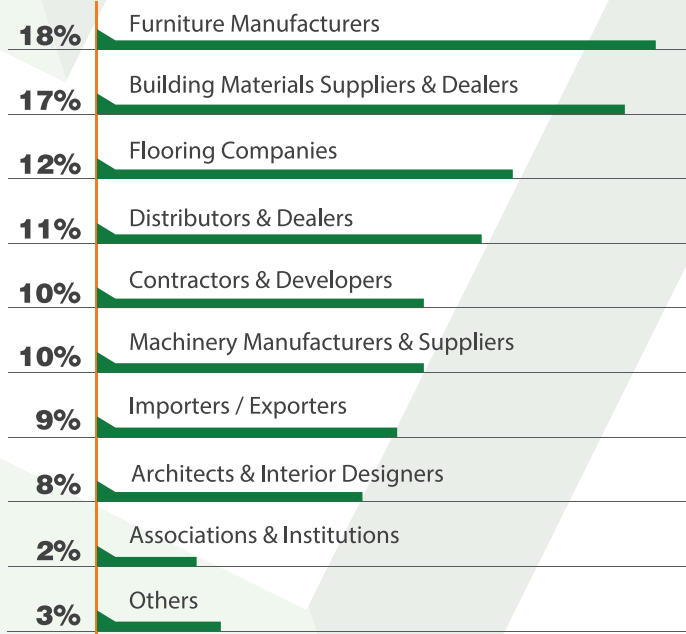


Dubai International Furniture Accessories & Components & Semi-Finished Products Show, a gold opportunity for the regional brands to promote internationally their businesses. The event will be held in conjunction with Dubai WoodShow from 12th to 14th of March 2018 in Dubai World Trade Centre and will attract 300 exhibitors from 100 countries around the world.

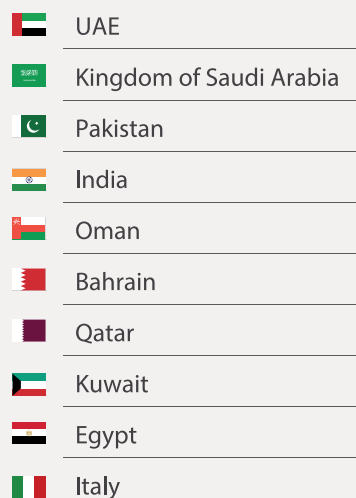
According to Dubai Exports 'furniture and furnishings - exports markets and potential' report, the UAE has imported a value of around USD 244 million of mattress supports, articles of bedding and similar furnishing in 2015 with a global value of imports exceeding USD 14 billion.

DIFAC 2018 will focus on these new trends allowing participants to learn about how to keep a differential advantage in a changing global market.

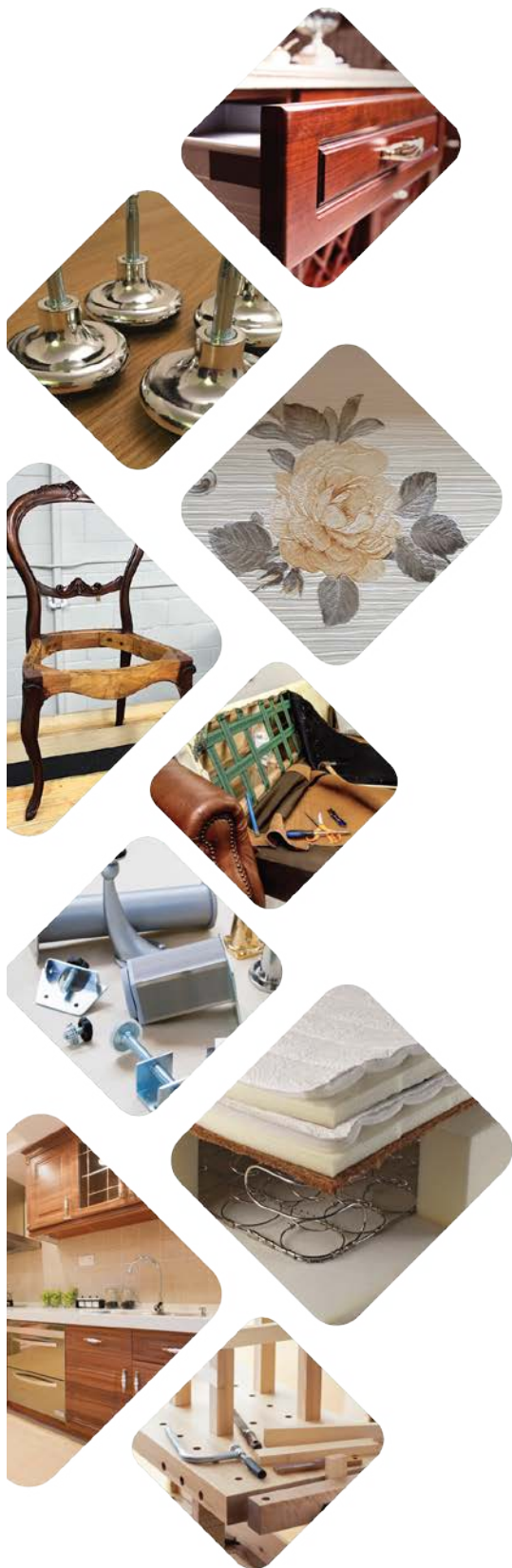
2017 VISITORS BY NATURE OF BUSINESS



TOP 10 VISITING COUNTRIES



Exhibitor's Profile



MATERIALS

- Bars
- Boards
- Compound materials
- Core materials
- Covering materials
- Edge strips
- Profiles
- Trimmings
- Auxiliary materials

INTERIOR DECORATION

- Profile systems
- Wooden craft and art
- Wooden decorative materials & units

ELEMENTS & SYSTEMS

- Hoods
- Drawer inserts
- Drawer and drawer runners
- Furniture feet, furniture rollers
- Furniture roller-blinds
- Glass-elements and mirrors
- Interior fittings for cabinets
- Lighting-systems
- Pneumatic springs
- Recess-systems
- Sinks, sink-inserts and bowls
- Spring systems
- Frames for swivel chairs

SURFACES

- Decor papers plain colors
- Decor papers printed Foils

FITTINGS

- Functional fittings
- Locks & locking systems
- Ornamental fittings
- Faucets

KITCHEN CABINETS

Exhibitor's Profile

SEMI FINISHED PRODUCTS

- Prefabricated semi-finished product
- Ready-to-assemble elements
- Furniture door fronts
- Post forming-elements
- Table frames
- Inlets and pillows
- Upholstery frames
- Show-wood-shells & frames
- Carcasses with paddy & netted core
- Tabletops
- Worktops

UPHOLSTERY MATERIALS

- Felts
- Foam rubber and expanded plastics
- Shaped upholstery
- Upholstery blanks
- Packing materials

FABRICS

- Artificial leather
- Bonded fabrics
- Leather
- Micro fiber materials
- Printed fabrics
- Special webs
- Upholstery fabric
- Mattress ticking

SERVICES

- Insurance and finance
- Logistics
- Industrial Shows

Visitor's Profile

- Architects
- Interior Designers
- Associations & institutions
- Builders & developers of malls, hotels, leisure properties and facilities
- Building material suppliers and dealers
- Engineered wood professionals
- Furniture component companies
- Furniture manufacturers
- Carpentry establishments
- Hoteliers
- Joinery and Cabinet making companies
- Manufacturers & Traders of adhesives, lacquers, polishes, finishing, etc.
- Trade journals
- Trade promotion councils





Visitors Promotional Campaign



Regional and international press releases in generic & trade publications



Cross promotional events at Furniture Accessories & Components related Exhibitions



Participation in all Furniture Accessories & Components related online activities



High visibility ranking website:
www.difac-me.com



Intensive press support from our media partners & international media associations



Email blasting & direct mail campaigns to over 15,000 International Professionals involved in the industry



Print publications, Radio advertisements, & TV interviews



Personalized Trade & VIP invitations to high profile entities in the sector

DIFAC in conjunction with Dubai WoodShow 2018

Industry Overview:

Application of Wood in the Gulf
Cooperation Council (GCC) region:



70%
Construction



30%
**Furniture
industry**



Exhibitors Benefits

Dubai WoodShow your Gateway to the Middle East

- Have access to more than 10,000 quality trade professionals from the MENA region and beyond to promote and display your latest products and services
- Avail the benefit of attractive business opportunities by connecting with key visitors having purchasing authority from the wood industry
- Establish new contacts and expand your business reach by meeting relevant business partners (suppliers, manufacturers, trade association and institutions)
- Learn about latest industry trends, technologies and products at display by interacting with industry experts
- Get special brand recognition and promotion through an intense regional and international marketing campaign
- Benefit from a comprehensive and pro-active media relations campaign that gives exhibitors and their products international exposure across a wide range of trade and non-trade media.
- Support from a highly dedicated and experienced organizing team for all your queries and issues

300+

Exhibitors

100

Participating
Countries

7

Country
Pavilions

9,455

Visitors

www.dubaiwoodshow.com



12 - 14 March 2018
Dubai World Trade Centre

Contact Us

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