



Deutsche Messe

The World of Flooring

DOMOTEX
Mexico

15 - 19 October 2019 ■ Mexico City ■ Mexico ■ co-located with



EXPOCIHAC

DOMOTEX Mexico @ Expo CIHAC

15 – 19 October 2019

Centro Citibanamex, Mexico City, Mexico

The Leading Trade Fair for Floor Coverings expands its Network to Mexico

The inaugural DOMOTEX Mexico will premier as a DOMOTEX co-located event at Expo CIHAC, Latin America's leading trade fair for the construction industry since over 30 years. Exhibitors can now benefit from the strength of the international network of DOMOTEX and present the latest trends during five days of business to more than 31,000 professional buyers and decision makers of Expo CIHAC. Take part in the most important trade show for your sector and make an impact in the Mexican market!

DOMOTEX Mexico will be focused on the Mexican market and its needs of the floor covering and construction industry's buyers, distributors and manufacturers. The trade show features product displays across soft and hard surfaces as well as flooring technology.

The Mexican Floor Covering Industry is booming

- Demand for flooring and carpets in Mexico is projected to grow 3.4 percent per year until 2020, reaching 385 million square meters.
- In 2015, demand for flooring and carpet in Mexico totaled 305 million square meters, making it the second largest market in America.
- Mexico has a network of 12 Free Trade Agreements with 46 countries.
- Building construction spending is expected to accelerate during 2018-2020, driving demand in the residential and non-residential building markets. Therefore, imports are also expected to increase.
- According to the Association of Real Estate Developers (ADI), the sales area for commercial buildings will continue to grow after a successful increase in 2016/2018. Moreover, the tourism and shopping centres continue to shape the economy in Mexican commercial construction.



GLOBAL BRAND

DOMOTEX has been supporting the carpet and floor covering industry for almost 30 years with trade shows in Germany, China, Turkey, the USA and now the launch of DOMOTEX Mexico.



COMPREHENSIVE PLATFORM

DOMOTEX Mexico will gather the most representative companies and brands, both **local and international**.



FOR THE INDUSTRY, BY THE INDUSTRY

DOMOTEX has a long history of commitment to the floor covering industry around the world. This is our guarantee that DOMOTEX Mexico will focus on the specific needs of the region.



EDUCATIONAL PROGRAM

The co-location with Expo CIHAC creates **synergies** from which exhibitors and buyers benefit alike - including the participation in the conference program that will attract more professional buyers.



NEW BUSINESS OPPORTUNITIES

Gain access to new national & international buyers and multipliers through the strong partnership and the international network of Deutsche Messe and UBM.

Product Groups



DOMOTEX Mexico

will target Mexico-based professionals, including wholesalers and retailers of floor coverings, wood flooring, LVT and other flooring products for constructors & developers, distributors and buying groups.

So don't miss out on a great opportunity to build new business relationships. Become an exhibitor and be part of DOMOTEX Mexico!



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