



# WOODSHOW

International Wood & Wood Machinery Show

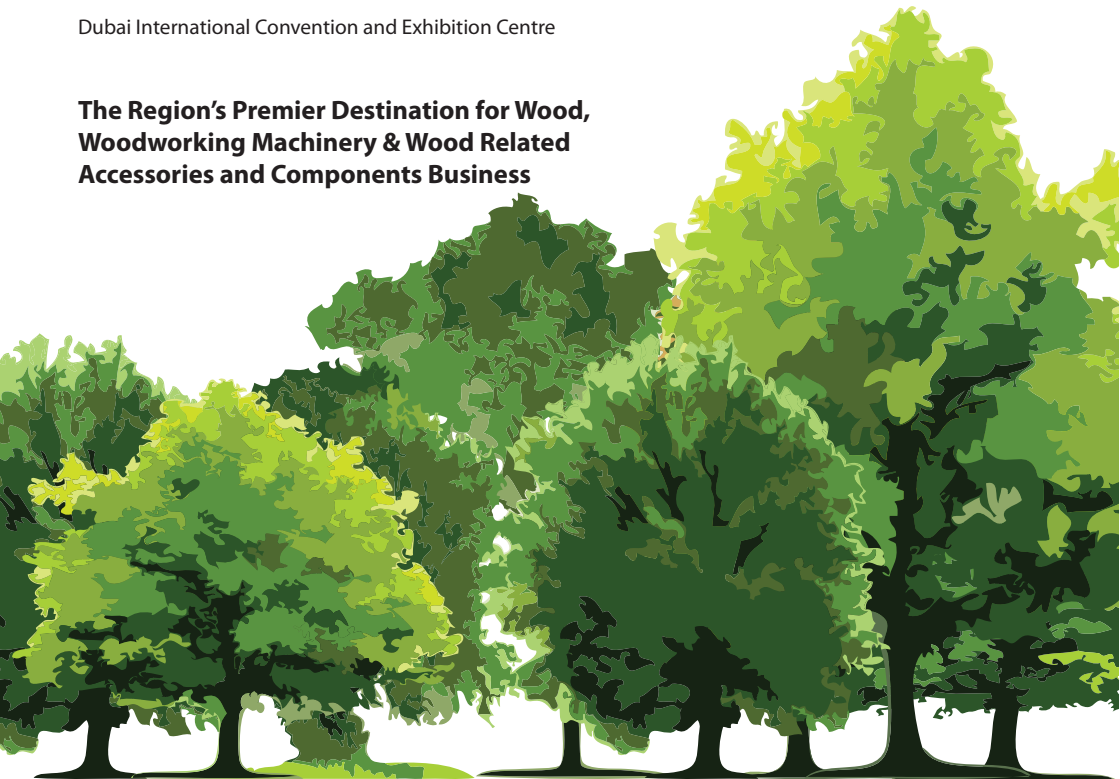
[www.dubaiwoodshow.com](http://www.dubaiwoodshow.com)

**3 - 5 April 2012**

**Halls 2 & 3**

Dubai International Convention and Exhibition Centre

**The Region's Premier Destination for Wood,  
Woodworking Machinery & Wood Related  
Accessories and Components Business**





# Sustainable Wood for a Better World

Sustainability, in wood and forest sense means “the capacity of forests, ranging from stands to ecoregions, to maintain their health, productivity, diversity, and overall integrity in the long run, in the context of human activity and use” (*Helms, 1998, “The Dictionary of Forestry”*) (quoted in *Floyd, Vonhof and Seyfang, Feb 2001, p9*). Simply put, it means that trees should not be cut down faster than what is necessary to keep the earth safe and habitable for humans.

In many cultures, wood has been historically connected with human life, from the icons of gods to the toys of children and musical instruments. The traditions, art and culture of wood use continues to connect the past with the future, providing scope for creativity and craftsmanship in a rapidly changing World.

As nations become wealthier, the demands of consumers and society as a whole become broader, more varied and more complex. The impacts of these changes are already shaping how forests are managed, but their impact on wood use and the opportunities they present are, perhaps, less well understood.

There can be no doubt today that the sustainability movement and green building in particular are here to stay. Green building criteria are, in fact, now codified in numerous building codes and national standards, and increasing numbers of local jurisdictions are adopting green building requirements.

Nor can there remain much doubt-given both the objective data and a growing body of real world case studies-that wood, and engineered wood in particular, can and does make an important contribution to the worthy goals of sustainability and green building.

This edition of **Dubai WoodShow** will be focused on wood sustainability because we discovered that the level of awareness on this matter is not up to par with the rest of the world. This event will be a platform for exhibitors and visitors to learn more about sustainability and why it is important that we head towards that direction and how and what people can do to contribute to make wood more sustainable.

# WoodShow 2012

The **Dubai WoodShow** is the foremost exhibition that offers you a chance to meet wood and woodworking professionals and develop ideas for increasing the range and quality of your business and learn up new techniques and sources of supply. It has a vision to be the prestigious rostrum of creative ideas and new technologies, as the attention of wood manufacturers and traders turns to innovative resources that would initiate lucrative transactions. Dubai, the business hub of the Middle East, is the place where the global wood industry meets annually.



**Dubai WoodShow** is also the showplace for the latest innovations & technologies and has become the platform of progress across the wood & woodworking sector for the region. Exhibiting at this event will connect you with the rest of the wood industry worldwide. Specialized trade visitors who are knowledgeable, professionals and serious business buyers from all over the world will use the region's leading trade fair as an opportunity to strengthen ties with new customers, make valuable new contacts and catch up on the latest trends and technological developments.

Tapping into the success of its 6 year tenure as the regional landmark event for wood trade and investments, the WoodShow series will return in 2012 with an even more compelling proposition:

- Enter a new market- Abu Dhabi & Cairo WoodShow
- New exhibitor benefits with a competitive pricing structure to achieve the highest return on investment
- New features and events for visitors to capitalize on the WoodShow networking opportunities
- New expanded conference program offering a tribune for you to communicate your company's achievements

The 2011 edition had grown and delivered beyond expectations and the 2012 event is expected to be evaluated as better, if not at par with similar shows in the sector and in the international market.



# Key Information

<b>Date:</b>	3 - 5 April 2012
<b>Venue:</b>	Halls 2 & 3
<b>Location:</b>	Dubai International Convention & Exhibition Centre
<b>Timing:</b>	10:00 am - 6:00 pm
<b>Exhibition Size:</b>	12,000+ square meters
<b>Expected Visitors:</b>	6,000+ specialized trade visitors
<b>Expected Exhibitors:</b>	250+

## 2011 Highlights

- Participations from over **30 countries**
- **8 Country Pavillions**, including Canada, China, France, Germany, Italy, Malaysia, Taiwan & United States of America
- Highest number of Wood Products Exhibitors to date.
- Specialized trade visitors transacted with exhibitors buying wood, products and machinery.
- Sales contracts worth millions of dollars were concluded during the show with the opportunity to close more deals in the pipeline.
- The show was supported by Eumabois (European Federation of Woodworking Machinery Manufacturers), ACIMALL (Italian Woodworking Association), LUNJIAO (Chinese woodworking association), CNFMA (China National Forrest Machinery Association), AHEC (American Hard wood Export Council), American Soft woods, QWEB (Quebec Wood Export Bureau), French Timber, QINGDAO Woodworking Machinery Association, APID (Association of Professional Interior Designers), ATIBT (Association Technique Des Bois Tropicaux), VDMA, AHK (German Emarati Bureau for trade and industry), TWMA (Taiwan Wood Working Machinery Association), MTC (Malaysian Timber Council) & EWPA (Engineered Wood Products Association).



Increasing knowledge and exposure to wood and wood products presents opportunities for producers and users of wood to move up the value chain by satisfying higher-value needs and demands.

# Profiles

The show will be attended by senior management and decision makers seeking investment and trade opportunities with local and international professionals and corporations in the wood and wood machinery industry.

## Visitor Profiles

- Architects
- Associations & institutions
- Builders & developers of malls, hotels, leisure properties and facilities
- Building material suppliers and dealers
- Construction companies
- Contractors
- Engineered wood professionals
- Flooring companies
- Forestry companies
- Furniture component manufacturers
- Furniture manufacturers
- Hoteliers
- Importers & Exporters of lumber
- Importers & Exporters of wood species– hardwood and softwood
- Importers, Exporters & traders of Timber
- Interior Designers
- Joinery companies
- Machinery distributors and dealers
- Manufacturers & dealers of handling equipment, tooling, hand tools & portable power tools
- Manufacturers & traders of adhesives, lacquers, polishes, finishings, etc.
- Manufacturers and traders of laminates, veneers, plywood, particle board, MDF, engineered wood
- Real estate developers
- Trade journals
- Trade promotion councils
- Traders of wood products
- Wood Machinery Manufacturers and Suppliers
- Wood Machinery service companies
- Woodworking companies
- Woodworking materials & consumables

Our expectations were exceeded. Our delegations have all praised the high quality of visitors. They're determined to attend future editions.

**Mr. K. Anwar**  
**Director, Malaysian Timber Council**

# Exhibitor Profiles

## Wood Products

- Finishing and Fittings
- Furniture Manufacturing Supplies
- Timber, Hardwood, Softwood, and Exotic Pieces
- Plywood, Hardboard Decorative and Composite
- All Kinds Of Panels
- Chipboard and MDF
- Wood and Timber Flooring
- Wooden Crafts and Art
- Wood Raw Materials
- Papers and Cardboard
- Wood and Paper Recycle
- All Related Forest Products
- Timber-Based Technical Solutions
- Wooden Windows and Doors
- Wooden Decorative Materials and Units
- Wooden Furniture Units
- Kitchen Cabinets
- Treatment Products
- Related Publications
- Polishing Products
- Spraying Equipments
- Staplers
- Surface Treatments and Finishing Tools
- Veneer
- Pneumatic Nail, Pinning Gun
- Related Personal Protective Equipments
- Glue and Fixing Products
- Laminator
- Furniture



## Wood Working Machinery

- Finishing and Fittings
- Timber Processing
- Molding, Beading, Wainscoting, Paneling
- Cladding
- Industry Service (Transport/ Logistic)
- Wood Treatment Plants
- Blades and Knives
- Bleaching Plants
- Boring Machines
- Combining Machines
- Cutting Machines & Tools
- Dowelling Machines
- Drying Kiln Equipments
- Dust Control and Vacuum Cleaners
- Edge Benders/Trimmers
- Fastening System
- Gluing and Fixing Machine
- Joinery and Assembly Machines
- Laminating Equipments
- Lathes
- Molding Machines/Molders
- Particle Board Plant
- Plywood Manufacturing Machinery
- Profile Cutting and Forming Machine
- Press and Plates
- Pulp Preparation Equipment
- Rounding Machines
- Sanding and Polishing Machines
- Saws and Sawing Machines
- Specialized Wood Production Plant
- Spindling and Turning Machines
- Veneering Machines and Plants



**EUMABOIS** is very proud to be a supporter of The WoodShow in its dedication to the woodworking equipment.

**Mr. Franz-Josef Buetfering**  
President, Eumabois

# Price List

The Dubai Wood Show offers its exhibitors many opportunities to increase their brand awareness on a global scale. Our various branding and promotional opportunities help you gain a competitive edge in the market while closing millions of dollars worth of deals.

## Exhibition Stands

### Option 1 – Open Space (Minimum booking of 36 m<sup>2</sup>)\*

Single storey cost is **US\$ 350 per m<sup>2</sup>** (Double Decker surcharge of 25% on the booked area.)

### Option 2 – Shell Scheme (Minimum booking of 12 m<sup>2</sup>)\*

**US \$425 per m<sup>2</sup>**. Standard Shell Scheme package includes the following:

- Wall Construction Panels
- Company Name and Stand Number
- Tile Carpet
- Round Table
- Black leather Chairs
- Lockable cupboard
- Waste basket
- Spotlights
- 1x13 amp socket

### Option 3 – Deluxe Shell Scheme (Minimum booking of 12 m<sup>2</sup>)\*

**US \$475 per m<sup>2</sup>**. Standard Deluxe Shell Scheme package includes the following:

- Normal octanorm wall in white
- Wooden Pylons
- Wooden round booth dividers with company logo
- Fascia Beams
- Normal octanorm fascia with brown panel & white sticker of the exhibitor's name
- Tile Carpet
- Round Table
- Black leather Chairs
- Lockable cupboard
- Waste basket
- Spotlights
- 1x13 amp socket

\* Furniture size is dependent on stand size

\* Additional furniture can be ordered as per the technical manual

# Advertising Opportunities

Getting your company profile and products noticed is the key to your success at the Dubai WoodShow 2012. We therefore offer a complete range of targeted branding services to ensure added value to your corporate presence prior to and during the show.

Also, enjoy maximum exposure throughout the year by advertising with the 2012 WoodShow series. Print and electronic branding opportunities are designed to increase your brand awareness with direct access to a database of over **27,000 wood professionals** around the world.

**We guarantee that your company profile would have year-round exposure.** Visit our website to learn more about our advertising opportunities.

**Show Catalogue**

**Quarterly Newsletter**

**Banners**

**Website**

**Press Releases**

**E-Blasting**

# Sponsorship Opportunities

Being a sponsor at this year's Dubai WoodShow will help establish and position your company presence in the market. Additional sponsorship options include high-profile networking events such as the Exhibitor Gala Dinner.

- Platinum Sponsor
- Gold Sponsor
- Media Room Sponsor
- Gala Dinner Sponsor
- Visitor Lanyards Sponsor
- Visitor Welcome Bags Sponsor
- Exhibitor Folder Sponsor
- Workshop Sponsor
- Seminar Sponsor

To find out more about the advertising & sponsorship options available at Dubai WoodShow, please visit our website: [www.dubaiwoodshow.com](http://www.dubaiwoodshow.com)

# Branding Opportunities

Gaining maximum exposure while meeting top decision makers in the industry has proven to be an effective tool to increase sales during the show. Branding will highlight your company's profile to the visitors. **It is also an effective tool for your company's brand awareness campaign.**

More information on [www.dubaiwoodshow.com](http://www.dubaiwoodshow.com)

# Visitors Promotional Campaign

- Regional and international press releases in generic and trade publications
- Participation in all wood related online activities
- Intensive press support from our media partners and international media associations
- Print publications, Radio advertisements, and TV interviews
- Cross promotional events at other relevant, wood related exhibitions
- High visibility website: [www.woodshowglobal.com](http://www.woodshowglobal.com)
- Email blasting and direct mail campaigns to target audiences
- Personalized Trade and VIP invitations to high profile entities in the sector

# Conference on Sustainability

A 3-day conference will be also launched during the event where high-level speakers will impart their knowledge to audiences from all over the world.

The conference will bring together a number of researchers, experts, wood users and producers to explore how the changing expectations of consumers and society are shaping the future for wood products. It will examine how producers and users of wood can respond to these changes to identify potential opportunities and strengthen sustainability in the sector. In particular, it will focus on the social, aesthetic, cultural and traditional aspects of wood use and how the strong linkages between wood and society might be used to support the future development of the sector as a whole.



Wood and wood products have many positive characteristics (as natural products made from renewable resources that store carbon and have high potential for recycling). With the growing demand for sustainable development, increased use of wood products could contribute to every country's journey towards a more sustainable future.

During the conference, both visitors and exhibitors will also be encouraged to share their views and experiences and network with colleagues so that everyone will come away with a better understanding of the outlook for the sector.



## Furniture Components & Accessories and Semi Finished Products Zone

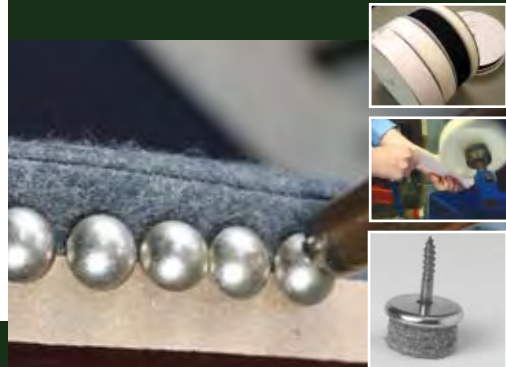
The **Furniture Components & Accessories and Semi-Finished Products Zone** will offer the latest innovative technologies and top quality products and brands in the furniture industry from more than 30 countries, covering an exhibition area of 3,500 square meters of ground, maintaining the reputation of WoodShow being the biggest exhibition in the Middle East.

The New featured **Furniture Components & Accessories Zone** will be a significant feature and will showcase the latest products in surfaces and fittings, elements and systems, semi-finished products and materials, furniture fabrics and upholstery materials.

The zone will be attended by senior management and decision makers seeking investment and trade opportunities with local and international professionals, to gain and exchange product information and to inspire for future design solutions.

Divided into 11 different, yet specialized sections, the show promises a center stage for the manufacturers and suppliers to showcase worldwide trends, designs, initiatives and collaborations. It truly is a must-attend event in the region which continuously innovates and invests in the ever-changing world of design and quality.

- Materials
- Chemical products
- Surfaces
- Interior decoration
- Elements and systems
- Fittings
- Semi-finished products
- Upholstery materials
- Fabrics and leathers
- Power Tools
- Services



# Official Supporters



# Official Publication



# Official E-Media



# Media Partners



# Contact Us

**Tel. :** +971 4 28 29 299

**Fax:** +971 4 28 28 767

For sales and marketing inquiries, please contact a member of the WoodShow team who are ready to assist you with all your inquiries and relevant questions.

<b>General Information</b>	info@dubaiwoodshow.com
<b>Marketing Department</b>	marketing@dubaiwoodshow.com
<b>Sales Department</b>	sales@dubaiwoodshow.com
<b>China Office</b>	Ms. Frances Deng frances@strategic.ae +86 159 158 49273
<b>Egypt Office</b>	Mr. Shereen Gamal info@cairowoodshow.com +2 02 22719777
<b>Indonesia Office</b>	Ms. Helga Kumontoy helga@dubaiwoodshow.com +628 151847 503

Visit our website to learn about new members of the WoodShow series.

## Abu Dhabi WoodShow

18 - 20 October 2011

## Cairo WoodShow

9- 12 October 2011

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



The WoodShow is exclusively organized by

**strategic**  
MARKETING • EXHIBITIONS • CONFERENCES

**Tel.:** +971 4 28 29 299

**Fax:** +971 4 28 28 767

**E-mail:** info@strategic.ae



**The Region's Premier Destination for Wood, Woodworking Machinery & Wood Related Accessories and Components Business**