



# Cover New Ground! - New Keynote Theme for DOMOTEX 2021

**The team of DOMOTEX, one of the leading trade show for floor coverings, is optimistic in these challenging times, working full steam to provide the industry with a first-class, safe and secure platform to facilitate a significant upswing in business: DOMOTEX 2021 will take place from 15 – 18 January 2021.**

Innovative techniques for the skilled trades, modern approaches to retailing, new inspiration for commercial contracting, plus exciting new materials and forward-looking trends – all of this and, above all, a change of perspective

will be in the spotlight at the next DOMOTEX, running from 15 to 18 January 2021 in Hannover, Germany.

**New challenges, new orientation, the new normal:** Now, more than ever, society and the economy are being called upon to rethink every facet of life. Every crisis brings forth its own opportunity – the opportunity to discover and travel down new paths. The makers of DOMOTEX have taken up this challenge. With the new Keynote theme of "Cover New Ground!", their aim is to motivate people to go beyond previous strategies, visions and experiences in flooring design and applications and look to the future.

"We need new perspectives, and DOMOTEX 2021 is dedicated to providing incentives for our industry," reports Sonia Wedell-Castellano, Global Director of DOMOTEX. "The Global Flooring Alliance, i.e. the association of international flooring wholesalers, has reported a positive run in the first quarter of 2020, despite the corona crisis. Some exhibitors have even reported generating unexpected growth as a result of an acceleration of public projects. And so we, too, are optimistic in these challenging times and will ensure that in January 2021 we can offer the flooring industry a first-class platform and a



clearly perceptible upswing for their businesses. Of course, we also guarantee the safety of our guests by implementing the hygiene and distance concepts specified by the Robert Koch Institute."

### Where else, if not at the world's leading trade show for floor coverings?

A highly international scope and a high-caliber audience are the key features of DOMOTEX. In January 2020, some 35,000 visitors, 70% of them coming from abroad, attended DOMOTEX for information and ordering purposes. Decision-makers accounted for some 90% of all attendees, taking in the products and services of 1,400 exhibitors from more than 60 nations. Figures like these underscore the status of this world-leading trade fair as a global marketplace for the industry, where not only new contacts are made, but concrete business deals are sealed.

"We are going to widen these benefits," declares Wedell-Castellano. "By swiftly reacting to the needs of our exhibitors and visitors, we are taking special efforts to ensure that a trip to the fair becomes even more efficient and attractive than it already is. Our strategy is to continue to discuss with as many players as possible about the contribution we can make to the success of our stakeholders through agenda-setting, storytelling, special platforms and additional offerings. Initial roundtable discussions with exhibitors and associations have taken place in recent weeks and months, with more in the planning."

### Highlights and business hubs in every display sector – free participation options for exhibitors

Already at DOMOTEX 2020, the previous close dialogue with industry players led to a change in exhibition layout: The various product categories were brought together even more systematically to provide tradeshow attendees with the best possible market overview. And this process will continue at DOMOTEX 2021, where the individual product categories will have their own creative hotspots under the motto "Cover New Ground!"

At these so-called "Flooring Parks", the display sectors of Carpets, Fibers & Yarns in Hall 11 as well as Resilient Flooring & Design Flooring, Parquet & Laminate Flooring and Application & Installation Technology in Hall 12 will each have their own stage, with product highlights staged in concrete interior applications and functioning as trend shows. In keeping with the lead theme of the fair, these inspiring interiors will present an optimistic, forward-looking angle on floor coverings. Exhibitors who wish to show their products in exactly this context can submit their interior designs and receive their own free area, thus making themselves visible as industry pacesetters in keeping with the motto "Cover New Ground!"

These "Flooring Parks" however will not only serve as a source of inspiration for interior decorators and trend-oriented visitors, but will also provide retailers with an incentive for their own unusual product displays. As a measure derived

from the previous "Framing Trends" special show, they bring together inspiration and business requirements even more strongly. Amidst all these special areas, DOMOTEX offers its exhibitors exclusive business hubs: In hosted communication zones, manufacturers and customers can withdraw to a relaxing environment and conclude business deals.

As a special highlight for the hand-made carpets, the "Carpet Design Awards" will again be presented in Hall 3 in 2021 and the best nominations and winners will be shown in a special exhibition. In addition, the accompanying forum program with exciting topics related to the precious items will be expanded to three days at the fair.

### Changes to site plan: Shorter distances between halls

With the decentralization of the "Framing Trends" into the display category-focused "Flooring Parks" in the respective halls, the southern halls are moving northwards and the western halls southwards – making walking distances shorter. The new site plan, which is adapted to the needs, helps attendees navigate their way around the exhibition grounds even more quickly and conveniently.

"We will also continue to maintain our informative, high-caliber event program with our Speakers Corner, Guided Tours and award ceremonies. These are so much appreciated by the community and will now also take place in their respective market environment, i.e. Halls 3, 11 and 12. With well-known speakers and guides, we can guarantee we'll be catering to all the special needs and requirements of the various target groups," says Wedell-Castellano. "For invited guests at our Retailer's Club, for example, we are opening an ample-sized lounge in Hall 7, which will serve as a central meeting point for all retailing delegations. We are working at full speed to smooth out all the details and provide our customers with all the relevant information as soon as possible." ♦