



INTERNATIONAL DESIGN EXHIBITION

WHERE INSPIRATION THRIVES

Exhibitor Interview Questionnaire

Please try to answer as many questions as possible!

1. INDEX show-related:

- Why do you exhibit at INDEX?
- What makes it special for you? Is it the visitors?
- Dubai has changed significantly over the last few years, and so have INDEX, what have you noticed to be the biggest changes?
- Are you launching anything new at INDEX 2011?
- What's special about your product?
- What can visitors expect to see from your company at this year's show?
- What has been your experience exhibiting at and/or visiting INDEX?
- Were you surprised by anything?

2. Sales/Market Regions:

- What are the biggest challenges of doing business in the Middle East / UAE?
- What are the biggest opportunities of doing business in the Middle East / UAE?
- What are your sales projections for the regions?
- What's behind the growth of your business in the region / UAE?
- Where do you consider is the next big market in the Middle East / world?
- How do you approach business differently in this part of the world?
- Do you intend to expand beyond the GCC / Middle East? If so, where and how?
- What are you planning to introduce next and why?
- What are the key trends in the interior design?

3. Personal/Opinion:

- Which project do you most admire or wish you had been part of and why?
- Time and cost are a major factor impacting projects – how do you maintain quality standards?
- What advice would you give others considering doing business in the Middle East?
- What is your favourite project that you have worked on?
- What would be your dream project?
- What are the challenges facing the interior design industry at the moment?
- How do you think the standard of interior design in the UAE / GCC / Middle East compares on an international level?

Please email your responses to: juliajuettner@dmgevents.com

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