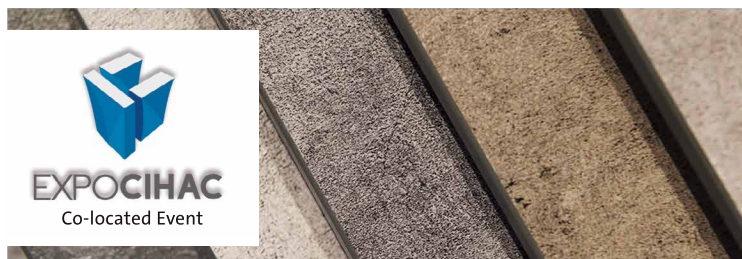


# DOMOTEX Mexico

The First Trade Show for  
Flooring Solutions in Mexico

15 – 19 October 2019  
Centro Citibanamex  
Mexico City ■ Mexico

[domotexmexico.mx](http://domotexmexico.mx)



  
EXPOCIHAC  
Co-located Event



Deutsche Messe

DOMOTEX  
Mexico

# Welcome to the First Trade Show for Floor Covering in Mexico

Heracles  
117

Demeter  
18

Océanos  
113



**Bernd Rohde**  
Managing Director  
Hannover Fairs México

Handwritten signature of Bernd Rohde in black ink.

**Eugenio Carrillo**  
Project Director  
DOMOTEX Mexico

Handwritten signature of Eugenio Carrillo in black ink.



Dear industry professional,

The dynamic and competitive sector of floor coverings and flooring solutions in Mexico will have, for the first time, a specialized business platform. DOMOTEX, the largest event on a global scale in the floor covering sector, arrives in Mexico in 2019 with a trade exhibition designed to meet the market requirements in this region: DOMOTEX Mexico.

Held in conjunction with Expo CIHAC, the leading event for the construction materials industry in Latin America, DOMOTEX Mexico will showcase the leading suppliers in hard and soft flooring, including ceramic floors, stone and marble floors, textile floorings, carpets and rugs, wood and laminates, as well as supplies for installation and maintenance.



DOMOTEX Mexico will be strategically co-located with the largest event in the construction materials industry, Expo CIHAC, assuring the attraction of thousands of specialized buyers from the construction and interior design sectors. We will also incorporate each of the exhibiting companies in our new communication strategy in electronic and traditional media, in order to create synergies that contribute to the success of all participants by promoting direct contact with specialized buyers in this important market.

In this first edition of DOMOTEX Mexico, we will implement an intensive program of promotion, content development and trade buyer attraction, in order to offer the sector a specialized, broad and inclusive commercial platform that meets the expectations of the participants and will offer a clear return on your investment through the generation of contacts and new business opportunities.

We look forward to seeing you at the first business meeting of suppliers for the flooring solutions sector, DOMOTEX Mexico 2019, at Centro Citibanamex exhibition center in Mexico City.

# Strong Partners Join Forces

UBM and Deutsche Messe, two of the biggest global event organizers, get together in order to provide Mexico with a professional platform for floor coverings and solutions.

## DOMOTEX

– The World of Flooring



**Deutsche Messe**

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

More information on the global brand: [www.domotex.de](http://www.domotex.de)





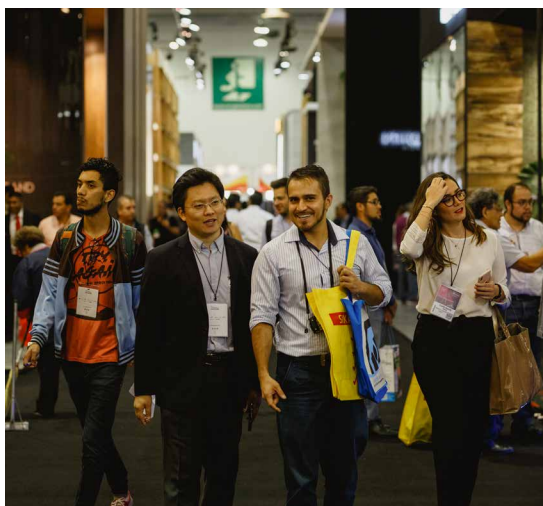
## DOMOTEX Mexico @ Expo CIHAC

– Latin America’s leading Trade Show for the Construction Industry



For the first time the DOMOTEX Brand will be co-located to a construction materials show.

DOMOTEX Mexico will premier as a DOMOTEX co-located event at Expo CIHAC, Latin America’s leading trade fair for the construction industry.



5 days of trade show

+ 600 national and international exhibitors

+ 31,000 professional visitors and decision makers

+ 34,000 sqm exhibition floor

the latest innovations of the construction industry

educational program of conferences and workshops

After 30 years of history, Expo CIHAC has positioned itself as a benchmark in the creation of projects, a platform for trends and relevant topics such as sustainability and urbanization.

Don’t miss out on presenting your brand in co-location to this important platform that attracts a wide range of professional buyers.

More information on Expo CIHAC: [www.expocihac.com](http://www.expocihac.com)

# The Mexican Floor Covering Industry is Booming

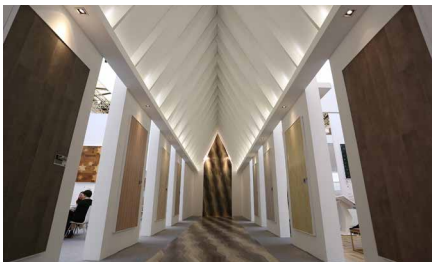
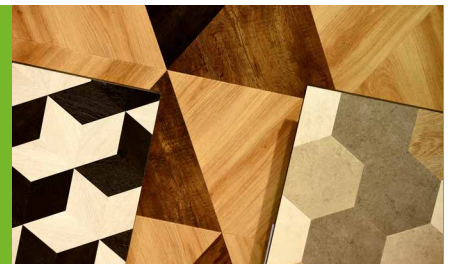
DOMOTEX Mexico will elevate your national and international business connection in this expanding sector.

The Latin American construction industry is experiencing rapid growth and residential, commercial and industrial floor covering solutions are becoming more and more sophisticated in Mexico and the region.



In 2015, demand for flooring and carpet in Mexico totaled **305 million square meters, making it the second largest market in America.**

Demand for flooring and carpets in Mexico is projected to **grow 3.4 percent per year until 2020, reaching 385 million square meters.**



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 centers continue to shape the economy in Mexican commercial construction.



A woman in a black coat and fur hat is examining a colorful patterned rug at a trade show. The rug features intricate geometric and floral designs in blue, orange, and white. In the background, other attendees are visible, including a man in a dark suit and another man in a blue jacket. The setting is a well-lit exhibition hall with a polished floor.

Present your products to a new and expanding market that is on the search for innovative new products and distributors in Mexico and Latin America

# BE PART

## of the most comprehensive international platform with complete solutions for the floor covering industry in Mexico

DOMOTEX Mexico is the first Mexican show that focuses on floor coverings. It is the place for those in the industry who are looking for a platform and a community that provides awareness and international success. Being a part of a global family of flooring shows will serve as a conduit for international business opportunities and partnerships.



Present your products to over 31,000 attendees and decision makers who visit Expo CIHAC, Latin America's leading construction materials event with 30 years of experience.



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



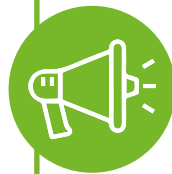
Benefit from the synergies of the cooperation between DOMOTEX and Expo CIHAC, e.g. a professional conference program, that will attract more trade buyers from the sector.



Be part of "DOMOTEX – The World of Flooring" - the global network for the flooring industry with leading events in Germany, USA, China and Turkey.



Display your brand on a platform that will gather the most representative companies and brands of the floor covering industry, both local and international.



Increase your brand's visibility by becoming part of our continuous marketing campaign throughout the entire year.

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





# Product Groups

From hand-made carpets and rugs to stone and ceramic floor covering – DOMOTEX Mexico will display a wide range of floor covering solutions.



## Visitor Profile

DOMOTEX Mexico invites professionals of the industry, including wholesalers and retailers of floor coverings, wood flooring and other flooring products for construction & developers, distributors and buying groups to attend the show:

### By Industries:

- Architecture and interior design
- Construction
- Floor coverings distributors
- Sustainability
- Retail
- Tourism and services
- Hotel and real estate

### By Profession / Function:

- Wholesalers, resellers
- Developers of residence & home developments
- Flooring retailers
- Buying groups
- Construction managers

D758	D661	D657	D653	D647	D643	D639	D633	D629	D625	D619
D658	108 m2 18 x 6m DM 368		108 m2 18 x 6m DM 356		108 m2 18 x 6m DM 344					
D657	108 m2 18 x 6m DM 348		108 m2 18 x 6m DM 336		108 m2 18 x 6m DM 324					
D558	108 m2 18 x 6m DM 348		108 m2 18 x 6m DM 336		108 m2 18 x 6m DM 324					
D557	81 m2 13.5 x 6m DM 288		108 m2 18 x 6m DM 276		108 m2 18 x 6m DM 264					
D458	81 m2 13.5 x 6m DM 288		108 m2 18 x 6m DM 276		108 m2 18 x 6m DM 264					
D457	94 m2 13.5 x 7m DM 248		126 m2 18 x 7m DM 236		126 m2 18 x 7m DM 224					
D358	94 m2 13.5 x 7m DM 248		126 m2 18 x 7m DM 236		126 m2 18 x 7m DM 224					
D357	94 m2 13.5 x 7m DM 188		126 m2 18 x 7m DM 176		126 m2 18 x 7m DM 164					
D258	94 m2 13.5 x 7m DM 188		126 m2 18 x 7m DM 176		126 m2 18 x 7m DM 164					
D257	81 m2 13.5 x 6m DM 148		108 m2 18 x 6m DM 136		108 m2 18 x 6m DM 124					
D167	81 m2 13.5 x 6m DM 148		108 m2 18 x 6m DM 136		108 m2 18 x 6m DM 124					
D166	81 m2 13.5 x 6m DM 148		108 m2 18 x 6m DM 136		108 m2 18 x 6m DM 124					
D155	81 m2 13.5 x 6m DM 148		108 m2 18 x 6m DM 136		108 m2 18 x 6m DM 124					

## DOMOTEX @ Expo CIHAC

15 – 19 October 2019

Centro Citibanamex  
Lomas de Sotelo,  
Hipódromo de las Américas,  
11200 Miguel Hidalgo,  
Mexico City, Mexico

Opening hours:  
Tuesday to Friday, 15 – 18 October 2019  
13:00 – 20:00

Saturday, 19 October 2019  
11:00 – 20:00



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For contact details on our sales partners, please visit:  
[www.messe.de/salespartner\\_gb](http://www.messe.de/salespartner_gb)



You can also find us on the following networks



DOMOTEX events worldwide

