

**ORGANISATION IN DESIGN**

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**INDEX DESIGN SERIES DUBAI**

**26-29 MARCH 2018**



# ORGANISATION IN DESIGN CROSSES THE DESERT

For many years DMG events has organised and produced the Index Design Series fair in Dubai. With INDEX being one of the most important events in Dubai and a lot of new design events happening there, Index is **investing in innovation and new concepts** in order to stay relevant and competitive in a fast-changing landscape. As such, DMG events has invited Organisation in Design to help them reach this goal by curating a space at the next Index Design series 2018 show.

Before accepting this invitation, Organisation in Design conducted research to better understand the Dubai market. We came to the conclusion that Dubai is a **fast growing market** full of **opportunities** for the design world.

Based on years of knowledge and contacts in the design field and pioneering character, Organisation in Design can give a big boost to the exhibition of INDEX. As a stepping stone we wish to attract a new group of exhibitors that will point on quality and innovate the concept of the INDEX fair. Therefore Organisation in Design has decided to produce an exhibition area which will focus on **high quality** products, **innovation**, craftsmanship and **signature**.

# WHY SHOULD YOU CROSS THE DESERT

Why should you participate?

First off, we are talking about a growing market - where projects are being carried out across the sector, preparations for the World Expo 2020 are fully up and running, real estate companies are looking to invest and skyscrapers being built at a massive scale. **Buyers** here are known for their **sales driven attitude**, which is something we can learn a lot from.

It should also be noted that an exhibition in Dubai will open up the entire **Middle East market** to professionals looking to expand their business. Seeing as **over 25.000 visitors** will be attending INDEX Design Series, a wide **international PR campaign** and an **extremely low participation fee** will be part of the deal. All of this considered, Organisation in Design believes that this could be the wind in your sail to enter the commercial industry of this young, eager to learn and innovative city.

Interested in crossing the desert and entering a new market? Then grasp this **unique opportunity** and exhibit in Dubai for a, special arranged by Organisation in Design, low-cost trial.





# INDEX DESIGN SERIES

The INDEX design fair is the absolute international interiors and design event located in the Middle East, taking place from **26-29 March 2018** at the Dubai World Trade Centre.

INDEX is comprised of 8 market-leading interiors, design and surface sectors that allow architects, creatives, designers, hoteliers, retailers and wholesalers to come together, network, learn and source products that create world-class interiors for some of the biggest residential, commercial, hospitality, educational and medical projects.

## **Why doing business in the Cooperation Council for the Arab States of the Gulf (GCC)?**

- Since 2014 All GCC countries have develop plans in place to promote non-oil growth & diversify their economies in sectors including manufacturing;

- In 2017, 78% of visitors to the INDEX Design Series attended from the GCC;

- \$74.9 million worth of building projects are forecast for completion in the GCC in 2017;

- On average 16% of a construction project's value is spent on interior furnishings & fitouts.

# FACTS & FIGURES

Facts & Figures Index Design Series 2017

- o 800+ exhibitors
- o 50.000sqm exhibition space
- o **25.415 attendees**
- o **108 visiting countries**
- o 18 Country Pavilions
- o 50 speakers in the Design Talks
- o **15 design awards**

## **Did you know!?**

- The EXPO 2020 has been awarded to Dubai and will be the 1st time this world fair takes place in the Middle East and North Africa region;

- The UAE ranked 26th in the Woldr Bank's 2017 Ease of Doing Business Report.



# PRESENTATION

At the INDEX fairground Organisation in Design will occupy a 1000m<sup>2</sup> (gross) space under the name of Ventura Dubai, where a mix of Labels and Individual Designers will show their collection and/or latest projects to the Middle East market and potential buyers.

This area will be reserved for international exhibitors ready to approach the Middle East market. For the presentation Organisation in Design will provide constructed booths of **6-12-18m<sup>2</sup>**. These booths will include standard lighting and electricity. We even can provide pedestals for you. All you have to do is add your own style and put your products in place!

And that isn't all! Our exhibition area will be located very prominent and close to the INDEX VIP lounge, together with a Seminar Theatre, which is of course where all the action will take place!

Wondering how you get your products in Dubai? If you deliver and pick up your goods to Amsterdam we can arrange and pay the transport and custom clearance for you from there on.





# MARKETING & PR CAMPAIGN

INDEX continually engage with their community of more than 200,000+ design and architecture professionals. A few highlights from the 2017 campaign include:

- E-mails sent to INDEX database of 200,000+ design industry professionals;
- Radio adverts in English & Arabic reaching a cumulative audience of 4,846,250;
- A targeted digital advertising campaign generating 8,907,600 impressions;
- Coverage in the UAE's 5 biggest newspapers during the show, reaching more than 1million people;
- The overall campaign reaches an international audience of more than 90million people;
- A Social Media Campaign via the official INDEX social media channels

Ventura Projects press mailing will be sent on well-chosen moment to over 25.000 international contacts.

# 2018 MEDIA PARTNERS

**aec online**  
www.aeconline.ae

**CONSTRUCTIONWEEK**

**INSIDER**

**42 DAY**  
DESIGN  
THE PAST, PRESENT AND FUTURE OF DESIGN  
design42day.com

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IL FOCLO DEL MURBLE

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Middle East

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**encyclOMEDIA**

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**HOME**  
ITALIA

**Hot Media**  
PUBLISHING

**HOMESCOPE**  
"BEYOND THE BORDERS"

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**ventures  
onsite**  
ARCHITECTURE & INTERIOR DESIGN PROJECT TRACKER

**DUBAI  
blog**



# COSTS

The Participation fee varies between 1.250,- Euro and 2.250,- Euro depending on the m2. The fee includes:

- Rental of the space;
- Facilities (standard constructed booths, lighting, electricity, cleaning) ;
- Access to Wi-fi;
- General PR and Communication Package by INDEX;
- Assistance and coordination by Organisation in Design;

Especially for you, Index will prepare special discounted package deals:

- Return transport and custom clearance of goods from the Netherlands to Dubai via Transport company Shenker\*;
- Flight and Stay\*\*.

*\*The goods have to be delivered and picked up by the exhibitor to one collection point near Amsterdam. The transport and custom clearance from the Netherlands to Dubai will be for free.*

*\*\* Flight by Emirates. You will receive a discount code when selected.*





# APPLY NOW

Are you in? You can apply online [here](#). In order to complete your application you will be required to provide the following information:

- Your profile/portfolio
- Concept of the project you are planning to show
- Visuals/sketches of the project or, if not available yet, of your latest works
- Photos of previous exhibitions/presentations
- preferred m2, please understand spaces are limited

**Note:** If you participated in a past Ventura Project, then you probably already have an account which you can use for this exhibition again. Forgot your account details (e-mail address and/or password)? Just send us an email: [apply@organisationindesign.com](mailto:apply@organisationindesign.com)

## What's next

We are very happy to have received your application and your interest in entering the Middle East Market, with Ventura Dubai at Index Design Series. After the submission of your application, we will review it and inform you about the selection\* at the end of October. A few days later, we will assign you the booth and start preparing together your participation.

\*Please note that the timing of the selection procedure will depend on the amount of applications received. First-come, first-served.



# CONTACT

The Organisation in Design team will be glad to assist you with any enquiries about participation, applying, locations, logistics etc. Just send an email (in English) to:

[apply@organisationindesign.com](mailto:apply@organisationindesign.com).

To get all the news and background information about this Dubai adventure, you can follow us on social media:

[Facebook](#), [Twitter](#) and [Instagram](#).

You can also sign up for our [mailing list](#) to stay updated about our events and receive all our press releases.

Already sure of applying? Just [click here](#) and apply.

We look forward to receiving your application!  
The team of Organisation in Design

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