

WORKSPACE

4 - 6 JUNE, 2024
DUBAI WORLD TRADE CENTRE

Transforming workspaces

with product, design and technology

Everything has its space



WHY EXHIBIT AT WORKSPACE

Exhibiting and getting face-to-face with industry professionals is the most effective way to grow your business in The Middle East. Thousands of visitors visit Workspace every year to source, touch, feel and experience a wide range of products, solutions and innovations.

PRODUCT SECTORS

Workspace Interiors

Workspace Technology

Workspace Wellbeing



DIRECT ACCESS TO BUYERS

36%

Interior Design and Architect

28%

Distributors

18%

Human Resources and Consultancy

18%

Information Technology



WORKSPACE

“To meet old colleagues, contacts, and clients, as well as to connect with new ones, has been pretty impressive this year. There are two reasons to be here at the fair this year. Firstly, fortunately, it’s post-COVID, and everybody wants to go out, engage in activities, see things, and meet in person again. So it’s more about the experience of being here. Secondly, it’s also about demonstrating how you can create a concept that integrates various elements”

**Managing Director,
Royal Ahrend**

87%

of exhibitors see exhibiting at the event as the golden ticket to unlocking opportunities for their businesses



HEAR WHAT OUR EXHIBITORS HAVE TO SAY

86%

of exhibitors can’t resist The show’s magnetic pull and will return in 2024

79%

of exhibitors couldn’t contain their joy, as they experienced magical encounters with high-quality visitors



“The one thing that has been great about the show this year is the quality of the attendees. The first thing that was really interesting for us was the quality of the panels at the conference itself. It featured the highest echelon of the architectural world. Additionally, corporate real estate leaders from some of our biggest customers are also present here”

Managing Director, Hayworth



FIND THE BUSINESSES AND BUYERS MOST RELEVANT TO YOU

Now in its 21st edition, Workspace is firmly established as the Middle East's premier event for workplace technologies and corporate wellness solutions. The show connects buyers to product manufacturers, smart-office technology, fit-out and design concepts and wellbeing solutions.



FAST FACTS

90% of employees in the UAE are either **working remotely** or have adopted a **hybrid working** environment.

98% of UAE businesses plan to invest in technology in the next **12-18 months** to support a hybrid workforce.

More than 80% of employers are using **AI** in some form of their work and employment **decision-making**.

TOP 5 VISITING COUNTRIES: UAE, SAUDI ARABIA, QATAR, KENYA, IRAN





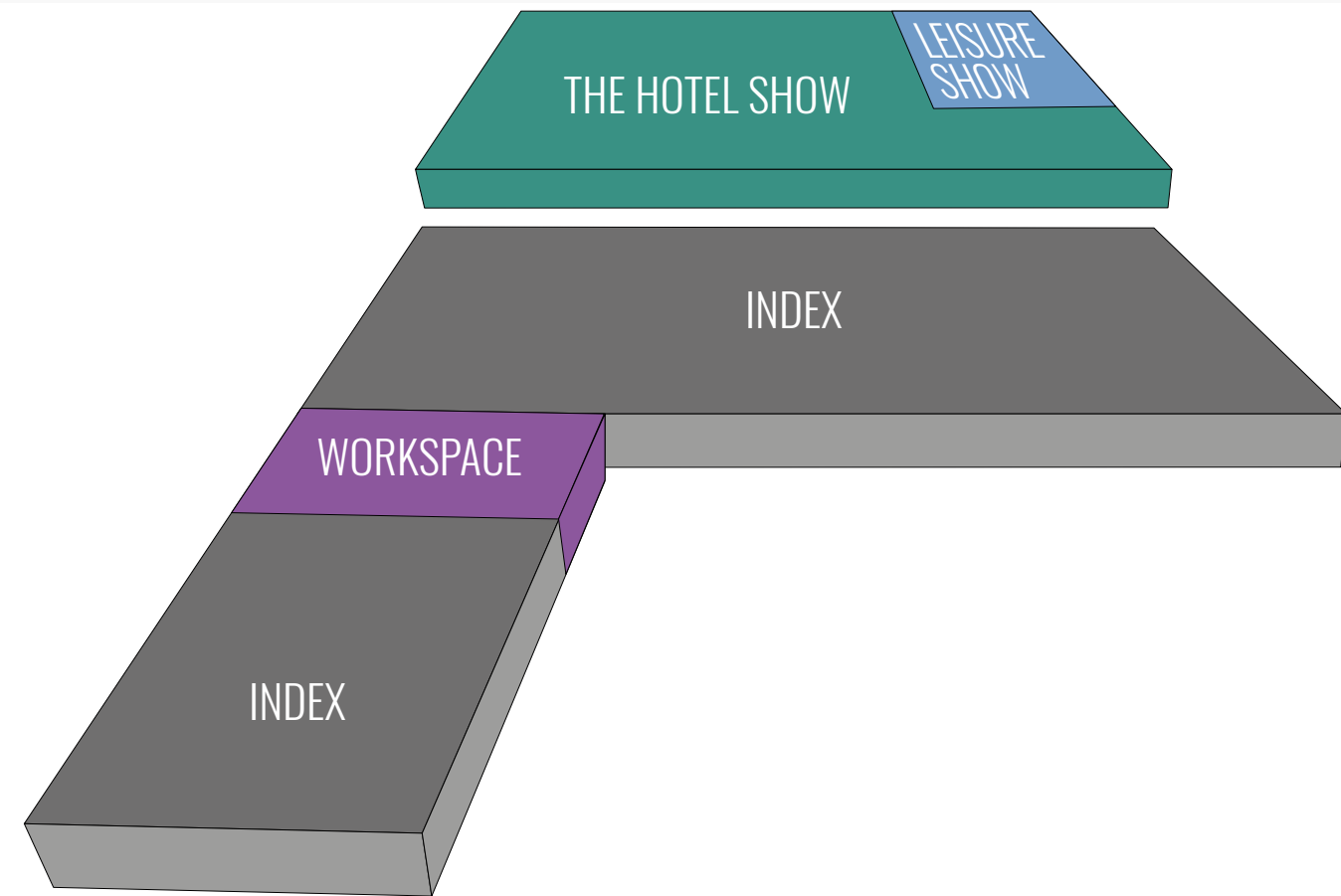
- HoReCa
- Operating Supplies and Equipment
- Facilities Management, Cleaning and Hygiene
- HITEC (Hospitality Technology)

- Wellness and Spa
- Sports and Fitness
- Recreation, Fun and Adventure

- Workspace Interiors
- Workspace Technology
- Workspace Wellbeing

- Furniture and Components
- Accessories and Décor
- Kitchen and Bath
- Design and Fit-out
- Art
- Flooring and Surfaces

- Textile and Furnishing Fabric
- Sleep
- Lighting and Home Automation
- Modular Structures
- Architectural Hardware



EVENT FLOOR PLAN

WHAT TO EXPECT IN 2024

MORE EXPOSURE TO THE FULL SPECTRUM OF DESIGN & HOSPITALITY

Workspace is co-located with INDEX, The Hotel Show and Leisure Show, providing the ultimate networking hub for professionals from across the office, design, hotel and leisure sectors.

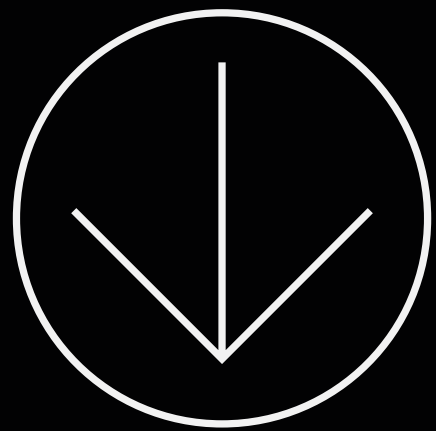
WORKSPACE SUMMIT

The Workspace Summit fuels conversation and debate around the ever-changing working landscape and highlights the trends, technology and innovations you need to know.

Led by the industry's designers, leaders and creative thinkers behind some of the top projects from across the region, the Workspace Summit provides the ideal platform for you to learn, network and discover the latest in work design and commercial interiors.



SECURE YOUR PLACE AT WORKSPACE



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