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The Hotel Show is set to feature an International Village for 2014

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Once again taking place in, the event is celebrating its 15th year, with organisers dmg events Middle East and Asia expecting exhibitors from 38 countries.

Taking place from 28-30 September 2014, the show expects visitors from more than 99 countries (2013 statistic), and aims to provide a full end to end offering from investment, design and build through to refurbishment, fit out and operations of hotels, restaurants, leisure destinations, and resorts.

New for 2014, the show will feature an International Village dedicated to country pavilions for international brands. Meanwhile, Vision 2014 – the high-level conference that attracts influences from the region and beyond – will focus on dynamic issues and trends over three days of free events.

"Whilst we have been at the heart of the industry for 15 years, we also look forward to the dynamic opportunities that the market here has to offer the international supplier base – not least with EXPO 2020 Dubai. Remaining one of the fastest growing regions worldwide with forecasts of growth of 3% up to 2016, we focus on being the event that brings real opportunities to all who participate," commented Christine Davidson, Event Director.

Dubai's Expo 2020 is expected to attract in excess of 25 million people, and the need for over 45,000 new hotel guestrooms. The Hotel Show provides exhibitors with the opportunity to get on the supplier's list for major projects by meeting key decision makers who are the project developers, hotel owners, contractors and interiors-consultants who attend the event to source new suppliers and research new products.

In addition to the International Village and Vision 2014, there will also be a Career & Training Zone, The Sustainable Build, and Architectural Design Feature, in addition to a networking, product launch stage, buyers club lounge and new outdoor and leisure section.

"The Hotel Show could have a serious impact on an order book as more than \$860m was spent by participants last year with an expected spend of almost \$4bn for the year ahead. The event is located in a healthily growing marketplace and that is about to get significantly bigger with major projects and developments for EXPO 2020, The World Cup 2022 in Qatar, and massive room expansion in Saudi Arabia and Africa," concluded Davidson.

www.thehotelshow.com



the hotel show

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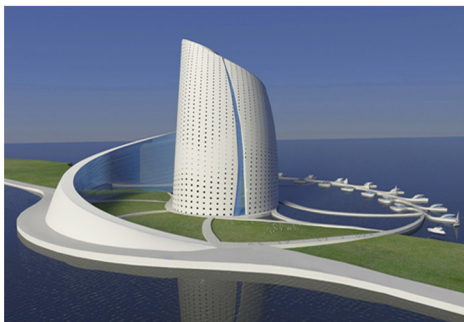
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practices and sustainability a growing concern worldwide, this year's Hotel Show in Dubai will see a number of features and initiatives focused on the issue.



Partnering with the Italian architecture studio WT Project, The Hotel Show will introduce the 'FUTURE HOTEL' – sustainable design feature. Located in Hall 8, 'FUTURE HOTEL' will showcase internationally renowned brands, their products, design concepts and future trend predictions for building design. Creations and videos with innovative solutions that demonstrate the application of latest technologies applied to architecture such as, climate protection solutions including ventilated facades articulated according to building orientation, surfaces that integrate various regenerative energy production methods, geothermic systems, photovoltaic and photocatalytic materials.

“ Chiara Cantono, Director of WT Project Studio, says: “Sustainability projects are not just a passing trend but they represent a real opportunity to improve building performance and quality of life of the local residents. Materials and technologies of latest generation are intelligent, interactive and above all are low environmental impact materials paired to organic forms and natural iconography of the vegetable world.”

Taking inspiration from the structure and functioning of cactus plants, the OASI Skyscraper is one of several new sustainable architectural design concepts that WT Project will present at the Hotel Show. OASI's most important property is its capability to collect rainwater. Both the façade and the surrounding structure feature organic shaped niches that help collect the rainwater to the bottom of the building where they are stored, purified and distributed for re-use.

“The materials used are thought to produce the lowest environmental impact and are fully energy efficient” says Chiara Cantono. “Additional features include natural ventilation for self cleaning windows, a photo catalytic façade to purify the air and a building shell treated with photovoltaic paint to provide energy. The future is in need of self efficient energy solutions and at OASI, we are now able to demonstrate that it is possible to use almost everything you take from nature and turn it into another source.”

The Vision Conference at the Hotel Show Dubai 2014 will also feature speakers and sessions focusing on environmental and sustainable issues across both the hotel, hospitality and leisure industries.

“The Hotel Show is committed to highlighting how design can support the environment and we encourage exhibitors to use the event as the international platform to not only launch their innovations, green and sustainable products and services, but we also have the perfect knowledge platform with the Vision Conference to share knowledge, expertise and ideas through our international speaker line-up” says Christine Davidson , Event Director.

Karcher, Emirates Transport and ABB are just a few of many exhibitors that will present their new sustainable product and services at The Hotel Show. To learn more about The Hotel Show 2014 go to www.thehotelshow.com