

**Press Release**

[for immediate release]

Subject:

Dubai Office Exhibition 2011

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**Interstuhl on stage.**

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The Dubai Office Exhibition, the biggest and most important Trade Fair for office systems in the Middle East, was staged between the 17th and 19th of May. Although the consequences of the global financial situation and economic crisis are still being keenly felt, interstuhl once again took part in this major trend-setting event in the Middle East and presented seating solutions and "design made in Germany".

"We have been active in the region for some time now," said Hartmut Böhlefeld (Director International Activities), stressing the strategic importance of the area for the company's international business. "Architects, interior designer and spatial planners as well as numerous customers there are looking for reliable and competent partners with a local presence who can provide both first-class product quality and an excellent advisory service."

In previous years interstuhl had its own exhibition stand, but this year the company took the deliberate decision to move out of the main exhibition hall and into the Makateb Business Center located in the exhibition boulevard. There we established our own lounge where we could display products important for the market in question..

Queries and  
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"Establishing a haven of calm next to the exhibition was just the right thing to do," said Bernd Albinger (Sales Manager - Middle East), in support of that decision. In addition to the visitors who deliberately sought us out, many architects and interior designers attending the hotel trade fair being staged at the same time also found their way to us."

Together with Silver and its expanded conference room furniture, the two new products AirPad and Volume 8 were magnets of interest. Another focus of attention was to be found on the boulevard where the Fit – Innovation Award winner from last year and symbol for extraordinary seating solutions from interstuhl – could be admired.