

MENA Carpet News

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Middle East and North Africa Carpet and Flooring News



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Interview with Tansel Tula - Royal Hali General Manager

Royal Hali Carpet Complex, history and success story...

Royal story of entering the sector started in 2004 by establishing the Royal Bcf yarn production facility. In 2005, we started machine-made carpet production as Royal Hali Inc. In 2007, we incorporated the world-famous Pierre Cardin brand and started carpet production with the brand of Pierre Cardin Hali.

In 2011, we have become the leader of the pioneers and innovations with strong brands in a very short time by incorporating Atlas Hali, which is the longest-established brand of the carpet industry with its history of 54 years.

Royal Hali Industry and Trade Inc. is the leading company in the sector with its brands of Royal Hali, Atlas Hali and Pierre Cardin Hali and with

its customer-oriented service approach, innovative designs, R&D and innovation studies.

As Royal Hali and Royal Bcf, we export carpet and yarn to a total of 28 countries. In the domestic market, we have the most extensive dealer network in the carpet industry with our nearly 500 showrooms and point of sale all around Turkey.

Let us know about your range of products and innovations. Also Royal hali capacity and level of technologies and machinery.

As Royal Hali Inc, we produce more than 4,000 patterned carpets annually in our 100,000 square meter facilities in Gaziantep with a production capacity of 6,500,000 square meters. Our products differ and vary according to domestic and international trends. Every year, our brands catalogues consist of 14 different collections. Our product range is quite wide.

... Page 2

FORBO Announces Price Increase

Forbo Flooring Systems is implementing a 5% to 9% price increase on all flooring products, effective with orders placed on or after April 1, 2021.

The increase comes after a significant increase in raw material, energy and transportation costs. Updated price lists will be available by March 1, 2021.

Forbo Flooring Systems is a leader in commercial floor covering solutions. Marmoleum, its flagship brand, owns a global linoleum market share of over 60% while Flotex dominates the rapidly growing flocked flooring market with over 90% global market share, according to the company.

In addition to linoleum-based products, the company develops, manufactures and markets a diversity of high-quality vinyl and textile floor coverings and Coral & Nuway entrance system solutions. The company also offers a full range of professional service products.

All Forbo products aim to combine high levels of functionality and durability. Forbo Flooring Systems is committed to environmentally responsible production, sustainable practices throughout its global operations and to far-reaching customer service, the company said.

The announcement is just one of many in recent months. Several flooring companies have raised or plan to raise prices on select resilient and soft surface flooring products in the coming months. Mohawk, Shaw, Armstrong, Mannington and Republic Floors, to name a few, have all increased prices on a variety of products citing significant increases in raw materials and transportation costs.



From Page 1...

We have a classic, modern, vintage-style collection that is suitable for every place.

With regards to the innovations that we have contributed to the sector; Royal Hali, which started 'SigortHali' (InsuredCarpet) application that is the first and unique in Turkey, initiated innovations in the sector with Studio and Ebru carpet which allows custom carpet manufacturing for individuals. From the past to the present, "Anti-bacterial Carpet", "Nano Carpet" that can clean itself, "Dust-less Carpet" and "ZERODUST", which reduce the dust and pilling caused by the yarn of the carpets up to 65%, are among our most important innovations. Royal Carpet; has many national and international awards in the field of R&D, innovation and design.

Royal Carpet is one of the leaders in carpet sector in the world and Turkey, how do you evaluate the machine-made carpet sector in Turkey and also internationally?

Leading countries in the world machine-made carpet export; Turkey, China, India, Belgium and the Netherlands. Turkey holds 28.8% of the market alone. China comes immediately after Turkey and has a market share of 19.8%.

The vast majority of machine-made carpet production in our country is made by companies in Gaziantep. Other provinces where machine-made carpet production is intense can be stated as Kayseri and Istanbul. In July 2020, our machine-made carpet exports increased by 14% compared to the same month of the previous year and were recorded as 212.5 million dollars.

In July 2020, machine-made carpets worth approximately 91.8 million dollars with an increase of 72% were exported to the USA. Saudi Arabia comes after the USA with an export value of 169.5 million dollars and a share of 15.2% in our machine-made carpet exports.

Turkey is the biggest producer and exporter of machine-made carpet in the world, let us know about Royal export destination. What is the reasons that make Turkey biggest exporter of carpet in the world?

In the world market, we export to nearly 28 countries in different parts of the world, especially to all central European countries, USA, Saudi Arabia, China, Morocco, Turkmenistan and Romania. The reason for the facts that Turkey plays an important role in the World machine-made carpet production and export and that it has a significant share in the market is that carpet industry has a long history in Turkey.

The carpet sector is a very old and well-known industry that has an important place in the socioeconomic life of the people. The Turkish carpet industry makes itself unrivalled with its continuous new investments, the designers it has trained in carpet business and its qualified employees.

COVID 19 shows us we should rely more on sustainability and green products, how we can improve sustainability in machine-made carpet industry?

As Royal Hali, we attach great importance to nature and the environment since the day we were founded, we have been carrying out our productions in an environmentally friendly manner. We are a company that has all the quality certificates as we take every measures and precaution in our production facilities.

We have produced 100% natural Tencel yarn carpets very recently. We entered collections with all our brands. These collections, in which we achieved very good results, found a significant place within consumers with their eco-friendly, easily soluble and soft texture.

In addition, we use sustainable natural yarns that do not harm the nature as the raw materials in most of our collections. We will continue to produce sustainable and recyclable products in the upcoming periods as well. Our R&D studies on this subject continue intensively.



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WHO IS BEHIND THE KORDESTANI COLLECTION BRAND?

Interview with Ronak Kordestani Owner and founder of Kordestanicollection

Kordestani collection is a collection created by Ronak Kordestani, Artist and Collector of vintage rugs and textile Goods.

In her store you will find carefully selected vintage rugs, that are designed by herself including some of her exclusive paintings. she has been designing rugs and textiles for almost 10 years with consistent practice in painting and Fine arts. Her passion for handmade rugs grew along the way with her practice and design career and after a long research and traveling exclusively around the globe, she created her first own first collection of handmade vintage rugs.

Rugs are an expensive item so people really like to see who is behind the brand and they like to connect and believe that sales person is real.

Please let us know more details about Kordestani rugs company, history and success story.

I started my business Kordestani collection in 2016. I was trained as an artist (painter) and a friend of mine that had this rug business suggested that I select rugs for them as I had a good eye and a particular taste. I started with a very small collection and started to sell them online on different platforms like Etsy and eBay.

It was very hard to get my first sales as the competition was so high but my persistence eventually worked and I started to sell more rugs. During that time, I started an Instagram page @kordestanicollection that got very popular and people started to notice me. I started staging rugs in different decors and People really liked it. Then my next step was to photograph myself in my pictures.

Rugs are an expensive item so people really like to see who is behind the brand and they like to con-

nect and believe that salesperson is real. Considering that this happens in the virtual world so we have to be as transparent as we can and till date I still show my rugs personally on my IG page. I think People should like you in order to make the purchase and I think my success was building that connection through that virtual world with people over the world.

Let us know about the range of products that you offer to customers at Kordestani Rugs.

I offer a variety of rugs in my shop from Persian to Turkish, Afghan and recently Morocco.

My main focus has always been Persian rugs. I personally think Persian rugs have become a Brand when it comes to rugs and most of my clients always have a demand for Persian rugs. But, as a



Ronak Kordestani Owner and founder of Kordestanicollection

store, I do not limit myself to only one style.

I like to cover each taste and each customer. I have a very eclectic taste and I never like to stick to one particular style. So you can never get bored with my shop, there is always something new for any taste!

One of your best collections is vintage rugs collection, explain more about this collection. Why in recent years vintage carpets are trendy?

I have always liked Persian Tribal rugs as I find them very authentic and I focused more on this collection and noticed that clients really like these rugs especially vintage rugs. I think people in recent years are recognizing that rugs are not only items that cover your floors but also are cultural products and they have value and they will gain value over time.

Young generations are so considerate about climate change and they feel that buying a rug that can last for years and made from natural materials will help the planet. We all know that machine-made rugs are not recyclable and they simply end up in landfills. They might be cheap but soon they will end up somewhere in garbage cans. Vintage rugs are something that can be passed to the next generations and they have a story to tell and people love to have these conversational pieces at their homes.

How Coronavirus pandemic effect carpet retail market in the USA and North America?

At first when the pandemic started everyone panicked but when the stores were closed and people started To spend more time at home. The market started again slowly. But this time people started to buy their rugs on online platforms.

I think the online market has been growing since the start of pandemic and despite the pandemic People

are still living and decorating their homes. So, there is always a demand. Also, I think people are getting used to Buy their products online more these days including rugs.

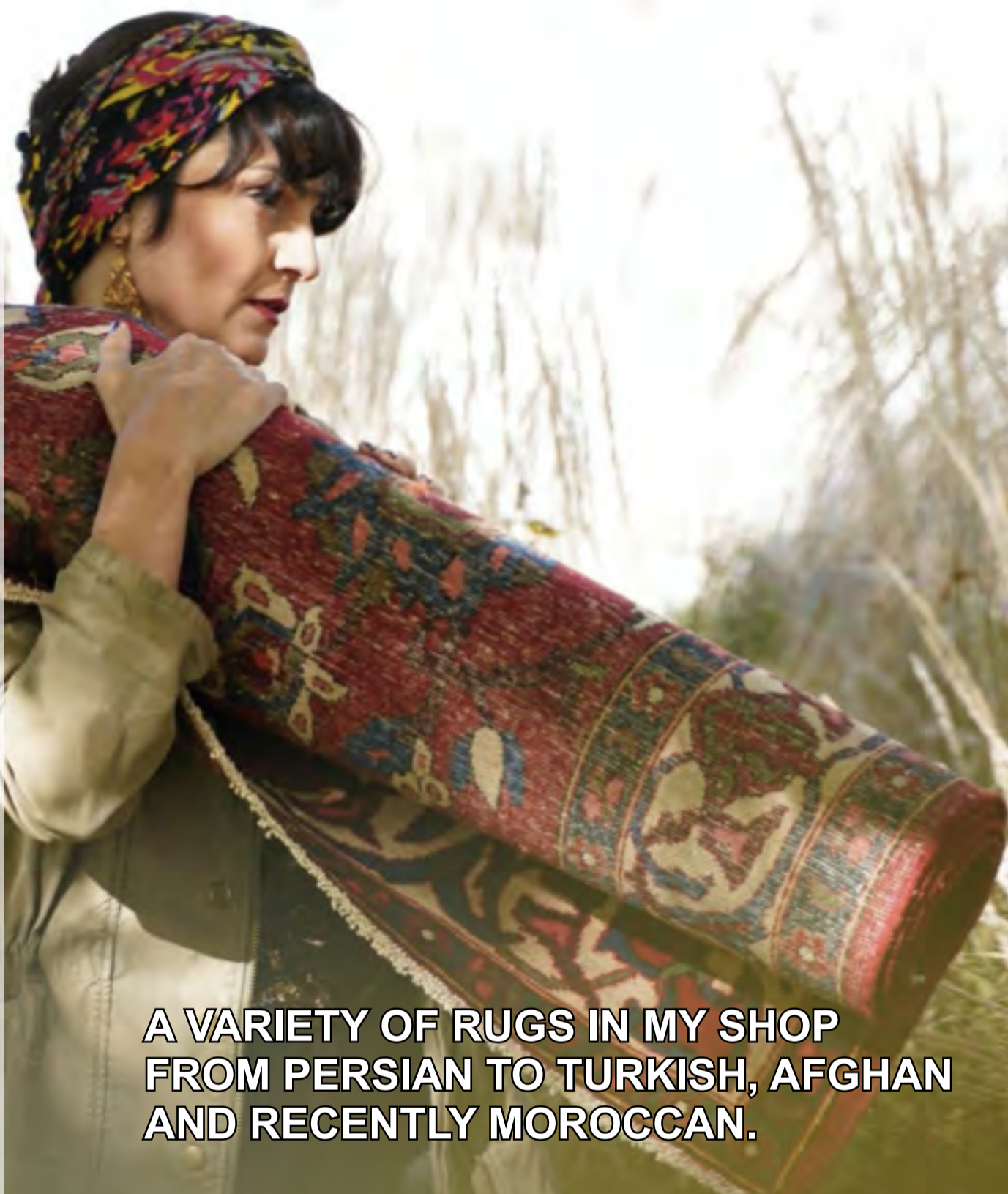
You are so busy recently working on your new picture book, let us know more details about this book.

Yes, I have been working on this picture book for about sometimes now and it's almost ready to be published. This book is not a research book but documentation of all the rugs I curated and collected through a year and Shows a year in my life a rugs seller. The name of the book is called (THE RUG SELLER) and soon will be available on my site to purchase. Each rug was documented were older rugs that I thought would never be repeated and also the effort that I put into photographing these rugs. I wanted to have it as a collection that will never be forgotten.

COVID 19 shows us we should rely more on sustainability and green products, how we can improve sustainability in the carpet and flooring industry?

I think the carpet industry should seriously consider using organic materials that are long-lasting instead of artificial materials. They should empower small carpet weaving factories and handmade rug weavers. We should preserve these thousand-year-old traditions and we should not let the printed machine rugs take place in the market and replace handmade rugs.

They won't have any value over time when you see the young generation that move towards a vintage rug you should know that fast fashion carpets won't last forever. It's the legacy of the handmade rugs that will last and the people who invest their heart and soul in making these products.



A VARIETY OF RUGS IN MY SHOP FROM PERSIAN TO TURKISH, AFGHAN AND RECENTLY MOROCCAN.





Interview with Alireza Mobini, SHAHKAR DORRIN Carpet CEO

A FRESH COMPETITOR IN THE MACHINE-MADE CARPET MARKET

In recent years, new manufacturing companies have been added to the machine-made carpet market of the Middle East and Africa, and Shahkar Dorrin Company is one of them.

Shahkar Dorrin company, thanks to its young and clever management team, has been able to appear successfully in production both inside and outside the country in the past several years, and it caused them to be in the centre of attention. A team that plans to use interesting strategies to make further progress in this market.

Shahkar Dorrin Carpet Company currently produces 700 and 1200 comb carpets using four carpet weaving machines. One of the 700 comb carpet weaving machines produces exclusively for the foreign market, and all its products are dedicated to the collections of the Gulf countries with unusual sizes.

The managers of this company, who have been engaged in carpet trading for a long time, have decided to develop their work into production, and

have also drawn up several plans. You can read the interview of the Kohan Journal with Shahkar Dorrin Carpet Company CEO, Mr Mobini.

Please tell us more about Shahkar Dorrin Group and its history.

Shahkar Dorrin Carpet Group was founded in 2000 with the establishment of a trading group to sell and purchase machine-made carpets, and since 2009 the company has been developed as a machine-made carpet production in the industrial town of Fath al-Mubin in Kashan. The company is currently able to serve all of the customers with a capacity of 4 weaving machines. The company have also been managing its business unit beside the production unit, and today we are one of the leaders in carpet industry.

What are the next 5 year plans of Shahkar Dorrin Group, considering the market situation?

According to the 5-year plan that has been defined for the future of the company, Shahkar Dorrin Group plans to move towards luxury carpets

and continue to export carpet in the next 5 years. This is the sixth year that we are among the Iranian textile candidates. Our 5-year map is to have a continuous presence in all exhibitions to show the art and craft of both Iran and especially Kashan.

What is your vision for Shahkar Dorrin Group?

Given the vision I have as the CEO of the company, we can increase the number of our sales representatives in current cities and also entering into other countries markets in the next 5 years. To achieve this goal, we have made a plan in the production unit as well as a design unit to be able to provide collections and colors specific to these regions and countries as soon as possible. In this way, we can increase the export market and continue our success.

What are your plans for participating in international exhibitions such as Domotex for the next few years?

Shahkar Dorrin Company have not participated in the Domotex exhibi-

tion yet, but I personally have visited five Domotex exhibitions and all of their sister events in Turkey and China. In 2020, we were planned to register the company for 2020 Domotex Gaziantep exhibition, but it was completely cancelled due to Covid-19 pandemic.

What are the current products of your collection? Both in terms of reeds and density, and classic and traditional design?

Our company has two 700-reeds and two 1200-reeds carpet weaving machines. One of our 700-reeds machines is used for producing Versace collection to export to the countries around the Persian Gulf. 700-reeds carpet with 2550, 3000 and 1200 density of light pallet and Tabriz pallet with 1600 density of 1600 are among our productions.

Which countries do you export to?

Given that we have not defined any limitations in the production and design unit, we have been able to export to 17 countries yet and we hope to increase this number to 5 more countries during the next year.



Do you have any plan for online sales?

In my opinion, the culture of online carpet sale is not widespread in Iran right now and it takes a lot of time to do online sales in large scale because the customer wants to make sure about the quality of the carpet by touching and observing the material closely. For this reason, there is a long way to go to the large scale of online sales today, but we are one of the leaders in introducing our products via Instagram, Facebook, and other social networks. As the manager of this collection, I believe that only introduction of the products in the virtual world can be very good and effective for the sales and production of the company.

Given the economic situation of the society, is your focus more on the foreign market or the domestic market?

We have planned with the sales unit to increase the volume of production for the domestic market. It is wrong to ignore domestic sales because it is one of the best markets for machine-made carpets in Iran. But sanctions caused decreasing the purchasing power of people, which, in God's willing, it will get better in the coming years. We are more interested in the domestic market because it is valuable and powerful.

About Shahkar Dorrin Carpet:

Industrial complex, SHAHKAR DORRIN CARPET COMPANY, started its economic activity from 2006 A.M and succeed to establish it in area with 10.000 square meters in SOLEYMAN SABAHI industrial town.

Due to changing the culture of consuming between people and by applying experiences of the elders of this industry and with maximum efforts of manager's and personnel, the art of hands and the use of finest fibers are mixed with the process of utilizing new and modern technology of weaving looms and caused to produce the best quality of machine-made carpets and to distribute them in domestic and global markets by employing a professional team of carpet designers and applying high cares and attentions on selection of most beautiful designs and an attractive pallet of colouring on the basis of taste of new-fashioned people. And finally, this process causes we gain faithfulness and trust of our respectable customers about our products, so nowadays 36 countries have been considered as an export arena of products of this company.

The executives and managers of SHAHKAR DORRIN CARPET COMPANY are proud to mention: we are not among the first-established companies, but we are the best about quality. The criteria of the company are to support customers from first moment till the end in name of Customer-Orientation. At the end, we hope to be known as a premium exporter of high quality of Persian products to all over the world in the coming future.

Shahkar Dorrin Products:

*700 reeds carpets in density 3000 picks/meter, in 10 colors *1200 reeds carpets in density 3600 picks/meter, in 8 colors, High-bulked, In two collection of LIGHT and NAEIN And in close future, *1500 Reeds carpets in density 4500 picks/meter, High-bulked

Mamluk style hand-made carpets adorn homes in Japan

Mamluk style handmade carpets woven by women in Turkey's eastern Iğdır province are adorning homes in Japan.

In a joint project by the Turkish Employment Agency and Iğdır University, Turkish carpets were exported to Japan by women who are new to the profession.

Cavit Polat, vice dean of the Faculty of Fine Arts, said that the carpets are specially woven, considering the size of the homes in Japan.

"Japanese people usually live in smaller houses, for this reason, smaller sizes of carpets are woven in our workshops," he said.

He added that the size of the carpets is around one to two square meters and that Turkish floral

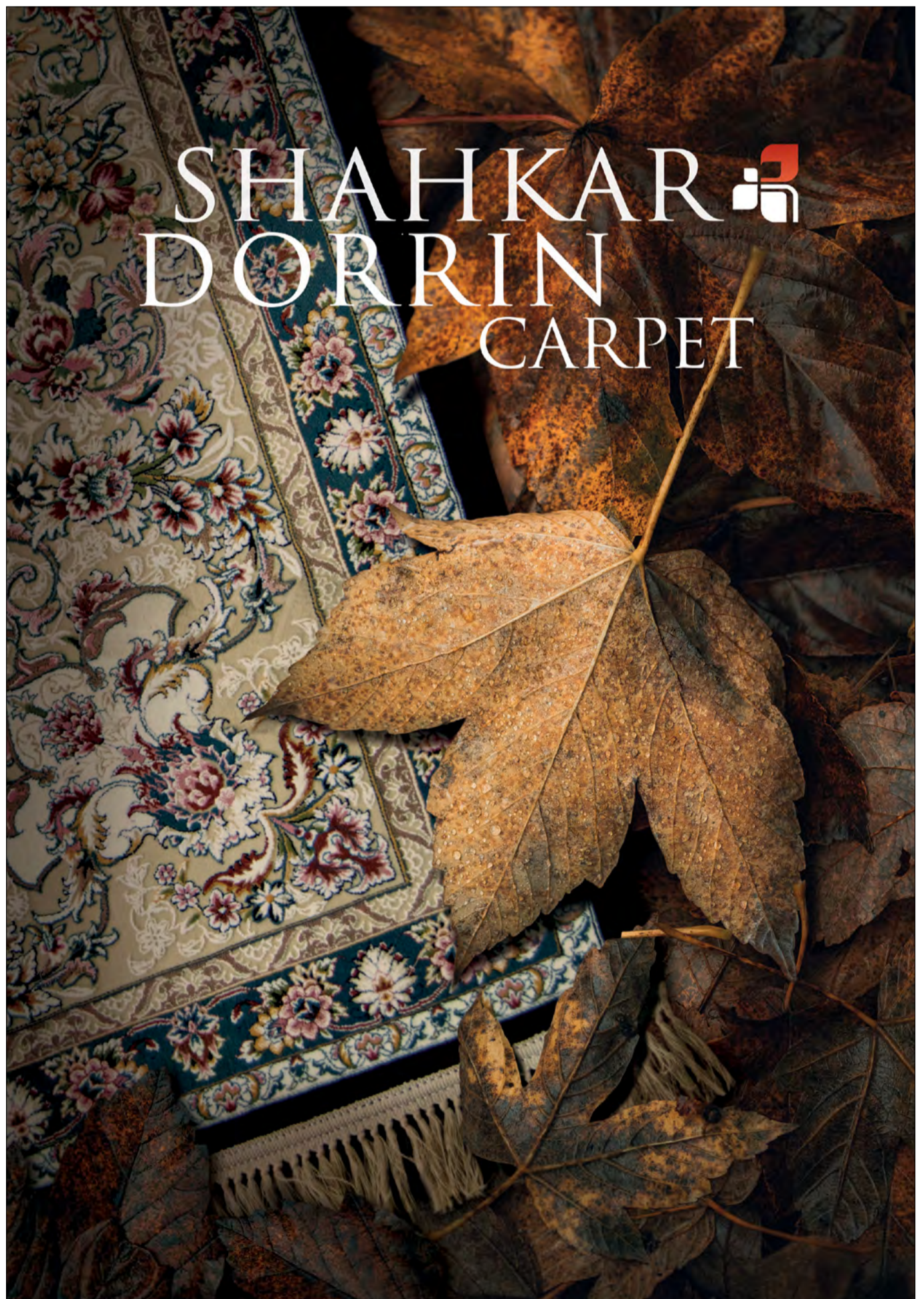


motifs are woven to them.

Melahat Teleri, head of the Handicrafts Department, said the carpet weaving courses for housewives have been going on for two months. Teleri said that the project had opened foreign markets for local artisans.

She said that the requested patterns are engraved to the carpet loom.

Hatice Mengü, an instructor, said that the carpets decorated in the Mamluk style were inspired by motifs used in the Seljuk period. She said that these Mamluk carpets were formerly hung on the walls for decoration.





QUM

COLLECTION



Gheytdaran carpet company has been producing machine made carpets since 1994 in order to produce high quality carpets to meet its customers' needs. Considering quality, Gheytdaran carpet company takes the advantage of a group of experienced experts with the premium quality raw material beside the modern technology of Van De Wiele and Schonherr. It has the annual production capacity of 2.000.000 m².

Site: www.gheytdarancarpets.com
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TURKISH CARPET, FURNITURE SECTORS TO INCREASE EXPORTS TO US WITH NEW INVESTMENTS

Several Turkish manufacturers decided to establish a new logistics center in the U.S. following a surge in demand due to additional taxes on Chinese goods and more frequent house renovations during the pandemic.

The three-month preorders of the furniture industry and six-month preorders of the carpet industry have been sold out. Due to the high demand, some companies made new investments or rented new warehouses in the U.S. With the support of Turkey's Trade Ministry, the sector is preparing to establish two logistics centers in Los Angeles and New Jersey, on an area of 10,000 square meters (2.5 acres), in the first six months of the year.

The sector representatives said that carpet exports to the U.S. doubled in 2020 compared to the previous year, exceeding \$800 million (TL 6 billion), and outperformed the closest market, Saudi Arabia, by 3.5 times. Carpet exporters expect 15% growth in 2021, reaching \$1 billion.

The furniture sector, which carried out \$183.5 million in exports to the U.S. in 2020, also expects to increase the figure to \$500 million in 2021 and to \$1 billion in 2022 with the effect of the logistics center that will be established this year.

Ahmet Güleç, the chairperson of the Federation of Furniture Associations (MOS-FED), said that there is great interest in Turkish furniture in the U.S., adding that they aim to shorten delivery time, which is currently about four months. "When new logistic centers will be opened, the products will be delivered in a month," he said.

Bellona General Manager Mustafa Karamemiş said that they established a subsidiary of Bellona under the name of Hudson Global USA Inc. in December 2020.

"The U.S. imports \$60 billion worth of furniture. Only 10% of this value is over Turkey's total exports. While increasing our share in this market, it is important to strengthen our investments and infrastructure as furniture makers," he said.

"Royal Hali General Manager Tansel Tula said that they exported \$1.5 million to the U.S. with the brands of Royal, Atlas and Pierre Cardin. "This year, we aim to increase the figure to \$6 million. In this context, we made franchise agreements in the U.S. One of our franchises has a 3,000-square-meter warehouse in Washington. All of our products will be distributed through this dealer," Tula said.

President Recep Tayyip Erdoğan and his U.S. counterpart Donald Trump in June 2019 embraced a goal to increase the bilateral trade target from \$75 billion to \$100 billion, an aim that has been reiterated by the two countries' officials on a number of occasions.

DOMOTEX ASIA/CHINAFLOOR PROMOTES UPCOMING FLOORING FESTIVALS

Global Flooring Connect, the new digital platform launched in 2020 by DOMOTEX asia/CHINAFLOOR, offers a comprehensive, straightforward and easy to use online platform that brings together buyers and suppliers from all around the world.

Global Flooring Connect is a digital resource to view flooring products, keep up to speed with new trends and innovations and network within the industry.

Since its launch in the summer of 2020, Global Flooring Connect has registered more than 400 exhibitors, presenting more than 800 flooring products and has welcomed more than 1,500 registered buyers and over 80,000 unique online visitors. During this time, more than 286 B2B online video-meetings were held between online hosted buyers and selected flooring exhibitors.

Buyers visiting the platform can view products from all major Chinese and International brands. Registered buyers have the opportunity to meet and network with companies such as Festival Hali, Asos Carpets, Vox-floor, Power Dekor, Kingdom Flooring, Hailun Carpets, Gold Seagull



Wood Co., Nanjing MGM New Materials Co., and many-many more. B2B online video meetings are open only to verified buyers, interior designers and architects.

Global Flooring Connect, is currently promoting its European Flooring Festival, hosting B2B meetings with flooring buyers from the European region.

Global Flooring Festival in March for buyers from all around the world. American Flooring Festival in April dedicated to buyers from the North and South American regions. Registration is free. Visit domotexasiachinafloor.com for more information on how to be a part of this online flooring community.

IRAN MACHINE MADE CARPET INDUSTRY 2018-2022

+ TOP 100
IRANIAN MACHINE - MADE
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NEW PET-FRIENDLY CARPETS BY ANDERSON TUFTEX

The best things in life are built to last. They're the things that, upon first glance, you know were lovingly touched by a Maker's hands.

The Maker's personal touch always leaves its mark. When we create, every act brings about a beautiful shift. Raw materials become a finished work of art. Over time, our living spaces transform, too.

They become places of comfort, respite, work, play and a way to express our truest selves.

That sense of individuality is evident in the dynamic variations of hand-hewn hardwoods, thoughtfully selected fibers, bespoke designs and precise workmanship of Anderson Tuflex flooring. As Makers, our designers explored the many nuances of craft — nature's alluring asymmetries, the arti-

san's expert touch, the finest details and the most dramatic changes — to enlighten the timeless art of making a house a home.

We design with intention. We craft with care. In our own ways, and together, we are all makers.

The Maker collection introduces four new STAINMASTER® PetProtect® carpets. Constructed with our Colorpoint Platinum tufting technology and STAINMASTER® PetProtect®, these finely crafted, tip-sheared loop patterns are built to last for years to come.

Sheer Purrfection: A stylized depiction of traditional folded-paper art, this layered geometric pattern makes an effortlessly purrfect impression. Mimicking the shaded recesses and crisp lines that give folded paper forms depth and definition, the fibers

in this STAINMASTER® PetProtect® design make use of different cut and loop effects to lend a modern edge to a reflection of a centuries-old practice. This pattern comes in 12 captivating tones.

Purrfect Harmony: You'll hear purrs of contentment at the mere sight of this finely crafted, tip-sheared loop design. Purrfect Harmony recalls the careful curvature and sculptural flourishes of hand-carved Rococo scrollwork, the epitome of custom style and finely crafted details. This STAINMASTER® PetProtect® carpet is elegant from any angle and especially inviting in each of the 12 available colors.

Purrfect Match: This pet-friendly premium carpet pulls inspiration from the multidimensional characteristics of sculptural glassworks. Just like varicolored flame-fused glass art, this design's beautifully matched fibers find direction and movement in the play of light across its surface. Eight color choices allow you to bring this STAINMASTER® PetProtect® carpet's unique pattern and textured character to life in a hue that complements you and your pet's personal style.

Picture Purrfect: Drawing inspiration from the intricate Japanese art of Kumiko woodworking, Picture Purrfect provides a glimpse into this ancient tradition through the lens of modern design. This STAINMASTER® PetProtect® carpet, with its hypnotic hexagonal repeat, was created with care to look pawsitively purrfect for years to come. Available in 12 stunning colors, from soft neutrals to organic green and gold to deepest blue or brown.

NWFA WOOD FLOORING EXPO AND COVERINGS CO-LOCATE SHOWS

The National Wood Flooring Association, and the organizers of the Coverings international tile and stone exhibition, announced today that the NWFA's 2021 Wood Flooring Expo and Coverings 2021 will be held simultaneously, July 7-9, in Orlando, Florida, at the Orange County Convention Center. The Wood Flooring Expo will be held in the South Hall, and Coverings will be held in the North Hall. Registered attendees, for either event, will have access to both exhibit show floors.

Both organizations rescheduled their events, which were originally planned for April, due to the ongoing restrictions as a result of COVID-19.

"Opportunities often present themselves in time of crisis. Coverings and the NWFA Expo are consistently held within weeks of each other every Spring. Given both organizations had to postpone their shows in April, it makes sense to be co-locating with Coverings to bring additional value to attendees of NWFA's Wood Flooring Expo," says NWFA President & CEO, Michael Martin. "We know from our membership surveys that NWFA members generally install and distribute multiple types of hard surface flooring. Combining the education and show floor for real wood, with the education and show floor for natural tile and stone, provides our members with opportunities to see more products in one place. They essentially will be getting two shows, at the same time, both of which promote natural flooring products."

Jennifer Hoff, President of Taffy Event Strategies, which manages Coverings, says that "co-locating with NWFA's Expo helps Coverings reaffirm its commitment to provide a safe, in-person event that unites the natural, hard surface flooring industry. Every step is being taken to ensure the events follow all guidelines recommended by the Centers for Disease Control and Prevention, as well as federal, state, and local government agencies."

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nwfa expo
2021 ORLANDO
JULY 7-9 | ORLANDO, FLORIDA

The NWFA Wood Flooring Expo is the largest tradeshow and conference worldwide dedicated exclusively to real wood flooring. Coverings (coverings.com) is the largest international tile and stone exhibition and conference in North America. Both shows offer hundreds of exhibitors on the show floor from across the globe, as well as numerous educational opportunities to enhance industry knowledge for the events' international attendees.

For more information about attending the events, or exhibiting at the shows, visit nwfaexpo.org, and coverings.com.

The National Wood Flooring Association (NWFA) is a not-for-profit trade organization, with more than 3,200 member companies world-wide, dedicated to educating consumers, architects, designers, specifiers and builders in the uses and benefits of real wood flooring.

Coverings is the largest tile and natural stone event in North America. Show sponsors include Ceramics of Italy/Confindustria Ceramica, Ceramic Tile Manufacturers Association of Spain (ASCER), Tile Council of North America (TCNA), National Tile Contractors Association (NTCA), and Ceramic Tile Distributors Association (CTDA).

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DOMOTEX 2021 BECOMES DOMOTEX DIGITAL DAY

January 6, 2021 Carpet and flooring

After initially being postponed to May 18-20, DOMOTEX will no longer take place as a hybrid trade show format this year.

The current global infection situation in the wake of the COVID-19 pandemic makes it impossible to plan and organize a physical presence on site in Hannover at the world's leading trade show for carpets and floor coverings. Instead, new digital formats will cover the topics of the international floor coverings industry in May 2021.

Following the renewed rise in coronavirus-related new infections on a global scale, Deutsche Messe AG has decided that DOMOTEX 2021 cannot take place as a hybrid event as planned, after initially shifting from January to May.

Currently, an alternative digital business platform is planned in form of the DOMOTEX DIGITAL DAY on May 20, 2021. The focus element of this platform is a digital conference that will address current and forward-looking topics in the international flooring industry.

"Trade shows like DOMOTEX, which are characterized by a very high level of internationality on both sides, amongst exhibitors as well as visitors, have a long planning period. Following the recent surge in global coronavirus cases, accompanied by lockdowns, worldwide travel warnings and restrictions and quarantine requirements, we now have had to make this decision. Unfortunately, for the first time in its 32-year history, we will not be able to organize DOMOTEX in 2021 as a physical trade show on our exhibition grounds in Hannover.

Even a hybrid DOMOTEX is not realistic in the current situation, as it would require a certain proportion of physical exhibitors and visitors on-site,

combined with travel from all parts of the world. We have therefore decided to organize DOMOTEX as a purely digital event, in order to give our customers the necessary planning security from now on," says Dr. Andreas Gruchow, Member of the Management Board of Deutsche Messe AG, commenting on the final decision.

Sonia Wedell-Castellano adds: "DOMOTEX thrives on the live experience. The shown products need to be experienced live on-site in terms of their look and feel. As long as the global pandemic has us so firmly in its grip and a sufficient vaccination rate cannot be guaranteed worldwide, we cannot safely plan for the future with a physical event. Markets thrive on exchange. Our customers are urgently looking for participation formats, which allow them to get in touch with their customers, expand their existing network and access new contacts to present their products and innovations despite contact restrictions.

Our answer to these needs is the DOMOTEX DIGITAL DAY. A conference format, in which we will address current topics with top representatives of the industry on May 20, 2021, and provide participants with an interactive business platform. As part of the conference, exhibitors will be able to present their products and innovations, embrace business and indulge into networking and connecting. The specific opportunities for participation will be available in our online store pretty soon."

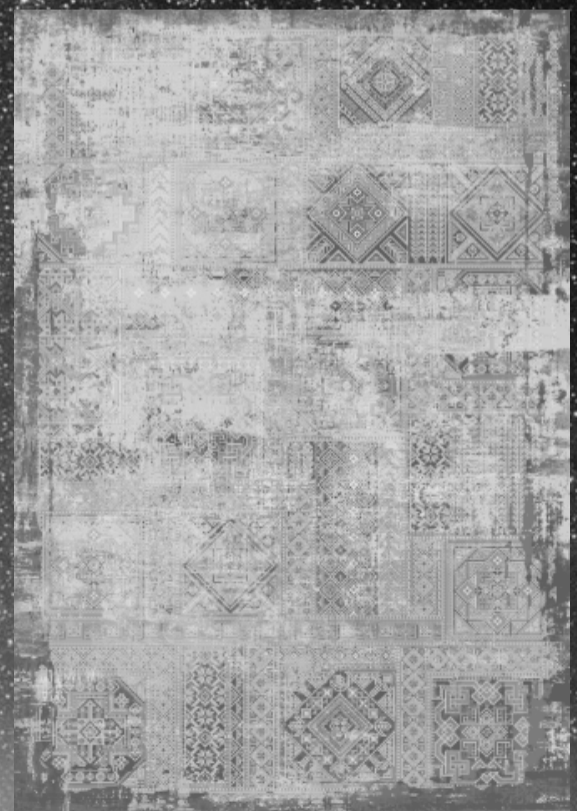
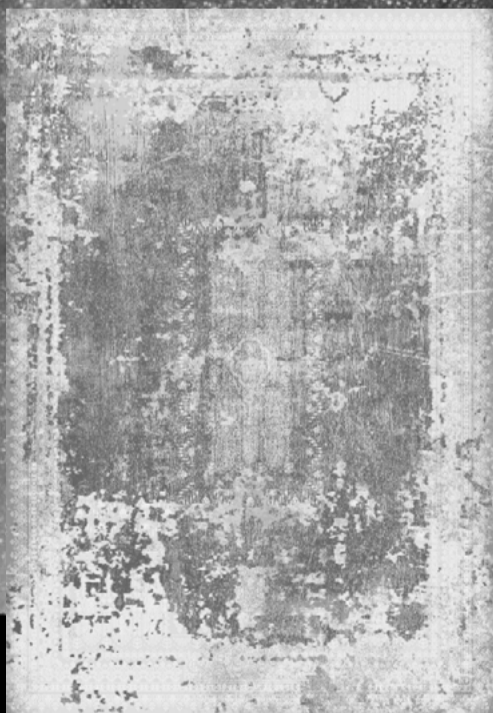
The COVID-19 pandemic is forcing trade show organizers to rethink. Numerous trade shows are currently taking place on a purely digital basis in response to the market participants' desire for complementary digital offerings. With the new format DOMOTEX DIGITAL DAY, Deutsche Messe is acknowledging the importance of rapidly increasing online channels in the flooring industry. The digital event will therefore also put a special focus on digitalization aspects.

DOMOTEX 2021 will take place as a digital-only event on May 20. The next hybrid DOMOTEX is scheduled for January 13-16, 2022, at the Hannover Exhibition Grounds.

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SANCTIONED IRAN PUSHES LOCAL TRADERS TO SEEK LIFELINE IN IRAQ

Piles of plush carpets line the floors of a northern Iraq shopping centre hosting traders from neighbouring Iran who hopes the spangle of their ornate handicrafts might offer a lifeline out of poverty.

“Our money is so devalued, so when we come to this side – apart from the cultural exchange that we share – from a financial perspective it’s more profitable for us,” said Iranian Ramiyar Parwiz, the organizer of the exhibition who is originally from Sanandaj. “The money we receive ... whether in dollars or dinars has a higher value on our side and it’s worth a lot.”

At least 24 businesses from 15 Iranian cities set up shop this week in the city of Dohuk in the Kurdish-run northern region of Iraq. From Sanandaj to Bijar, they brought luxurious carpets and from Isfahan, Yazd and Hamadan, precious gems, copper and pottery.

Iran is among Iraq’s largest trading partners and this cooperation has deepened since 2018 amid the Trump administration’s maximalist policy on Iran that has seen the U.S. pull out of Tehran’s 2015 nuclear deal with world powers and levy punishing sanctions on the country.

Tens of thousands of Iranian pilgrims visit holy sites in Najaf and Karbala every year, boosting Iraq’s fledgling tourism sector. Over 100 trucks ferry construction materials, food, medicine and appliances



into Iraq every day.

The dependence on Iraqi markets has only deepened as economic conditions worsen in Iran. U.S. sanctions bar American companies and foreign firms from dealing with Iran affecting Iran’s energy, shipping and financial sectors, causing foreign investment to dry up.

Oil exports have been hardest hit and Iran’s economy contracted with dreary forecasts for the future. Unemployment rose and rural populations were disproportionately affected.

The exhibition of Iranian businesses is typically held every year in the city of Sulaymaniyah, which borders Iran. This is the first year the traders have ventured to Dohuk, which shares closer economic ties to neighboring Turkey, in hopes of enticing new customers and creating greater demand for Iranian goods. Parwiz said the Dohuk venture was the result of desperation.

“There is huge pressure on people (in Iran), and the cost of living is unimaginably high,” he said. “We can’t afford to buy anything, we cannot even afford to buy medicine.”

For Iranian businesspeople experiencing difficult times, Iraq has always offered hope for respite.

Haji Tousi, a businessperson from Mashhad, sells his fine carpets at a lower price than local Iraqi traders. He knows the dollars he takes back home to Iran will keep him afloat.

“The type of carpet we are selling here is \$200, whereas the same carpet in the market here is sold for \$300-350,” he said.

But, to the dismay of many Iranian traders, the impact of Iraq’s own economic troubles was in plain sight: The exhibition attracts crowds of visitors but many can’t afford the marked-down items.

“There are many visitors who have warmly welcomed this expo but economic problems have kept them from (purchasing),” said Maryam Mradi, a businessperson from Sanandaj.

Iraq is grappling with an unprecedented liquidity crisis brought on by low oil prices. That has slashed state coffers in half and led the government to borrow from the central bank’s foreign currency reserves to make salary payments.

Some of the Iranian vendors were skeptical their goods would be well received in Dohuk and other areas of Iraq, where Turkish brands dominate shopping isles.

SABIC POSTS 12% RISE IN Q4 FY20 REVENUE OF SAR 33 BN

Saudi Basic Industries Corp (SABIC), a chemical manufacturing company, posted 12 per cent revenue growth to SAR 32.85 billion (Saudi Riyals) during fourth quarter (Q4) FY20 ended on December 31, 2020, compared to revenue of SAR 29.30 billion in third quarter of FY20. Company incurred a net profit of SAR 2.22 billion (Q3 FY20: SAR 1.09 billion).

“Despite the challenges posed by Covid-19 throughout last year, we have demonstrated the success of our business model and its ability to enhance our resilience, boost our operational excellence, and strengthen our global supply chain and presence,” Yousef Abdullah Al-Benyan, vice chairman and chief executive officer of SABIC, said in a press release.

Company’s EBITDA for Q4 FY20 increased 18 per cent to SAR 6.67 billion (SAR 1.78 billion). Income from operations rose to



SAR 3.69 billion (SAR 2.10 billion).

Petrochemical & specialities revenue grew 13 per cent to SAR 28.99 billion (SAR 25.55 billion). In the performance polymers & industrial solutions business unit, polypropylene prices grew during the reported quarter by robust demand from key end industries such as consumer durables, as reported in the release.

“The fourth quarter benefited from sustained economic recovery, which translated into higher demand for our products. Our global business model and the strength of our global supply chain continue to demonstrate their resilience and flexibility, positioning us well for long-term growth,” Al-Benyan said.

TURKEY WANTS TO BE AMONG WORLD’S 10 BIGGEST ECONOMIES

Turkish President Recep Tayyip Erdogan recently announced an ambitious plan to make the country the tenth largest economy in the world by engaging in major investments that would boost the gross domestic product (GDP).

“We’ve turned towards bigger investments in bigger projects,” he said in his video message during the inauguration of a bridge in the Malatya province.

He also said Turkey is realising more than half of all global megaprojects by itself and the country is planning to support ventures in space technology and artificial intelligence.

“With the courage we derive from our strong infrastructure, we constantly raise our targets in every field, enhance our capacities, and, especially, expand new production areas,” Erdogan was quoted as saying by Turkish media reports.

The economy reportedly shrank around 10 per cent year on year in the second quarter, when the first wave of COVID-19 hit, but it managed to swing back to growth from July through September. Economists expect it to narrowly avoid a contraction for 2020 as a whole.

EVTEKS WILL BE THE REFLECTION OF THE INDUSTRY'S POWER ONCE AGAIN

The 26th edition of EVTEKS will be the reflection of the industry's power once again

One of the world's two largest exhibitions on home textiles, the 26th edition of EVTEKS – Istanbul International Home Textiles Exhibition, will open its doors to visitors. The exhibition, where more than 1.000 companies from 130 countries will display their products between May 18-22, 2021, expects visits from over 100 thousand industry professionals this year.

Turkey's unique exhibition on home textiles, EVTEKS – Istanbul International Home Textiles Exhibition is making preparations for the opening of the exhibition through a series of measures under the "return to normal" criteria determined by the Turkish government and UFI (the Global Association of the Exhibition Industry).

Organized by CNR Holding subsidiary, Istanbul Trade Fairs, with the cooperation of TETSİAD (Association of Turkish Home Textile Industrialists and Businessmen) and the support of the Ministry of Economy of the Republic of Turkey, Istanbul Metropolitan Municipality, and KOSGEB (Small and Medium Enterprises Development Organization of Turkey), the exhibition will host more than 1.000 companies from 130 countries for 5 days.

Expecting visits from over 100 thousand visitors, the exhibition will display the latest products and collections in the field of contract textile, design, floor and wall coverings. The 6th edition of the exhibition, taking place at CNR Expo Istanbul Expo Center between May 18-22, 2021, will welcome industry professionals.

HUNDREDS OF THOUSANDS OF BRANDS ON THE SAME PLATFORM

Turkey's unique home textiles exhibition, EVTEKS will bring together hundreds of thousands of brands on the same platform with the 160 thousand square meter area. The exhibition, to be visited by interior architects, design and concept stores, furniture showrooms, distributors, importers, wholesalers, stores, chain stores, contract companies, and professional buyers from hotels, expects to welcome industry professionals from the countries in Europe, the Middle East, the Gulf

HES CODE REQUIREMENT FOR PARTICIPATION IN EXHIBITIONS

CNR Holding, leading the industry with more than 40 exhibitions held annually, has secured the healthcare of its exhibitors and visitors at exhibitions and adopted a series of measures under the new "return to normal" criteria determined by the Turkish government and UFI (The Global Association of the Exhibition Industry) to remove potential risks.

Accordingly, the entrance and exit points of exhibitions have been rearranged. Body temperature is checked at exhibition entrances. External air is used in ventilation systems and the air inside is kept clean permanently. The number of people at the exhibition venue in the same period of time is restricted. Exhibitors, visitors, and staff members are requested to share their HES codes at exhibition entrances.

Countries, North Africa, Russia, and the CIS countries.

Ranked first in Europe and fourth in the world as the largest manufacturer and exporter in home textile, the Turkish home textile industry will discover new markets and boost business volume at the exhibition. Having a busy schedule to strengthen its existing position in global markets, the industry has reached a 13-billion-dollar market volume through its accomplishments in recent years.

Having exported to 174 countries in 2019, the industry has reached a 5.5-billion-dollar trade rate. The Turkish home textile industry, which will discover new markets via the exhibition, aims to increase the 2020 rate by around 20 percent.

CNR IMOB, THE WORLD'S BIGGEST, TURKEY'S UNIQUE INTERNATIONAL FURNITURE ONLY EXHIBITION

An exclusive gathering of the furniture industry in August 2021

17th CNR IMOB – International Istanbul Furniture Fair, which has been postponed to August 3-8, 2021 to bring together exhibitors and visitors in a healthier and more efficient trade platform, draws great attention from the industry in its new date.

The world's biggest and Turkey's unique furniture only exhibition, CNR IMOB, will come together with more than 42 thousand buyers from over 130 countries at CNR Expo Istanbul Expo Center.

The world's biggest and Turkey's unique international furniture only exhibition, 17th CNR IMOB – International Istanbul Furniture Fair, organized by CNR Holding subsidiary, Istanbul Trade Fairs, with the support of the Ministry of Trade of the Republic of Turkey and KOSGEB (Small and Medium Enterprises Development Organization of Turkey), keeps receiving enormous attention in its new date.

The exhibition, which has been postponed to August 3-8, 2021 to bring together exhibitors and visitors in a healthier and more efficient trade platform, will take place on a date when it is anticipated all the global travel restrictions to be removed.

FULL OCCUPANCY ENSURED IN THE HALLS

Organized at an area covering 150 thousand square meters in 11 halls of CNR Expo Istanbul Expo Center, the exhibition will host the world's top domestic and international brands.

The exhibition, which has been postponed to a date when global travel restrictions will be removed, will welcome more than 42 thousand buyers from over 130 countries in Europe, Asia, Africa, and the Middle East including Russia, Italy, Germany, Austria, Switzerland, Saudi Arabia, Iraq, Kuwait, Qatar, and the UAE.

Hundreds of companies from the Gulf countries, North Africa, and Europe will come together with Turkish furniture manufacturers for bilateral B2B meetings. For the exhibition, rapidly reaching full occupancy in the halls upon the massive interest within a short time, thousands of buyers from all over the world have already made their reservations.



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