

INDEX INTERIOR DESIGN SHOW, DUBAI, NOV 2010

Event Overview

INDEX, to be held from 8 – 11 Nov, is the Middle East's largest interiors, furniture, design, lighting and bathrooms/fittings trade show, now celebrating its 20th anniversary.

Dubai is the business hub of the Middle East region and is one of the world's leading re-export locations – it is easily accessible and also serves North Africa, Central Asia, India, Pakistan and all Middle Eastern markets. Last year more than 25,000 trade buyers attended the show from over 100 countries.

Promotion Overview

AMAG has offered to support its licensees participating in the show with a financial assistance package.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.