



Domotex

Contract Flooring Association

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The work areas are all laid out for the start of the 2008 European fitting competition

The chief executive of ficer: Richard Catt

So was Domotex good for the CFA this year? **Absolutely!**

THIS was of course, my first year representing the CFA at Domotex. Whichever way you approach an exhibition, the networking opportunity is a major benefit.

For my first Domotex for the CFA, I decided to approach this as a visitor, rather than an exhibitor.

I remember being reminded a few years ago by my boss at the time that an exhibition is like any other business meeting. You need to plan what you are going to do and preferably set yourself some objectives.

So armed with my list and a few ideas, I set off for Domotex. Of course as my first for the CFA, I wasn't quite sure what to expect.

On the first morning, I started by visiting the NICF organised fitting competition. And I can't tell you how impressive that was, but more of that later.

For the first few hours I hardly managed to move, bumping into a number of existing CFA members and then being approached by someone who was interested in becoming a manufacturer member.

We received offers of sponsorship for FITA, interest in some new ideas for presentations at regional meetings and contacts for potential representation on British standard committees. And that was just in the first few hours!

I really didn't get to see everyone I wanted to see and to some extent that was a measure

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of the success for me. Some of my conversations were simply networking, but most had a very definite outcome.

So was Domotex good for the CFA this year? Absolutely!

And then as I mentioned above, there was the fitting competition organised by the NICF through John Roberts and his team. I can't tell you how impressive it is.

The pictures on this page just don't do it justice. Particularly when you understand that John and his team build it all from scratch.

I can't go any further without giving a mention to the sponsors, many of whom are CFA members. Without their support the

competition simply wouldn't take place, but it is a great show case for materials.

The interest from visitors to the show was enormous, often with crowds two deep. I suppose a picture speaks a thousand words, but you can't beat being shown something. The UK guys weren't placed this year, but as John Roberts explained, the standard was so high, that only a whisker separated everyone and only the very trained eye could find any difference.

If you haven't been to Domotex, I would thoroughly recommend it.

The dates for the next Domotex are **January 17-20, 2009**. Make it a date in your diary.