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*Editorial contact: Giota Georgakopoulou
Tel.: (+30)2111 801 801
e-mail: ggeorgakopoulou@rota.gr*

PRESS RELEASE

MOSTRA ROTA 2010: THE HOME DECORATION MARKET BAROMETER

Thousands of trade visitors met with season prevailing trends, in the biggest home decorating and furnishing exhibition

The successful organizing of **MOSTRA ROTA** trade show between the 20th and 24th of January 2010, has once again attracted a great number of trade visitors to the inviting ultramodern grounds of METROPOLITAN EXPO, in the Athens International Airport area of 'Eleftherios Venizelos'. All international trends on home decorating and furnishing were presented by hundreds of exhibitors for five full days, creating a grand opening for the Spring - Summer 2010 trading season. Trade visitors had the chance to take a close look on international trends and be inspired by the many storefront decoration ideas, in preparing for the new trading season opening just before Easter. Despite the economic downturn trade visitors made a fulfilling number of orders, while redefining their needs through the variety of featured products.

"We are particularly satisfied that despite the generally unfavorable economic conditions and the numerous farmer highway blockades, we received thousands of trade visitors from the islands and mainland, as well as considerable praise from our exhibitors" noted George Panorgias, Relation and Marketing manager of ROTA Trade Show Organizing.

The novel trends

Luxury items retaining their usability characteristics while being accessible in price, were this year's dominating decoration trend. Close behind them were products made from environment friendly materials, a rising tide of items which offer nothing less in quality or design.

Other than home decorating trends, the items presented for the Easter season were also fashionably interesting as were Summer season garden and porch products, among the very many included in the categories of home furnishing in general.

MOSTRA ROTA is a 'trade visitors only' event. More Photographs of this year's trade show, which took place from the 20th to the 24th of January 2010, can be accessed at www.mostrarota.gr.

Our appointment for the next MOSTRA ROTA event is set anew for September 2010 from the 16th to 20th, once more at the METROPOLITAN EXPO exhibition centre in the Athens International Airport area of 'Eleftherios Venizelos'.

About ROTA Exhibition Organization

Since its foundation in 1984, ROTA Exhibition Organization has steadily grown into the leading trade show company in Greece. Currently organizing 13 of the most reputable trade shows and managing the largest up to date exhibition venues in the Country, the company is an active supporter of trade world synergies and a fundamental agent of economy growth. Committed to organizing successful trade shows and persistent in offering leading services with highly trained personnel, the company has continually achieved an impressive growth rate. More information on ROTA Exhibition Organization can be accessed at www.rota.gr.