



International Property Exhibition - IPE  
Money World - MW

## POST SHOW REPORT

15th – 17th April 2008  
Oman International Exhibition Centre, Muscat

ORGANISED BY:



## EVENT AT A GLANCE

IPE & MW was inaugurated by H.E. Shaikh Mohammed Al Qatabi, Minister of Fisheries, who was accompanied by H.E. Maqbool bin Ali bin Sultan, Minister of Commerce and Industry and H.E. Mohammed bin Hamoud Al Tobi, Under Secretary Ministry of Tourism. And other Government officials, Ambassadors & Businessmen.

IPE & MW was organized for the first time in 2006 since then it has evolved as the only dedicated property and investment show in the Sultanate.

The event attracted a total of 4,000 visitors which included property investors, retail, industrial, commercial and residential property developers, estate agents and consultants, banks and financial institutions, financial advisors, mortgage providers, project managers, property auctioneers, businessmen, self employed, real estate professionals – architects, engineers and interior designers, companies offering investment, construction and real estate services.

## DATES, TIMINGS & VENUE

**Dates** : 15th – 17th April 2008  
**Timings** : 10:00 am -1:00 pm, 5:00 pm - 8:30 am  
**Venue** : Oman International Exhibition Centre

## SUPPORTERS & SPONSORS

Under the auspices : Muscat Securities Market & Capital Market Authority.

Lead sponsors : Alargan Towell Investment Co

Platinum sponsors : Baz Real Estate  
National Bank of Oman

Gold sponsors : Fincorp

Silver sponsors : Tilal Real Estate  
Oman Housing Bank  
The Miniatures  
Strategic Land Investment  
Bank Sohar  
United Securities Co  
Ahli Bank

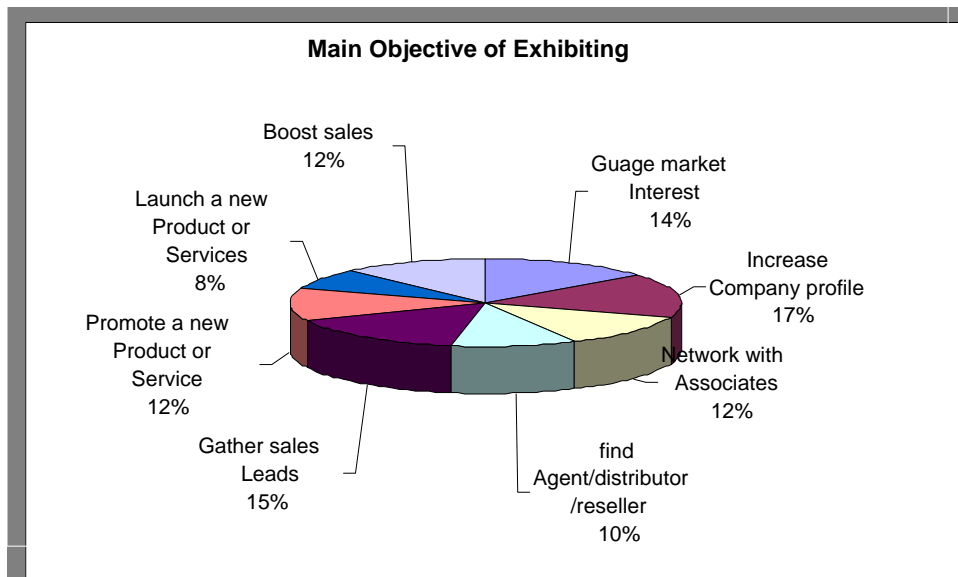
Official newspapers : Times of Oman & Al Shabiba

## EXHIBIT PROFILE

IPE & MW represented property investors, retail, industrial, commercial and residential property developers, estate agents and consultants, banks and financial institutions, financial advisors, mortgage providers, project managers, property auctioneers, businessmen, self employed, real estate professionals – architects, engineers and interior designers and companies offering investment, construction and real estate services.

## EVENT OBJECTIVE

The objective of the exhibition was to enable local and international suppliers to be in direct contact with affluent Omanis and resident expatriates looking to purchase local or overseas properties or develop existing ones. The exhibition also leverages and highlights various realty investment opportunities in the Sultanate and educates the public on the advantages of purchasing international properties, holiday homes and investments around the world



47% of participants came to either boost sales or to launch new product/ service

## COLLECTIVE EXHIBITOR RESPONSES

- 66% of participants were satisfied by their participation in IPE & MW.
- 93% of the exhibitors were satisfied by the number of queries received and 80% of exhibitors were satisfied by the quality of visitors during the exhibition.
- More than 50 % of exhibitors had closed deals during the exhibition.

The general feedback of the participants was positive; the initial response from our last year participants was that the event has been growing stronger and stronger in terms of visitor's footfall and the exhibition size and first time participants had an exposure to the new potential market.

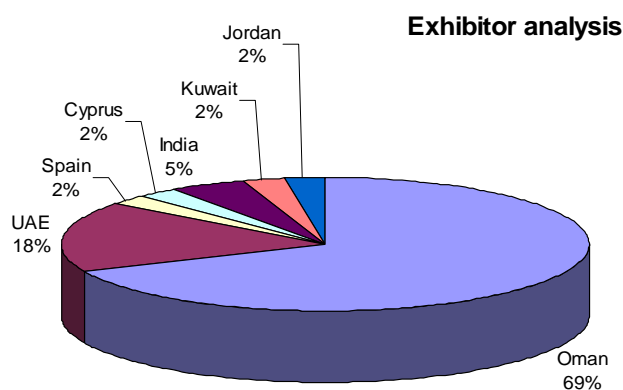
## EXHIBITION STATISTICS

- Total area of stands at the exhibition – more than 600 Sqm.
- Total number of visitors – 4000 ( approx)
- Total exhibitor personnel – more than 110
- Total number of VIPs, Government Officials – 100

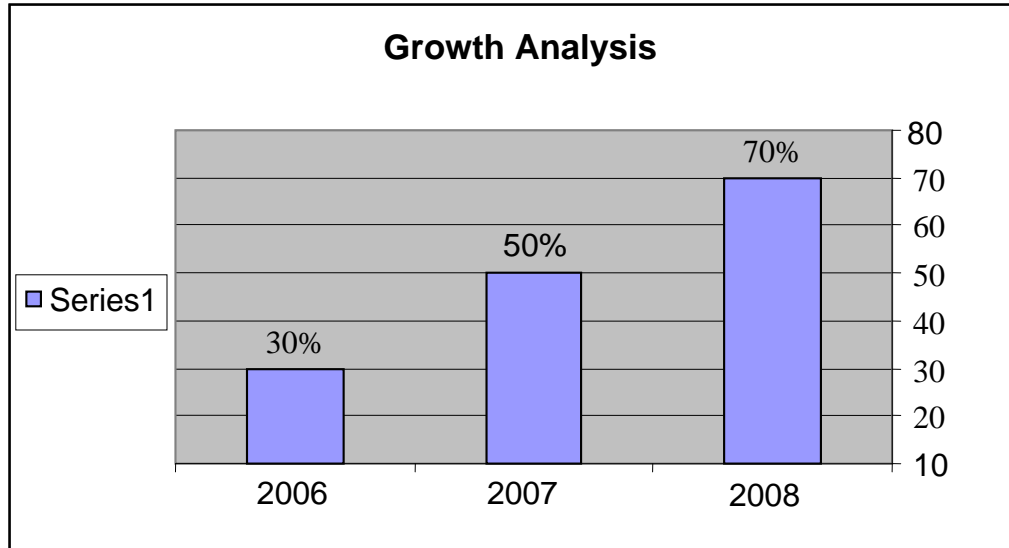
Number of visiting press – 12 including both print & broadcast journalists.

### Exhibitor Survey Results:

- Representation of 7 countries from rapidly developing markets.



- 57 % increase in the number of exhibitors in 2008 as compared to 2007.



- 71 % increase in the floor space as compared to 2007.

## VISITORS PROFILE

The visitors to the exhibition included property investors, retail, industrial, commercial and residential property developers, estate agents and consultants, banks and financial institutions, financial advisors, mortgage providers, project managers, property auctioneers, businessmen, self employed, real estate professionals – architects, engineers and interior designers, companies offering investment, construction and real estate services.

## MARKETING & MEDIA COVERAGE

Invitations along with sponsor cards were sent to targeted individuals, organizations and companies. An effective telemarketing and follow up was done by the support staff. SMS campaign to bring visitors to the event. Posters, brochures, fliers, postcards, banners and other marketing collaterals were distributed, and mupis and megacomms across the capital of Muscat to attract visitors and an email campaign to bring visitors to the event. Advertisements were published in leading Arabic & English newspapers, magazines and weeklies to ensure visitor footfalls. An effective public relations campaign on the event was carried out including sponsor and exhibitor news.

## GLIMPSE OF 2008



BE A PART OF OUR NEXT EVENT  
INTERNATIONAL PROPERTY & INVESTMENT EXPO 2009  
23 – 25 June 2009  
OMAN INTERNATIONAL EXHIBITION CENTRE