

IREIS

7th Edition

International Real Estate & Investment Show 2015

(Consumer Show)

معرض أبوظبي للعقارات والاستثمار

29 - 31 October 2015

أدنيك • أبوظبي ADNEC • ABU DHABI



Meet Investors

Unique Opportunity to sell your Properties !

www.realestateshow.ae



IREIS 2015

Welcome to the 7th Annual International Real Estate and Investment Show – IREIS 2015 – the only real estate event in Abu Dhabi that targets investors and consumers rather than trade visitors.

IREIS is the forerunner in showcasing real estate opportunities across major property markets for the consumer.

At this time when the real estate market is showing clear growth, IREIS 2015 is set to be the most exciting show yet and will provide consumers from around the world with leading insight and information.

Title : International Real Estate & Investment Show 2015 (IREIS 2015)

Date : 29 – 31 October 2015 (3 days)

Time : 11 am to 8 pm

Venue : Abu Dhabi National Exhibition Centre (ADNEC) , Abu Dhabi

Exhibition Size : 5,000 square meters

Exhibitors : 100+

Participating Countries : 25+

Targeted Visitors : 8,000+

SCOPE OF IREIS 2015

- Abu Dhabi investors are seeking international real estate investment opportunities in distressed markets like the USA, UK, Europe and the Far East.
- A show that is a meeting point for key real estate investors, developers, regional & international investment promotion authorities to drive growth in real estate investment across emerging markets
- IREIS 2015 will feature more International Pavilions, providing buyers and investors with a one stop international showcase.
- A wide spectrum of real estate industry sectors – from planning, development and management to financial and legal experts showcasing their products and services



ABU DHABI THE CITY OF OPPORTUNITY

The Financial stability of United Arab Emirates (UAE) has witnessed significant recovery after the impact of the global economic crisis. The UAE investors maintained their leading position in the region in transactions especially in terms of the sale and purchase of properties not only from the region, but across the globe.

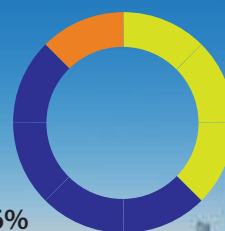
- Abu Dhabi, the capital of the United Arab Emirates, is a cosmopolitan city that is reported to be one of the richest cities in the world
- One of the world's wealthiest economies with an estimated GDP per capita at \$110,000 (2012)*
- The largest Emirate having the highest population (account for 40% of total UAE), makes the largest contribution to GDP (account for 60%)
- Strongest economic power: Abu Dhabi has 94% of the UAE's oil and 93% of the UAE's gas.
- Ranking 3rd in the world at purchasing power parity

VISITORS ANALYSIS

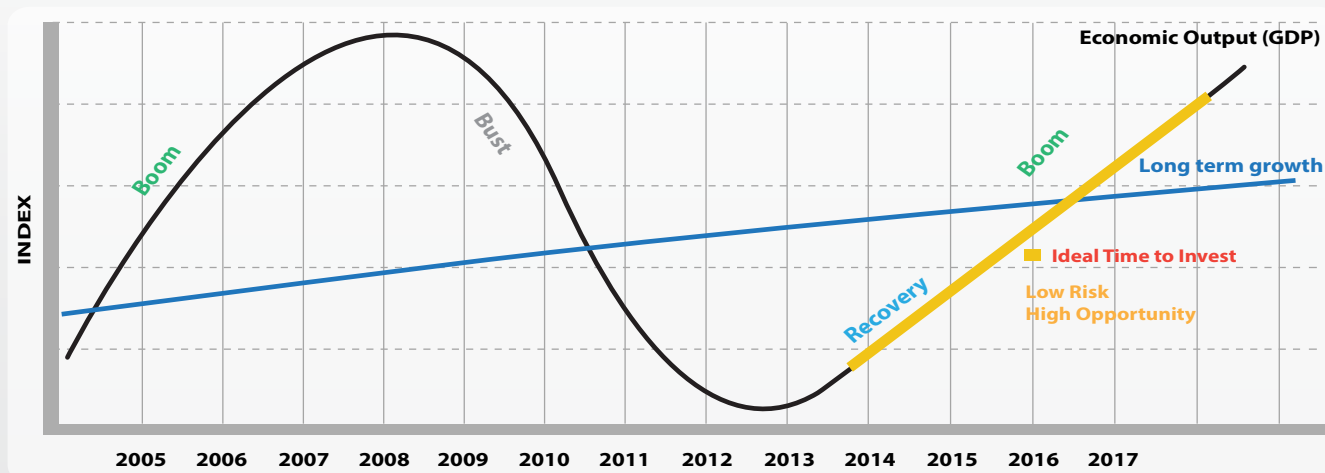
■ Expatriates - 52%

■ UAE Nationals - 32%

■ Others (GCC Nationals) - 16%



UAE PROPERTY MARKET TRENDS



- High rental yields & Higher liquidity levels
- Stable economies, steady influx of expatriates and changes in property law that allows foreign ownership are a shot in the arm for investors in the UAE property market.
- Steady rise in rents and prices in the market
- Investor money flowing to emerging markets

IREIS 2015 ASSOCIATED EVENTS

IREIS 2015 features a series of opportunities lead by a panel of the industry's experts.

- International Conference
- Country Presentations
- Business Network Meetings
- Investor Meet



PLAN YOUR MARKETING SALES STRATEGY

Our elaborate and focused media plan ensures the presence of buyers and investors from the affluent Middle East market. Knowledge of the local market and experience from our previous shows give us more confidence in guaranteeing your return on investment by exhibiting at IREIS. Our comprehensive English/Arabic visitor promotion campaign will use the following mediums to ensure heavy traffic to the show.

- Advertisements in newspapers & magazines
- PR campaign & Editorial coverage
- Cross promotion in major industry events
- VIP invitees & Direct mail invitations
- Website & Social Media
- SMS & Email campaigns
- Radio & Television
- Outdoor Displays

Now is the time to decide your strategies in order to reach your target audience in the region. We offer a range of opportunities to suit your objectives and budget.

SPONSORSHIP OPPORTUNITIES

- Sponsoring IREIS 2015 provides you with an unrivalled opportunity to increase your company's profile, and ensures you visibility before, during and after the show. We can offer flexible, tailored packages to suit your needs – making sure you achieve the exposure you are looking for.

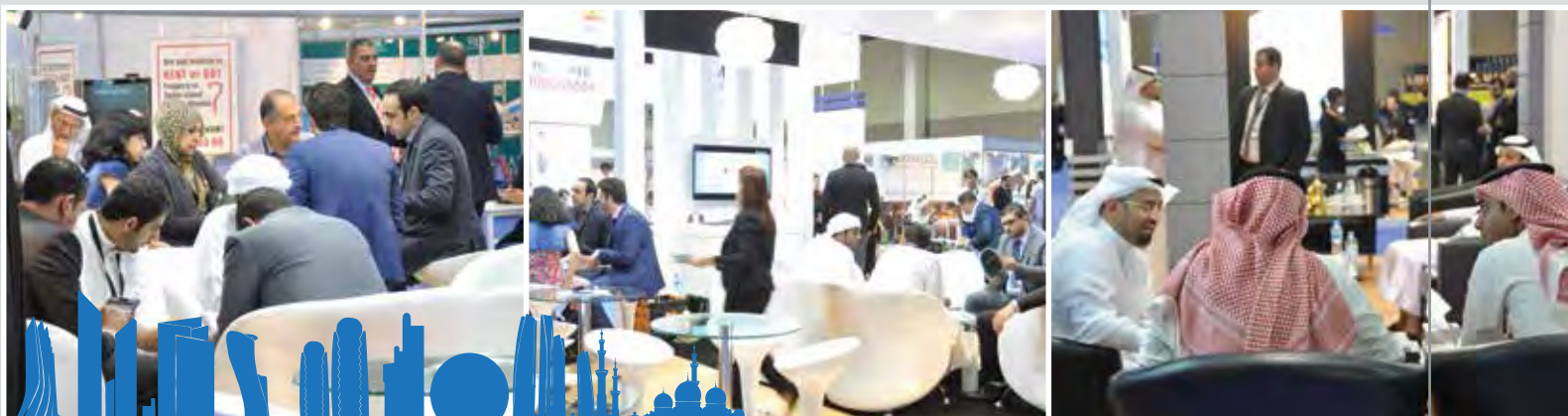
READY-TO-EXHIBIT BOOTHS [SHELL SCHEME]

- Shell Scheme Stand: US\$ 350/Sq.m [min. 9 sq.m]
Every 9 sq.m Shell Scheme stand includes 1 table, 2 chairs, 1 counter, 3 spot lights, one 13 Amp socket, carpeting, white panels of Octanorm system, Fascia with company name.



CUSTOMIZED STANDS [SPACE ONLY]

- Space Only : US\$ 300/Sq.m [min. 24 sq.m]
Ideal for constructing a customized stand design reflecting your market position. For stand design and construction please contact our contracting division-head:



POST SHOW REPORT 2014

SHOW PROFILE

Edition:	6th
Date:	20-22 November 2014
Venue:	ADNEC, Abu Dhabi
Number of Exhibitors:	84
Number of Visitors:	4,306
Conference Participants:	257
Media:	56
Exhibiting Countries:	22
Visitor Countries Represented:	75
Deals Closed:	350-400 Million AED



PARTICIPANTS

- Abu Dhabi Finance
- Damac Properties
- Manazel Specialists
- Wahat Al Zaweya
- Nationwide
- IT'STYLE (Enrico Pitimada)
- Polaris World (La Vida)
- Turath Company
- Colossal Property
- KL Metro
- Zardman
- Beit Misk
- Plus Properties
- Tracos (Wondering 3D)
- Matrix M Company Limited
- AJ Management Corp
- Andreas Georgiou
- Profile Group Properties
- Green Valley
- Herald Land Real Estate
- Jerichogate
- Moftah Alaqar Co.
- Richland
- HMG Properties
- Mosaic Ventures
- Florios RE
- Sultan Emlak
- GRE Assets
- New Life Turkey
- All Black Interiors
- Aristo Developers
- Tasess Aragana DOO
- Senar Realty
- TATA (Trif Kochi)
- Elysian Real Estate
- Intelligent Property
- SIP (Sherwoods)
- Infinite Dimensions
- REIDIN.com
- Accommodation Times
- TheBusinessYear.com
- Capital Finance Intl.
- MyUAEGuide
- TradeKey
- Dhanam Publications
- Azer News
- Africa & UAE Business
- China Money Network
- Easy Finder Oman
- Intl Residence Magazine
- Dzooom.com
- Property Nation
- Eye of Riyadh
- Nucleus Premium
- Kanakia Spaces
- Eye of Dubai
- Jet Airways
- Vastu for Art of Living Ltd
- Nest Assets
- Africa Details
- France Moneyarat
- Gulf Property
- TPG Publishing
- READ
- Abu Dhabi Week
- Oxford Business Group
- THE Gulf Time
- Property Gallery
- Domaza
- Pattaya Today
- Property Investor Africa
- Philippine Real Estate Listings
- AIA - Middle East
- Balkans
- Oryx KSA
- 99acres.com
- Aigroup
- Neo Promo
- Media Quest Group
- Bloomberg Businessweek ME
- Gulf News Broadcasting
- Abu Dhabi Media
- Business News Magazine
- London Property Magazine

VISITOR NATIONALITIES

- Indian
- Canadian
- Dutch
- Swedish
- Mauritian
- Saudi
- Kuwaiti
- Emirati
- French
- Iranian
- Ukrainian
- Mexican
- Nigerian
- German
- British
- Turkish
- Greek
- Argentina
- Moldovan
- Iraqi
- Qatari
- Pakistani
- Chinese
- South African
- Armenian
- Mozambican
- Ethiopian
- Serbian
- Egyptian
- Australian
- Srilankan
- Bahraini
- Nepalese
- Maltese
- Romanian
- Jordanian
- Sudanese
- Iranian
- Cameroonian
- Polish
- New Zealanders
- Irish
- Lebanese
- Portugese
- Albanian
- Ghanaian
- Scottish
- Taiwanese
- Kenyan
- Syrian
- Omani
- Belgian
- Hong Kong
- Slovak
- Tunisian
- Kazakhstan
- Filipino
- Moroccan
- Uzbek
- Hungarian
- Swiss
- Venezuelan
- Zimbabwean
- Palestinian
- Italian
- Danish
- Indonesian
- Syberian
- Russian
- American
- Spanish
- Libyan
- Malaysian
- Singaporean
- Yemeni

MARKETING & PROMOTIONS

60,000
Direct Mail Invitations

15
Global Online Portals

500 C level
Telemarketing

400,000
Email Marketing

15,661
Facebook Likes

480 Spots
Radio Campaigns

120,000
SMS Marketing

22,635
Website Reach

32 Spots
TV Campaigns

8 Nos
Intl. Trade Publications

3 times
E-Newsletter

12 Nos
Local Publications

9
Regional Newspapers

A Comprehensive
Global Advertising,
PR & Marketing
Campaign Worth Over
AED 1.7 MILLION



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