



Co-located with



ARCHITECTURE &
URBAN PLANNING
EXPO 2023

10-12 OCTOBER 2023

Oman Convention & Exhibition Centre, Muscat, Sultanate of Oman



COMPLETE SOLUTIONS UNDER ONE ROOF
FOR YOUR HOME & BUILDING CONSTRUCTION



ORGANISED BY



www.omanhome-building.com



Co-located with



ARCHITECTURE &
URBAN PLANNING
EXPO 2023

Event Overview

HOME AND BUILDING EXPO co-located with **ARCHITECTURE AND URBAN PLANNING EXPO** is Sultanate of Oman's premier bespoke B2B and B2C Event to be held from 10 - 12 October 2023 at the Oman Convention and Exhibition Centre, Muscat.



The Expos will showcase the most comprehensive range of innovative products, services, solutions and the entire supply chain under one roof by local and international participants to trade visitors, potential buyers, policy makers, government officials, C-Level executives, business leaders, leading industry experts, top-tier public visitors and key decision makers from the region and beyond, making it a definitive power packed networking platform, where new projects and partnerships are initiated and visionary objectives are implemented.



Enhanced by the region's booming real estate market as well as the many hospitality projects in the pipeline, the Expo will cover a wide spectrum of all the latest contemporary and high-quality design aspects in Architecture, Interior & Exterior, Landscape, Furnishing, Fit-Out Solutions, Technologies and will also offer solutions to upgrade residential, hospitality, office and retail spaces with an emphasis on commercial opportunity and enhanced brands in the market.



The Expo will be a great knowledge sharing platform which promotes innovation in the Construction & Infrastructure sector wherein exhibitors from around the world showcase their potential by providing detailed demonstrations of latest products and services within industry segmented pavilions, curated by seasoned professionals from the fraternity.



A section displaying products for workplace, offices, commercial complexes, malls, airports, hotel and resorts, hospitals and museums will present the opportunity for key decision makers from multinational firms, government bodies, small and medium enterprises to generate ideas and find workplace solutions in a focused business environment.





SUPPORTERS



HOTEL PARTNER



MEDIA PARTNERS





Sustainable Home and Building Pavilion

Arguably one of the biggest trends, sustainability and an awareness of the importance of being environmentally responsible in the building and interior design process is a major consideration.



Sustainable interiors reflect the honest commitment to protecting the environment and involves aspects of a project to deliver long-lasting and high-quality design with low environmental impact. Sustainable building practices are increasingly being incorporated throughout the sector to add value and provide a competitive edge.

The buildings and buildings construction sectors combined, are responsible for **36% of global energy consumption and nearly 40% of total direct and indirect CO² emissions**. Organizations must take responsibility to reduce greenhouse gas emissions by adopting sustainable operating practices.



The Event aims to stimulate various strategies that will inspire implementation of eco-friendly practices, setting emission reduction targets, promoting Green Architecture, sustainable design and energy efficient buildings; advancements and best practices, electricity savings and energy efficiency measures, green building management and encourage use of recycled materials.





Smart Home and Building Pavilion

We live in an increasingly connected world and the demand for smart home devices is experiencing dynamic growth as more and more consumers are looking to increase comfort, energy efficiency and security of their homes. You can control your entire house from the palm of your hand.



 Intelligent homes autonomously adapt to different conditions, automatically closing the blinds on hot summer days or creating ventilation at certain temperatures. **This gives architects more flexibility when designing indoor and outdoor spaces.**

 The Pavilion will exhibit the newest technological advancements, voice assistant, Wi-Fi connected devices that are controlled using a mobile app, reliable connectivity technologies, solutions driving the development of innovative appliances, smart technologies for more personalized and intuitive living experiences, internet-connected devices to enable the remote monitoring and management of appliances and systems, IoT sensors and building automation to control everything from lighting and energy usage to user-centric functions, residential-based platform that uses IoT, computer, control, image display and communication technologies to connect various facilities through the network to meet the automation requirements of the entire system and provide more convenient control and management.


 Smart homes are becoming popular due to the convenience and money-saving benefits they offer. They are no longer pricey luxuries but rather pocket-friendly necessities. The key benefits are reduced energy consumption, improve building efficiency, predictive maintenance, increase productivity, convenience for the elderly and differently-abled and optimize resource use.


On an average, smart homes use an estimated 30-40% less energy



Property and Real Estate Pavilion

Whether you are looking to rent, buy or invest, the Pavilion features property developers from Oman and around the world showcasing new properties, latest project launches and upcoming developments.

 Even if you are first time home-buyer or looking for the latest investment opportunities for yourself or a client, the Expo gives you direct access to the most sought-after real estate developments, helping you analyze and make the right investment choice. You can source multiple off-plans or ready to move into homes.

 Find your next home from the pick of plots, luxurious homes, villas and apartments including expert advice, legal advisors and financing options.

 Check the exclusive property investment opportunities and purchase options across residential, commercial, retail and industrial real estate.

Co-located



ARCHITECTURE & URBAN PLANNING EXPO 2023

The Expo is a key platform that propels businesses into new markets through product demos, knowledge exchange and networking opportunities. Join the industry's suppliers, buyers and stakeholders to accelerate your business.

Oman's first and only dedicated event focusing on Architecture and Urban Planning will showcase the latest technologies, products and services.



ARCHITECTURE SECTION is an exclusive event where architects, designers, specifiers and property developers from the Sultanate of Oman and the Middle East region explore carefully selected innovative and inspiring products, materials and services for their projects. Some of the most revolutionary solutions will be presented in the Expo which will generate high interest among the architects and designers' community.

A special section for the Omani youth to present their innovative architectural designs will be unveiled.



URBAN PLANNING section will provide an unmatched platform for the urban and landscape design industry to secure new business in the Sultanate of Oman and the region. Key decision makers will meet local and international suppliers to explore business opportunities, and to source the latest landscaping, infrastructure & urban development solutions and technological advancements.



The Expo is highly committed to the goals of **Oman Vision 2040** and aligns to achieve smart, sustainable and vibrant cities with viable architecture that ensures high quality of life, work and leisure.

تقدم بثقة
Moving Forward
with Confidence

رؤية عُمان
2040
Oman Vision

**BE A PART OF THIS EXCLUSIVE GATHERING OF THE
ARCHITECTURE & URBAN PLANNING COMMUNITY IN OMAN**



Build the Right Connections to Drive Your Business Forward



The Expo connects regional buyers and offers opportunities to manufactures, material suppliers, brands and technology developers to exhibit their products, services and technologies to the most relevant audience comprising of architects, engineers, contractors, developers and more, from across the country and the region. Exhibitors can increase their market presence by expanding their retail and distribution network and launch their innovations, new collections and brands among their regular dealers, distributors and to over 2,000 trade visitors and 5,000 consumer visitors.



Access the lucrative market and capitalize on the immense opportunities in Oman's robust construction and interior design market where the Event is the definitive meeting place to interact with Oman's community of architecture, interior design and building industry professionals.



The Expo attracts serious buyers each year, providing an unrivalled opportunity for professionals and creative thinkers to network, discover and initiate business. Multitude of attendees visit to review and purchase the latest products in the market. You can directly meet new partners, existing and prospective customers and interact with target buyers and investors.



B2B Trade Connect & Meet the Buyers



A dedicated business-to-business platform for manufacturers, suppliers and service providers to connect, meet and find local agents and clients.



Carefully selected senior leaders, architects, contractors, consultants, developers, government officials, interior designers and decision makers working on significant projects who play a role in sourcing, specifying or influencing FF&E products and solutions will be invited.



The Event will facilitate unparalleled networking and business matching-making providing a catalyst for collaboration, investments, partnerships and business growth.



A One Stop Destination from Concept to Completion



The co-located Expos offer complete a 360° platform for the buyers and visitors to source everything for their project requirements and caters to each relevant audience from A&ID professionals to local homeowners and design enthusiasts, looking to discover, buy or commission.



No matter what stage the projects are at, the Expo will provide one-to-one advice, multiple new and innovative products to browse, tailored whole-house solutions, customized furniture solutions and discover the ins and outs of the project requirements and to suit budgets. The Event being a perfect place for showcasing quality products in the construction and design industry, visitors will have the opportunity to discover and explore brands exhibiting a vast range of products for their new or mid-way projects.



The Expo will be brimming with bright ideas, delivering a personal touch and creating personalized experience for every client on how to design and build their home or building. They can find the latest design trends for their Apartment, Villa, Farm House or Residential Project.



Home Ideas Hub

“From Inspiring Ideas to Innovative Products and Solutions for Your Home”



The Home Ideas Hub bridges Home Owners and the myriad of distinctive solutions for a Dream Home. The Hub serves as one platform with diverse solutions from designing and layout planning, to scheduling and budgeting, making your design journey truly enjoyable at every step.



Be inspired by the home design idea variations and adapt them to your personal likes and styles. Discover the latest in design driven concepts, smart innovation home products, home improvement and renovation options. With everything you need under one roof, you can compare products, get expert advice and find inspiration for your dream home.



From renovation to design and fixtures for your home, the furnishings and all the little things that count, the Expo also provides you with the latest know-hows, do's and don'ts and above all, the best deals when it comes to product and service sourcing for all home and interior design needs.



The Exhibition will act as an awareness campaign which will be very useful to explain the challenges that can face the individual during the stage of building the house and how to avoid them, in addition to the appropriate choice of consultant and contractor and the mechanisms and conditions of obtaining the permissions and loans.



SME Pavilion

A dedicated SME Pavilion will have entrepreneurs and local start-up firms sharing center stage with international participants, to showcase their products and services - an ideal platform to expand their business and networking capacity.



Outdoor Demonstration

The Outdoor Demonstration Area is a unique opportunity to showcase and captivate an audience of key decision makers.



Conference: Stay Up To Date With The Latest Topics Shaping The Industry

An impactful Conference with high level speakers, insightful topics, case studies, presentations and panel discussions have been curated with the knowledge, expertise and guidance of professionals from Architecture, Urban Planning, Interior Design, Real Estate, Property Developers, Banking, Sustainability, Technology and Construction Industry. The progressive agenda will explore trends driving innovation, optimization and improvement across these industries.

Experts will share their views, discuss current challenges, business opportunities, upcoming trends, best-practices, share industry knowledge, identify solutions, information exchange and outlooks with actionable takeaways.

Additionally, there will be multi-tracked industry talks by Omani and Global Leaders and a line-up of captivating live interviews and discussions.



Workshops & Training

Get creative at the interactive workshops, masterclasses and hands-on training by industry experts.



Entertainment

Complemented by a line-up of creative exhibits, demos of latest products and services and the pioneering conference, the Expo will offer unique experiences, entertainment and music performances.

Oman Market Overview

Sultanate's Economic Diversification Plan (Vision 2040) has been a Key Growth Factor in the Construction Sector

The Sultanate of Oman is the third largest country in the Arabian Peninsula. The construction industry is the second major sector that contributes to Oman's economy. The construction industry accounts for a 9% share of Oman's GDP and is the country's largest employer.

The factors driving the growth of the market are the Sultanate's strong economic diversification plans, which include developing and diversifying the economy and releasing its potential for growth, with the ultimate goal of promoting development and competitiveness through increased government spending on key non-oil sectors and stimulating private investments.

For more information on business and trade in the Sultanate of Oman, please visit www.moci.gov.om and www.chamberoman.com

In lines with Oman's Vision 2040, the sectoral growth will drive investment in infrastructure, commercial, residential projects and energy infrastructure. Under Oman's 2040 Industrial Strategy, the government has marked industrialization, diversification and privatization as growth opportunities; benefitting the construction industry.

Oman's new Five-Year Development Plan (2021-2025) attaches great importance to construction development by ensuring optimum utilization of resources and investment opportunities in the various governorates in the Sultanate.

Tourism is Expected to Drive the Commercial Construction Sector in Oman

In alignment with Oman Vision 2040 and the Tenth Five-Year Plan, tourism has been identified in the plan as a key sector to achieve economic diversification in the Sultanate, promote growth, increase the GDP's non-oil revenues and attract direct foreign investments.

Oman's tourism and construction markets are opening up additional opportunities for business, partnerships and investment. With the government's allocation of higher budgets for capital expenditure projects in the tourism and real estate sectors under its 10th Five-Year Economic Development Plan, commercial and residential projects are stimulating demand.

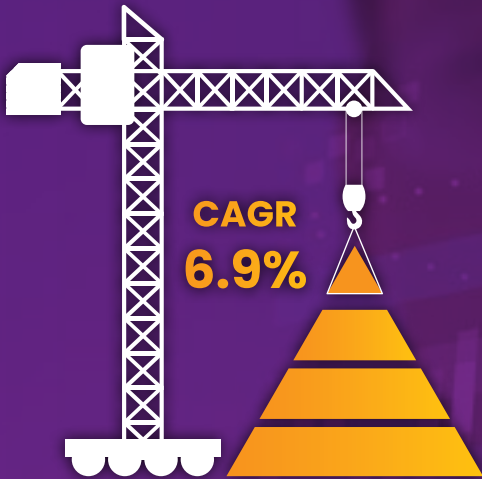




**CAGR >
13%**



**Oman's
Residential real estate market growth
(2022 - 2027)**



The growth momentum of the construction industry in Oman is expected to grow recording a **CAGR of 6.9%** during **2022-2026**. The construction output in the country is expected to reach **OMR 3,356.9 million** by 2026.

As per EIU's (Economist Intelligence Unit) estimates, Oman's construction sector is expected to record average annual growth of **6.0%** during **2023-2024**, the highest estimated growth in the GCC.



Financial boost



The positive outlook for the GCC construction industry is reinforced by a sustained rally in oil and gas prices that started in late 2020 and has continued into 2022.



EIU expects Brent oil to trade in a range of **US\$90-110** per barrel for the remainder of 2022 and average prices will remain elevated at about **US\$85-95** per barrel in 2023-2024.



Domestic and foreign contractors, consultants and suppliers are expected to benefit from a buoyant construction sector and ample opportunities to participate in lucrative GCC contracts from 2022 and through to 2026.



Why Sponsor

DESIGN CUSTOMISED SPONSORSHIP PACKAGES BEST SUITED TO YOUR COMPANY'S BUDGET AND REQUIREMENTS

The Event presents diverse sponsorship opportunities to create a strong impact and presence. Being a Sponsor will raise your company profile, create more brand awareness and enable your company to be more interactive with potential clients before, during and after the event.

-  **Promote** and increase brand image
-  **Maximize** your participation at the event
-  **Drive** traffic to your stand
-  **Achieve** multiple business objectives
-  **Display** and position your products and/or services
-  **Develop** new leads
-  **Reach** potential customers
-  **Stand out** from your competitors
-  **Benefit** from highly targeted marketing
-  **Gain** from integrated PR and media exposure
-  **Assured ROI** (Return on Investment)
-  **Highlight** your organization's commitment towards the development of this emerging sector

Why Exhibit

-  **THE ONLY** dedicated exhibition in Oman for Home Building, Architecture and Urban Planning
-  **ESTABLISH** direct contact with Government officials and representatives
-  **NETWORK** with key decision makers and influencers
-  **SECURE** new partnerships while strengthening ties with current associates
-  **GENERATE** quality new sales leads and build prospect database
-  **DISCOVER** unparalleled business opportunities
-  **SHOWCASE** your company's accomplishments and increase brand awareness
-  **DEMONSTRATE** and promote your products, services and expertise
-  **APPOINT** agents, seek principles and dealership opportunities
-  **EVALUATE** the market needs and assess your competitors
-  **POSITION** your brand to targeted buyers and visitors
-  **LAUNCH** new products and services directly to targeted buyers
-  **INCREASE** market presence by expanding retail and distribution network
-  **ACCESS** new markets and grow your business network
-  **MEET** and engage with new and existing customers

Exhibitor Profile

Focused on the progressive Architecture, Urban Planning, Interior Design, Real Estate, Property Developers, Banking, Sustainability, Technology and Construction industries, **the Expo features 27 product segments:**

A UNIQUE SPECTRUM OF PRODUCTS AND SERVICES FROM THE FIELDS OF:

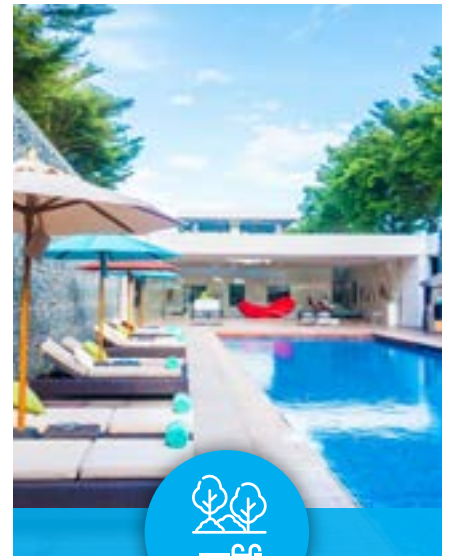
SUSTAINABLE HOMES & BUILDINGS



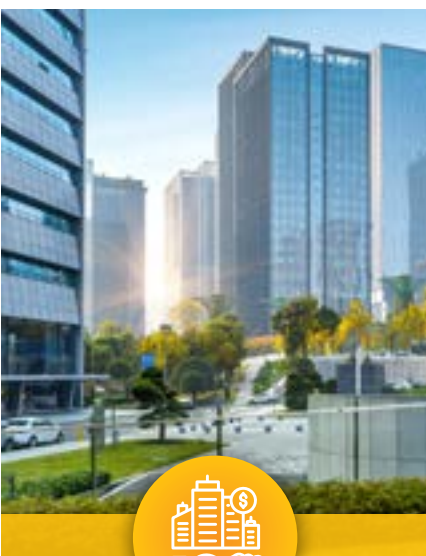
SMART HOMES & BUILDINGS



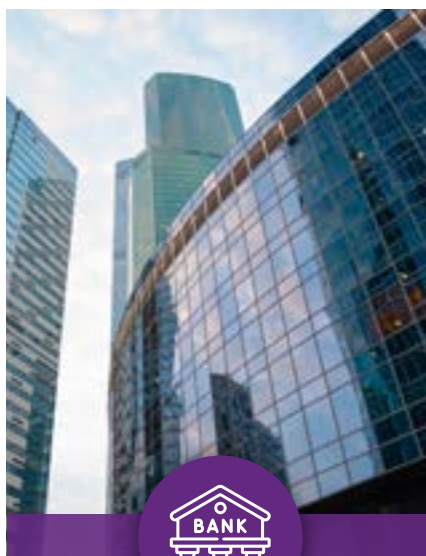
OUTDOOR LIVING, POOLS AND GARDENS



PROPERTY AND REAL ESTATE



FINANCE AND BANKING INSTITUTIONS

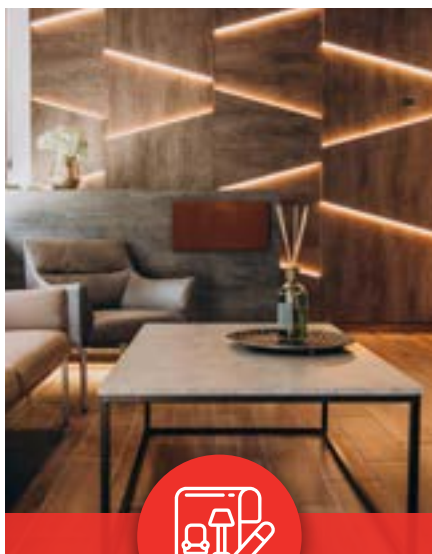


URBAN PLANNING

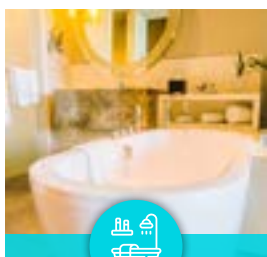


Exhibitor Profile

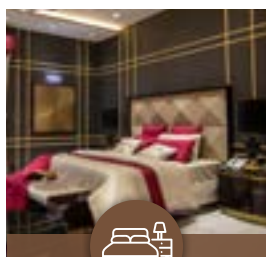
INTERIOR DESIGN & DÉCOR



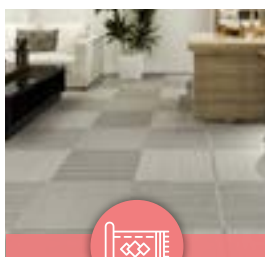
BATHROOM & SANITARY WARE



BEDROOM



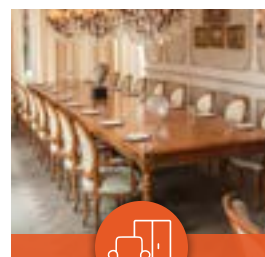
CARPETS AND RUGS



FLOORING



FURNITURE



HOME APPLIANCES



HOUSEWARE



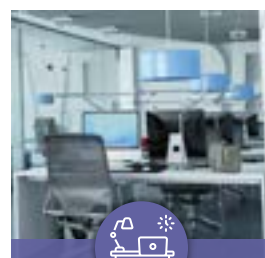
KITCHEN



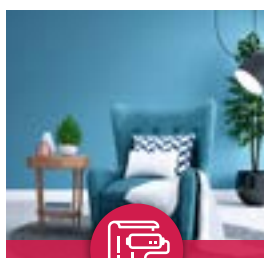
LIGHTING



OFFICE & WORKSPACE



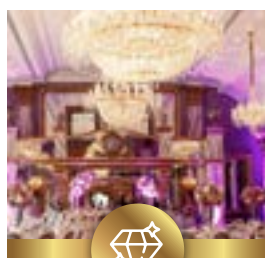
PAINTS & WALLCOVERING



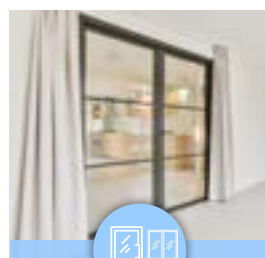
STONES AND CERAMICS



ULTRA-LUXURY ARENA



WINDOWS, DOORS AND GLASS



Advertising & Marketing Campaign



A WIDE-REACHING MARKETING AND PR CAMPAIGN

Benefit from our diverse 360-degree multi-channel marketing strategy from social media and digital, to print and public relations which is tailored to target relevant audience to the Expo.



ADVERTISING

Advertisements in local newspapers, weekly and monthly magazines, industry publications and prominent online industry websites.



PR CAMPAIGN

A strategic and extensive PR campaign implemented to raise awareness about the event, the sponsors and exhibitors. Press conferences and regular press releases from the start to the end of the event.



RADIO AND TV MARKETING

Radio and live onsite TV coverage before and during the event.



DIRECT MARKETING

VIP and personal invitations sent to prime visitors and industry professionals, decision makers and target audience.



MEDIA AND ASSOCIATION PARTNERS

Invitation by Trade Media and Industry Associations to their subscribers and members.



EMAIL / SMS / WHATSAPP

Email broadcast sent to our complete database, informing them about the event. SMS Campaigns and WhatsApp Marketing to unique users including investors and homebuyers.



TELE-MARKETING

A dedicated team of telemarketers with industry specific knowledge, will personally invite and remind key invitees to ensure their attendance at the exhibition.



OUTDOOR ADVERTISING

Adverts on billboards and mupies at significant locations.



SOCIAL MEDIA AND DIGITAL CAMPAIGN

Connecting and engaging with our followers, keeping them updated throughout the year via LinkedIn, Twitter, Instagram and Facebook.

Personalized Speaker, Sponsor and Exhibitor Social Media and WhatsApp promotion generating additional network impressions.

Social Media Marketing through digital ad impressions on Google and Social Media networks.

Bloggers and Influencer Campaigns reaching multiple social media users.

Why Visit

One-Stop for multiple products, services and solutions in architecture, urban planning, interior design, technology and home & building construction in one single place.

Visitors will get the opportunity to learn and update their knowledge, identify and implement advanced global trendsetting and efficient solutions to optimize their projects.



Meet new and current suppliers



Explore premium brands exhibiting from local and international companies



Share ideas, opinions and ensure best practices



Network with industry professionals



See first-hand live interactive demonstrations



Develop your supplier lists and contacts



Source best solutions and specifications



Stay up to date on the latest pioneering products and services



Learn about new technologies to improve work quality and efficiency



Discover cutting-edge innovations and developments



Compare and contrast prices, specifications and product variants



Make better informed purchase decisions

Visitor Profile

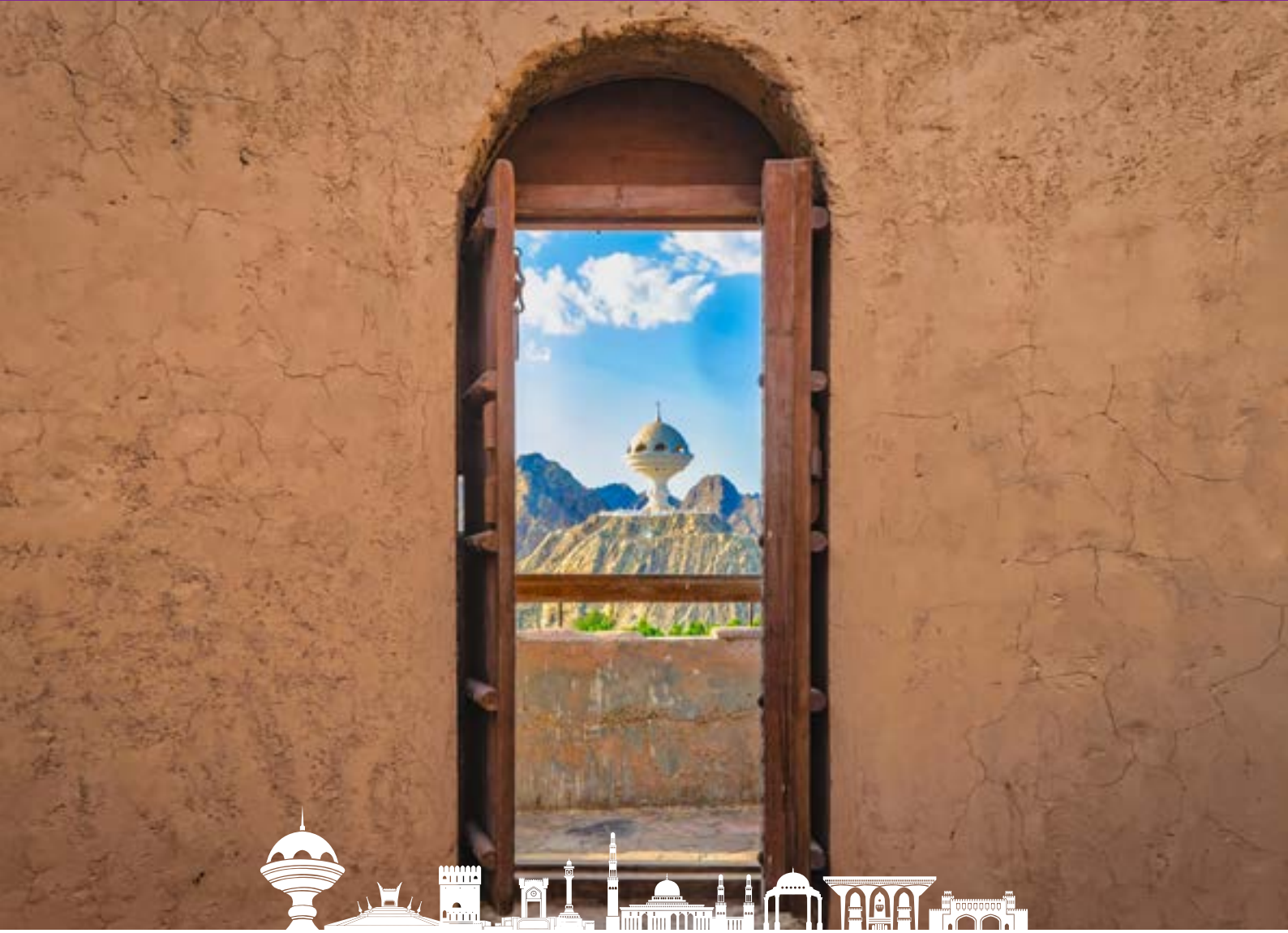
The Event will attract a highly relevant target audience over the three-day period. Trade visitors seek to source out new products, solutions and services. With a meticulously planned media campaign, the Expo will attract the following visitors:

- Academic and Vocational Instructors
- Agents, Wholesalers and Distributors
- Architects, Designers and Consultants
- Builders, Developers and Town Planners
- Building Contractors
- Building Material Suppliers
- Building Owners and Property Developers
- C-Level (CEO, COO, CFO, Chairman)
- Civil, Mechanical and Electrical Engineers
- Construction Material Wholesalers and Distributors
- Consultants and Specifiers
- Contractors and Sub-Contractors
- Cost Managers
- Design Consultants and Engineers
- Designers and Decorators
- Diplomats and High-Ranking Government Officials
- Direct Buyers and Consumers
- Economic Development Authorities
- Electrical Consultants and Contractors
- Embassy Representations and Trade Officers
- Energy Consultants
- Engineering Consultants
- Engineers and Surveyors
- Estimators
- Façade Consultants
- Facility Managers
- Financiers and Investors
- Flooring Specialists
- Furniture and Furnishing Store Managers
- Furniture Manufacturers
- Government, Municipalities and Regulators
- Head of Environmental, Social and Corporate Governance
- Heads of Architecture in Tourism and Hospitality
- Heads of Construction
- Home Automation Consultants
- Home Improvement Experts
- Homeowners
- HNWI- High Net Worth Individuals
- Hotel, Resorts and Property Managers
- Hotel, Restaurant Planners and Designers
- Hotel Operators
- HVAC Managers
- Importer / Exporter / Trading Company
- Integrated Energy Companies
- Interior and Exterior Design Firms
- Investors
- IT Personnel
- Landscape Architects
- Lighting Designers
- Lighting Wholesalers and Retailers
- Mall Owners
- Manufacturers
- MEP Consultants, Engineers and Contractors
- MNC Managers
- Ministries and Associations
- Office Planners and Designers
- Project Management Consultants
- Property/Real Estate Developers
- Purchase and Procurement Managers
- Restaurant Owners
- Retailers
- Safety, Security and System Integration Personnel
- SME - Small and Medium Enterprises
- Smart City Officials
- Stone and Tile Distributors, Traders, Wholesalers
- Sustainability Experts
- System Integrators - Home and Office Automation
- Technology and Service Providers
- Trade Association
- Urban Designers and Planners

10-12 OCTOBER 2023

Oman Convention & Exhibition Centre, Muscat, Sultanate of Oman

Oman's Comprehensive B2B & B2C Expo
on Interior Design, Decor and Construction



Exclusive Opportunity

Benefit from Customized Sponsorship Packages to Suit Your Requirements and Budget

For Exhibiting Enquiries and Sponsorship Opportunities please contact:

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M: +968 9396 1624 | info@muscat-expo.com

ORGANISED BY



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MUSCAT EXPO



WHITE PAPER
SUMMITS