

OVERVIEW

The 2009 edition of Cityscape Dubai was staged under the themes of rebuilding confidence, project completion and transparency within the global real estate market.

Cityscape Dubai has once again been widely acclaimed as the most significant gathering in the industry calendar. The four incisive conferences and the new 'not-for-profit' seminars brought to the forefront a high level of discussion and interaction between key players and investors, which reflected a united desire to bring back the regional prominence through strong market fundamentals.

The international breadth of exhibitors, attendance of major industry players and participants from more than 110 countries, reinforced the significance of Cityscape Dubai as the leading business-to-business real estate investment and development event.

New this year; a series of interactive seminars and networking functions complimented the exhibition and the four conferences, with the objective of enhancing the overall business experience to all attendees. These initiatives included multiple Investor Round Tables and Cityscape Connect Seminars as well as the City Leaders Forum and CEO Networking Luncheon which brought together heads of major government entities from 9 countries, and 70 CEO's and senior executives.

During the four days of the event, participants took stock of the last 12 months and assessed the changing dynamics of the global real estate industry to map out a path for industry growth. The business-to-business element remained strong with institutional investors, real estate developers and senior real estate professionals continuing to conduct deals, reinvigorating the industry sentiment and discussing strategies to shape the future of the real estate market.



His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum opened Cityscape Dubai 2009

SHOW PROFILE

Number of years show has run:
9 years

Venue:
Dubai International Convention and Exhibition Centre

Floor space occupied:
39,000 sqm floor space

Date:
5-8 October 2009

Number of Exhibitors 218

Number of Participants 38,057

Participating Countries 115

THANKS TO OUR CITYSCAPE DUBAI 2009 SPONSORS

Foundation Sponsors



Platinum Sponsor



Silver Sponsor



Conferences

Platinum Sponsor – Facilities & Asset Management Conference
Etisalat Facilities Management



Gold Sponsor – Facilities & Asset Management Conference



Green Sponsors – Facilities & Asset Management Conference



Platinum Sponsor
Green Day Conference



Green Sponsors
Green Day Conference



Special Networking Functions

Cityscape Dubai Golf Classic Sponsor



Cityscape Dubai Cocktail Party Sponsors



Cityscape Awards Associate Sponsor



Cityscape Awards Headline Sponsors



Cityscape Awards Supporters



Cityscape Awards Environmental Partner



EXHIBITOR PROFILE:

Real Estate Developers:

Residential, Office, Commercial, Hotel & Leisure, Retail, Industrial

Cities and Regional Authorities:

Investment Promotion Agencies, Economic Development Authorities, City Promotion Agencies and Authorities, Location Marketing Agencies, Regional Development and Investment Zones, Inward Investment Organisations

Real Estate Investors:

Banks, Financial Institutions, Investment Companies, Pension Funds, REITs, Venture Capitalists, Insurance Companies, Hedge Funds, Fund Management Companies, Private Equity Investors, Asset Management Companies, Sovereign Wealth Funds, Private Investors

Real Estate Owners

Property Advisors

Real Estate Solution Providers

Real Estate Development Consultants

Architects

Designers

Urban Planners

Consulting Engineers

Contractors

Construction Companies

Project Management Companies

Corporate End Users

Retailers

"This is our sixth consecutive year at Cityscape Dubai and we are very happy to be here. This is the best platform for real estate in the region and we are here to showcase our projects, and to show our commitment to the market and to our customers."

Khalid al Malik,
Group Chief Executive Office,
Dubai Properties

EVENT HIGHLIGHTS BY THE NUMBERS

Website Hits on www.cityscape.ae *	28,762,887
Page Views for Cityscape Dubai website*	3,191,446
sqm Floor Space Occupied	39,000
Participants	38,057
Published Press Stories in Global Media	1,643
Cocktail Party Attendees	800
Delegates, Conference & Networking Functions Attending	723
Registered Members of Press	530
Exhibiting Companies	218
Conference Speakers	123
Countries Represented by Participants	119
Golf Tournament Attendees	96
Media Partners	36
Special Networking Events	23
Award Winners	17
Days of Networking Opportunities	4
Event Driving the Real Estate Industry Forward	1

*source: Urchin

COUNTRIES REPRESENTED BY EXHIBITORS

Angola	Kuwait
Australia	Malaysia
Bahrain	New Zealand
Bulgaria	Poland
Canada	Russia
China	Saudi Arabia
Egypt	Singapore
France	Slovakia
Germany	South Korea
Hong Kong	Sudan
India	Syria
Indonesia	Turkey
Iran	UAE
Iraq	UK
Ireland	USA
Italy	
Jordan	



VISITOR PROFILE

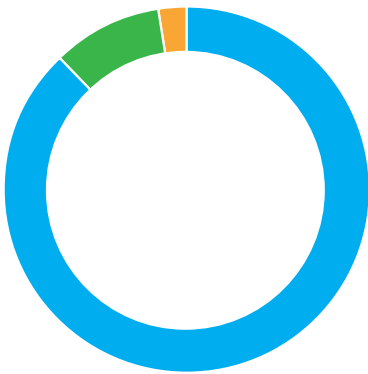
Institutional Investors
Banks and Financial Institutions
Real Estate Investors
High Net Worth Individuals
Real Estate Developers
Real Estate Owners
Real Estate Advisors
Investment Promotion Agencies
Architects and Designers
Real Estate Portfolio Managers
Real Estate Solution Providers
Project Managers and Directors
Municipal & Regional Govt. Authorities
Construction Companies



PARTICIPANTS BY COUNTRY

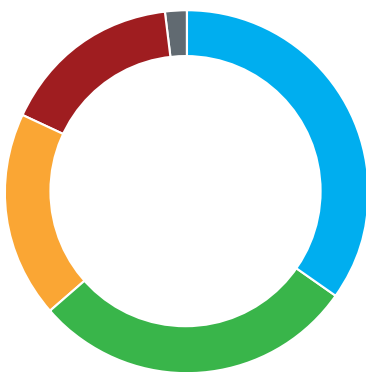
Country	Qty		
Afghanistan	4	Malawi	4
Albania	3	Malaysia	437
Algeria	8	Maldives	4
Angola	50	Malta	5
Argentina	6	Mauritania	3
Australia	68	Mauritius	1
Austria	27	Mexico	3
Azerbaijan	3	Monaco	2
Bahamas	3	Mongolia	2
Bahrain	479	Montenegro	6
Bangladesh	7	Morocco	12
Belarus	3	Nepal	3
Belgium	10	Netherlands	50
Botswana	2	Netherlands Antilles	3
Brazil	59	New Caledonia	1
Bulgaria	29	New Zealand	16
Canada	118	Nigeria	146
China	573	Norway	4
Colombia	5	Oman	673
Congo	6	Pakistan	287
Costa Rica	2	Palestine	3
Croatia	2	Panama	7
Cyprus	19	Philippines	39
Czech Republic	10	Poland	18
Denmark	13	Portugal	9
Djibouti	2	Qatar	432
Egypt	348	Romania	4
Eritrea	1	Russia	120
Ethiopia	13	Saudi Arabia	2,449
Finland	6	Senegal	1
France	286	Serbia	4
Georgia	7	Singapore	89
Germany	233	Slovakia	12
Ghana	9	Slovenia	2
Gibraltar	2	South Africa	55
Greece	8	South Korea	49
Guam	1	Spain	56
Guinea-bissau	2	Sri Lanka	2
Hong Kong	130	Sudan	42
Hungary	13	Swaziland	2
Iceland	2	Sweden	11
India	488	Switzerland	39
Indonesia	58	Syria	61
Iran	150	Taiwan	5
Iraq	18	Tanzania	6
Ireland	38	Thailand	145
Italy	127	Togo	2
Japan	48	Tunisia	27
Jordan	174	Turkey	102
Kazakhstan	4	U.A.E.	22,409
Kenya	5	U.K.	897
Kuwait	478	U.S.A.	4,839
Latvia	2	Uganda	4
Lebanon	116	Ukraine	7
Liberia	2	Vietnam	5
Libya	138	Virgin Islands	4
Lithuania	2	Yemen	15
Macedonia	2	Total	38,057

VISITORS GEO BREAKDOWN



GCC	■	70.74%
Rest of the World	■	26.13%
MENA (excl.GCC)	■	3.13%

VISITORS' NATURE OF BUSINESS



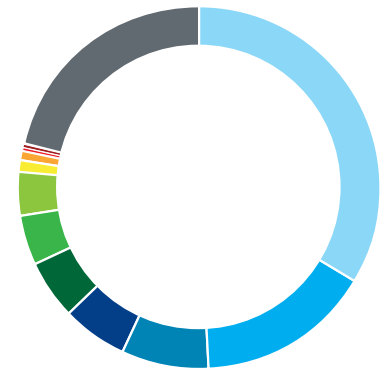
Real Estate Development	■	34.8%
Real Estate Services	■	29.0%
Real Estate Investment	■	18.3%
Building and Construction	■	16.2%
Cities and Authorities	■	1.7%

WHAT WERE VISITORS INTERESTED IN SOURCING FROM THE EXHIBITION?

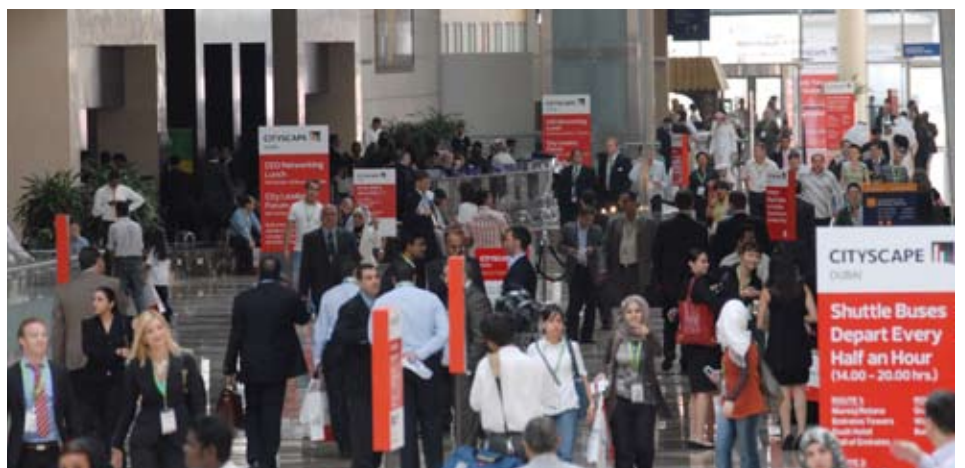


Investment Opportunities	■	17.8%
Consultancy	■	12.8%
Architectural Design	■	10.9%
Project Management	■	9.4%
Engineering	■	8.3%
Contracting	■	7.8%
Property Management	■	6.5%
Joint Ventures & Partnerships	■	6.2%
Leasing Opportunities	■	4.4%
Energy Management	■	3.1%
IT Solutions	■	2.7%
Spatial Design	■	2.4%
Franchising Opportunities	■	2.3%
Other	■	5.4%

VISITORS BY JOB TITLE



Senior Manager/Director/ Heads / Manager	■	33.8%
CEO/GM/MD	■	15.6%
Board Member / Chairman / Director	■	7.6%
Consultant / Advisor	■	6.0%
Architect / Interior Design	■	5.3%
Owner / Partner / Principal / Proprietor	■	4.4%
Engineer	■	3.9%
VIP / President / Sheikh	■	1.0%
Investor	■	0.8%
Government Official / Embassy Officials	■	0.2%
Developer	■	0.2%
Other	■	21.2%



NETWORKING OPPORTUNITIES

Cityscape Connect Business Breakfast

A successful initiative from Cityscape that aims to give back to the industry with a series of 'not for profit' functions, designed to stimulate networking and discussion of the key issues affecting the real estate industry. Three sessions of pre-show Cityscape Connect Business Breakfast were organised in 2009, which featured lively debate and active participation from more than 400 decision makers and influential figures from the industry.

Cityscape Dubai Golf Classic

A fantastic opportunity for senior industry professionals to get together in a relaxed atmosphere, away from the office, and develop new and lasting relationships with industry colleagues. 96 key decision makers and senior executives joined the afternoon competition that allowed all players to enjoy the excitement and camaraderie with fellow real estate industry peers and colleagues.

Cityscape Architecture Awards & Gala Dinner

The architecture and real estate industry turned out in full force once again for the Cityscape Awards for Architecture in Emerging Markets, rewarding excellence in architecture and design from the emerging regions across the globe. These included the Gulf States, the Middle East, Asia, Africa, South America. From more than 300 entries received within the 14 categories, 17 Award winners were announced at the Cityscape Architecture Awards, held at the Grand Hyatt Dubai.

The winners of the Awards in their respective categories were:

Commercial / Mixed Use Category – Built

Woods Bagot

Commercial / Mixed Use Category – Future

Agi Architects

Community Category – Built

John McAslan + Partners

Community Category – Future

BIG Architects

Leisure Category – Future

Bernard Khouri

Residential Category – Built

Shatotto Architecture for Green Living

Residential Category – Future

Nabil Gholam Architecture & Planning

Tourism, Travel and Transport Category – Built

Melkan Gursel & Mural Tabanlıoğlu

Tourism, Travel and Transport Category – Future

RTA

Special Award – Environmental Category

LAVA (Laboratory for Visionary Architecture)

Special Award – Islamic Architecture Category

RMJM

Special Award – Master Planning Category

Chan Krieger Sieniewicz, Inc.

Young Architect Awards

Momna Arshad

Reihaneh Ramezany Mahonaky

Tahereh Rajabi

Ahmed Hosny

Cultural Heritage Award

Rashad Bukhash

Cityscape Dubai Cocktail Party

With over 800 attendees, the invitation-only Cityscape Dubai Cocktail Party was a memorable evening of cocktails, music and relationship building. The Cityscape Dubai Cocktail Party was held at the stunning Mina Al Salam Majilis overlooking the Jumeirah coastline.



CONFERENCES

The Conferences, together with the highly interactive networking seminars, attracted more than 1000 delegates, proving to be an integral part of the Cityscape Dubai event.

Cityscape Dubai Conference

The Cityscape Dubai Conference focused on the global real estate investment and development issues, featuring over 100 world class speakers and industry experts. The Conference provided the delegates with cutting edge strategies, in-depth discussions and offered both regional and international perspectives on the latest industry challenges.

World Architecture Congress

The World Architecture Congress drew together the global leaders and brightest visionaries in architecture and design to discuss and debate the foremost challenges facing the built environment, ranging from integrated designs to challenges faced by international architects and planning for the upturn.

Facilities and Asset Management Conference

Also recognised as the region's premier gathering for Facilities Management professionals at all levels, the conference presented real life examples and extensive case studies. Highlighting the latest trends and technologies, their impact on facilities management practices and examination of new service offerings, the conference remained the industry's premier platform for debate and solution finding.

Green Day Conference

An event that was not just about "green buildings". The Green theme include green communities, green construction methods, energy saving issues, financing green buildings, regulations, facilities management, whole life costs and new materials and products. Green Day at Cityscape Dubai was a focused one-day event where ideas were shared – no presentations, but intellectual discourse, taking the subject forward.

NEW INITIATIVES

Cityscape Connect Seminars

An initiative from Cityscape that aims to give back to the industry with a series of 'not for profit' seminars. Designed to stimulate networking and discussion of the key issues affecting the real estate industry, the seven Connect Seminar sessions held during Cityscape Dubai 2009 covered key topics, including:

- Property Prices in Dubai
- Market Transparency
- REITS, Retailing
- Home Finance & Mortgages
- Cost Control and Affordable Housing
- Kingdom of Saudi Arabia
- Emirate of Ras Al Khaimah.

CEO Networking Lunch

Another new function launched at Cityscape Dubai 2009 which brought together over 70 CEOs and senior executives from across the real estate industry in an exclusive and intimate forum to network with peers and colleagues and discuss key issues affecting the real estate market.

Cityscape Dubai Investor Round Tables

The latest addition to Cityscape's growing portfolio, offering an exclusive opportunity for leading figures in real estate to discuss the key issues affecting real estate investment and development in emerging markets today. The seven sessions of Investor Round Tables at Cityscape Dubai 2009 brought together more than 200 institutional investors and top executives representing leading fund management companies. Topics included:

1. Tourism and Hospitality
2. Saudi Arabia
3. Dubai
4. Abu Dhabi
5. India
6. Asia
7. MENA vs Global Markets

Cityscape Dubai Advisory Board

The Advisory Board is comprised of leaders and senior decision-makers from across the UAE real estate market. The Board serves to provide market insight and strategic direction to ensure that we continue to deliver the most valuable, market-leading products for the benefit of the industry.

City Leaders Forum

Creating a premier gathering of government leaders to gather in the spirit of global cooperation and open dialogue, the inaugural City Leaders Forum at Cityscape Dubai 2009 brought together Mayors, Ambassadors and the heads of major government agencies worldwide including France, Vietnam, UAE, Saudi Arabia, UK, Singapore, China, South Africa and USA under one roof to talk about Master Planning and Sustainability.

Cityscapeconnect.com

Cityscape Connect, a business information and professional networking website dedicated exclusively to the global real estate community, was launched at Cityscape Dubai 2009 and very well received.

The platform provides market research, reports and quality industry content tailored to match the specific profiles of users. It also provides a platform for active discussion and debate as well as a forum to meet current and future business partners and knowledgeable contacts around the world.

MARKETING & PROMOTION

Cityscape Dubai runs an extensive marketing campaign over 12 months encompassing a wide variety of available mediums to promote the event and ensure as an exhibitor you meet the right quality of visitor. The total marketing campaign value for the year 2009 was valued at over **\$7 million**, with a global reach of over 120 countries.

Television A key aspect of the overall Cityscape marketing strategy is a comprehensive pre-event advertising campaign on leading international and regional television channels, including CNN and Al Arabiya, with a guaranteed reach of over 200 million households worldwide. Onsite, the event was covered by 41 recognised international and local news channels ensuring strong event coverage during and after the show dates.

Radio Cityscape once again tied up with the country's most popular commercial and business radio stations, catering to both English as well as Arabic speaking audiences. These included Dubai Eye 103.8 in Dubai and Emarat FM in Abu Dhabi. The radio campaign was instrumental in reaching out to the event's target audience locally through more than 200 radio spots in the form of advertisements, pre-promotions, exclusive talk shows, interviews, in addition to live broadcasts from the show.

Print Advertising The Cityscape Dubai marketing strategy consisted of a print advertising campaign which extended across the leading international and regional trade publications, magazines and newspapers. A total of 170 advertisements appeared as part of the visitor promotion campaign, covering over 50 of the most renowned titles with a cumulative circulation exceeding 1.7 million. Some of the prominent titles that carried Cityscape Dubai 2009 advertisements included:

Exclusive:

A Newspaper Supplement for Cityscape Dubai, published by Gulf News, reached a BPA audited audience of 124,393 readers.

Online Advertising

The Cityscape marketing team worked closely with leading business portals from around the globe to ensure the event reached their subscribers and visitors through web advertising and targeted email campaigns. This activity contributed to nearly 3.2 million

page views of the Cityscape Dubai website received over one year. This was further aided by 37 promotional emails sent out by our media partners to their subscribers as part of a highly targeted promotional activity.

Newspapers:

- Gulf News
- The National
- Al Khaleej
- Al Sharq Al Awsat
- Al Eqtisadiyah
- Al Ittihad
- Gulf Today



Magazines:

- Aqari
- Al A'maal
- Al Arabiya
- Al Bayan
- Al Beena
- Al Eqtisadiyah
- Al Handasah
- Al Ittihad
- Amlak
- APREA Newsletter
- Arabian Business
- Architect ME
- Business Emirates
- Business Pioneer Magazine
- Capital Mag & Business Islamic
- CEO
- Compasses
- Construction Week
- EMEA Finance
- Emporis
- Eurobuild
- Executive Magazine
- FIABCI Newsletter
- Global Mayors Forum
- Newsletter
- Global Real Estate Institute
- Newsletter
- MONEyworks
- Oxford Business Group
- Pacific Rim Construction Property Week Global
- Saudi Business Focus
- Trends
- Saneou Al Hadath
- Wall Street Journal



MARKETING & PROMOTION (cont.)

Fax

Based on the surveys conducted by Cityscape, many of the investors and senior real estate professionals in the emerging world like to receive information via fax to be able to quickly access and respond to the information sent. For this reason we ensure that our information is also sent via a series of timely fax broadcasts.

The Cityscape Dubai 2009 message reached a total of 33,000 unique contacts through 2-staged fax campaigns, contributing significantly towards increasing awareness, and resultantly gaining additional visitor pre-registrations.

Email

Cityscape has built an opt-in database of over 250,000 investors and industry professionals spanning over 160 countries. The investors are kept updated with event and industry information via e-bulletins, updates and reminders that are sent out on a regular basis.

A total of **1,011,663 emails** were sent in 63 various promotions, individually targeting segments of the target audience with customised messages to suit the viewer's profile.

The email campaign was further supported by a viral marketing campaign, which not only allowed visitors to pre-register themselves as a visitor, but also invite colleagues to attend the event through automatically generated customised emails.

Website

The Cityscape website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and has an average website visitor count of over **266,000 page views*** per month, which includes more than **65,000 unique visitors**.

*source: Urchin

Social Media

Social media sites have become extremely popular in today's digital age. Capitalising on this new, cost-free era, Cityscape Dubai has created a number of groups on sites such as **LinkedIn** and **Twitter** to facilitate discussion between senior-level real estate professionals and create brand awareness.

"Cityscape has been a refreshing experience, without the excess of former years. A new sense of reality seems to be coming into play; it's good to see that everyone is back to talking about real estate in the Middle East in terms of a long-term investment. This is an extremely positive sign."

Christopher Grzesik,
Managing Director,
Polish Properties



MARKETING & PROMOTION (cont.)

Telemarketing

Cityscape has a dedicated team of industry specific, knowledge rich telemarketers that personally invite key delegates and industry professionals to ensure their attendance. More than 15,000 top job titles, investors and decision makers were contacted via telephone prior to the event.

SMS

Cityscape sends out regular updates to its opt-in database of mobile phone users via SMS broadcasts. With research showing 94% of all text messages sent are read, the campaigns proved to be an effective tool for keeping visitors up to date with the progress of the event.

More than 10,000 pre-registered visitors at Cityscape Dubai 2009 received reminders of their participation with their Unique Registration Number. Over 45,000 messages were sent out reminding targeted audiences about their participation at Cityscape Dubai 2009.

"The show is very interesting and impressive – the pace of development in this part of the world is amazing. I don't see the slowdown here. We are looking for strategic partnerships or joint ventures with developers here, and I hope the show will prove to be a success for us."

Ramon Garcia,
Chief Executive Officer
and President,
DFNN

Postal Mailings

Cityscape invests heavily on ensuring that every record on our database is updated regularly, helping the marketing team to reach out to more than 350,000 unique records in a targeted and personalised fashion. Catering to the needs of right segment of audiences with the right message, Cityscape boasts one of the world's most advanced database management systems that supports the largest portion of Cityscape's strategic marketing campaign.

The mailing campaign for the 2009 edition of Cityscape Dubai comprised a variety of collateral ranging from postcards to visitor tickets that was carried out in 3 phases.

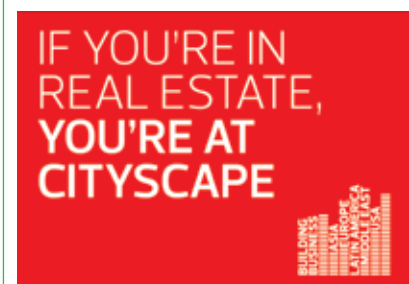
Phase-1: Customised Postcards separately targeting major Investors, Architects and Developers/ Construction related companies Internationally – Quantity: 60,000



Phase-2: Visitor Tickets – Quantity: 135,000

Phase-3: Region-wide Reminder Postcard – Quantity: 45,000

The Conferences marketing campaign reaching out to more than 35,000 individuals via mail further complemented the above, in addition to more than 10,000 invitations sent to partnering associations, sponsors, exhibitors and speakers to further distribute to their clients and add more prominence to their participation at the show.



PRESS / MEDIA RELATIONS

Cityscape employs one of the most recognised PR agencies in the Middle East. Together with the help of their global network of affiliate offices they manage the event's international and regional press activities. The total value of media coverage received by the event in 2009 exceeded **\$5.5 million**, which included:

14 press releases generating more than 1,800 published articles, print and online.

24 exclusive interviews and features before and during the event in:

- Abu Dhabi TV
- Al Eqtisadiyah
- AMEinfo
- Arabian Business
- BBC
- CNBC Europe
- CNN
- Construction Weekly
- Dow Jones
- Dubai Eye
- Emirates Business 24/7
- Gulf News
- Khaleej Times
- One TV
- Real Estate & Investment MidEast
- Reuters
- The Big Project
- The National
- World Business

Onsite presence of over 530 journalists and reporters to cover the event, representing over 280 leading names in print online and electronic media, including:

- ABC News
- Abu Dhabi TV
- Al Aqariya TV
- Al Arabiya TV
- Al Bayan
- Al Sharq Al Awsat
- Alaqaria TV
- Aljazeera TV
- AlRroya Aleqtesadiya Newspaper
- AME Info
- Ary Digital Network
- BBC World News
- Bloomberg News
- City 7 TV
- CNBC
- CNN
- Construction Week
- Dow Jones
- Dubai Eye
- Dubai One
- Dubai TV
- Emarat El Youm
- Emirates Business 24/7
- Gulf News
- Gulf Property
- Gulf Today
- Infinity TV
- Khaleej Times
- MEED
- Money works
- NBC
- Property TV
- Real Estate TV
- Reuters
- Sama Dubai TV
- Snaps India
- The Daily ALBAYAN
- UBI France
- World Business Times
- World Investment & Real Estate

While most of the international media have their representation in Dubai, reporters exclusively coming to the UAE to cover Cityscape represented the below listed countries:

- Argentina
- Canada
- France
- Germany
- Ireland
- Italy
- Jordan
- Kuwait
- Lebanon
- Liberia
- Poland
- Qatar
- Saudi Arabia
- Singapore
- Sudan
- U.K.
- U.S.A.
- Virgin Islands



CITYSCAPE DUBAI 2009 PARTNERS INCLUDE:

Global Supporter

FIABCI

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International Mayors
Communication Centre

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APREA

EMRA

RICS

International Broadcasting Partner

CNN

Regional Broadcasting Partner

Al Arabiya News Channel

Cityscape Knowledge Partner

Cityscape Intelligence

Cityscape Global Partner

EMPORIS

Official English Local Newspaper

Gulf News

Official Arabic Local Newspaper

Al Ittihad

Official Local Radio

Emarat FM

Official English Radio

Dubai Eye 103.8

Official Arabic Newspaper:

Al Ittihad

International Media Partners

The Institutional Real Estate Letter

The Institutional Real Estate Letter – Asia
Pacific

PRC (Pacific Rim Construction)

EMEA Finance

The Wall Street Journal

Eurobuild

Liquid Real Estate

Oxford Business Group

Regional Media Partners

Al Bayan, Al Hindsah, Amlak, Property World,

Russian Emirates Advertising

Executive, Business Islamica

Trends, Al Eqtisadiyah

Capital Business Magazine

Compasses, Al A'maal, Saudi Business Focus,

Saneou Al Hadath

Property Week Global, CEO Middle East

Business Pioneer, Money Works

Arabian Business, Property



ORGANISER



IIR EXHIBITIONS
an informa business

CONTACT DETAILS

IIR Middle East

PO Box 28943, Dubai - UAE

Tel: +971 4 336 5161

Fax: +971 4 335 1891

Email: cityscapedubai@iirme.com

Web: www.cityscape.ae

FUTURE DATES & VENUE

4 – 7 October 2010

Dubai International Convention and
Exhibition Centre, UAE

Research Compiled by

All figures have been independently compiled by Info Salons. Info Salons is the leading provider of event technology solutions for the exhibition and events industry, supplying solutions for all event database management, registration and marketing requirements, with over 20 years of experience in working with the most recognisable event organisers in the industry.

CITYSCAPE 
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