

# **INTERNATIONAL PROPERTY SHOW**

**D U B A I • 2 0 0 8**

## **Post Show Report**

[www.internationalpropertyshow.ae](http://www.internationalpropertyshow.ae)

# International Property Show 2008 Tops AED 20 Billion in Property Sales



**International Property Show 2008**, the biggest transactional property exhibition in the region, has successfully concluded its three-day run with over AED 20 billion in sales revenues generated by the developers and real estate companies present at event. This year's exhibition welcomed around 30,000 visitors and witnessed the biggest sales revenues in local, regional and international real estate in its history.

Among the local exhibitors, SNASCO has registered the highest achievements by selling 60 per cent of its Sharjah Investment Centre during the event. Developers who also wrapped up their successful participation included Fakhruddin Properties, which sold AED 1.4 billion worth of residential units or 60 per cent of its Maimoon Twin Towers in Jumeirah Village South; Al Mazaya, which registered a tremendous 95 per cent sales for its Queue Point project in only three days; and Baraka Investments, which witnessed 75 percent sales for its Crimson Court project.

In addition to high profile developers, real estate brokerage firms such as Coldwell Banker has also leveraged outstanding sales prospects at the event, having sold several units with a total value of AED 8 million.

“It brings us great pride to have concluded another successful year for the International Property Show. As the first property exhibition to register and abide by the terms of RERA's regulations, we have definitely seen a boost in investor confidence as evident in the outstanding sales results this year.



**Dawood Al Shezawi, Managing Director  
Strategic Marketing and Exhibitions**

## Events & Activities



This edition of the exhibition was characterized by the various activities and events that took place during the three days. The event featured **seminars** and high impact presentations by participating exhibitors, especially the international companies, to introduce the visitors to their projects and give them insights about the real estate and property market in their countries.



Moreover, and in line with significant government legislation aimed at protecting investors, a **Trust Account Pavilion** was dedicated for registered banks and financial institutions for an opportunity to introduce their trust account services authorized by Real Estate Regulatory Agency (RERA). Also, their presence facilitated the multi-billion deals among international and regional companies and individual investors.

In addition to the Trust Account Pavilion, The Real Estate Regulatory Agency has launched a special **Real Estate Portal** on the second day of the show to service the property Market. Furthermore, The Dubai Land Department, as strategic partners for the exhibition, organized a **high value auction** which has provided an opportunity for visitors to acquire new plots in Dubai.



A **Networking Business Breakfast** was held at the venue and sponsored by Al Arabiya News Channel, which has gathered influential decision makers in the global real estate arena.

Extending the massive success in Dubai, the first edition of **International Property Show- Moscow 2008** was announced during the exhibition in a bid to leverage the booming real estate sector in the European capital city and neighboring countries.



“The International Property Show 2008 has delivered beyond our expectations, as our participation in this event has been highlighted with exceptional networking opportunities and remarkable sales for the projects, which we have showcased at the show. Through our second participation at the show, we have recognised the advantages, which it has been providing to exhibitors in terms of showcasing unique projects to a highly targeted audience. We have high expectations for the 2009 show, as we intend to further strengthen our participation in next year’s event.”



**Gabriel M. Bedoya, Vice President  
Corcoran Group**

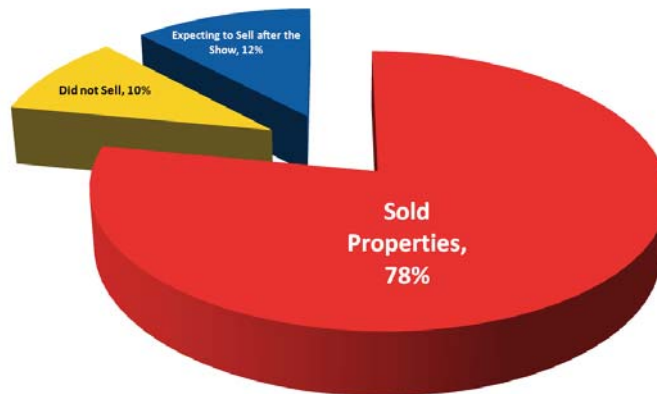
# 2008 Post Show Report

## Exhibitor Statistics

**250** Total Exhibitors

**67%** Locals Exhibitors

**33%** International Exhibitors, including companies from Argentina, Australia, Austria, Bahrain, Bulgaria, Canada, Cyprus, Fiji, Germany, Hong Kong, India, Kuwait, Italy, Lebanon, Malaysia, Maldives, Malta, New Zealand, North Cyprus, Oman, Qatar, Saudi Arabia, Singapore, South Africa, Spain, Switzerland, Thailand, Turkey, UK and the USA.



“Our participation at the International Property Show 2008 has definitely reaped excellent benefits for us, not only in terms of sales and marketing opportunities, but also in extending our network, which now reaches beyond the Middle East to the European and Asian nations. We also applaud the tremendous efforts that went into incorporating an exclusive networking activity and seminars that discussed timely industry issues within the event. Most notably, the exhibitors’ move to adhere to legal requirements, which remarkably boosted the trust of investors has been the most celebrated of all the new features the event has adopted this year.”



**Omar Mashabi, General Manager  
Sharjah Investment Center, SNASCO**

## Visitor Statistics

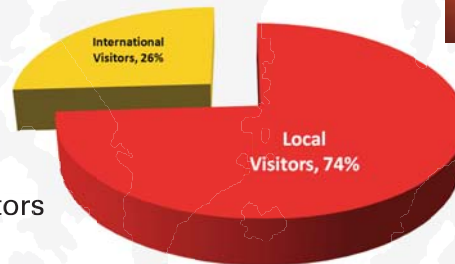
International Property Show attracted visitors from 70 countries including Algeria, Australia, Austria, Bangladesh, Belgium, Brazil, Bulgaria, Burkina, Canada, China, Costa Rica, Croatia, Cyprus, Denmark, Egypt, Estonia, Ethiopia, Finland, France, Germany, Ghana, Greece, Hong Kong, India, Indonesia, Iran, Ireland, Italy, Japan, Jamaica, Jordan, Kazakhstan, Kenya, Kingdom of Bahrain, Kingdom of Saudi Arabia, Korea, Kuwait, Lebanon, Libya, Luxemburg, Malaysia, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Philippines, Poland, Portugal, Qatar, Russia, Scotland, South Korea, Singapore, South Africa, Spain, Sultanate of Oman, Sudan, Sweden, Syria, Switzerland, Tanzania, Turkey, Thailand, Uganda, Ukraine, United Kingdom, United States of America, Vietnam, and Yemen.



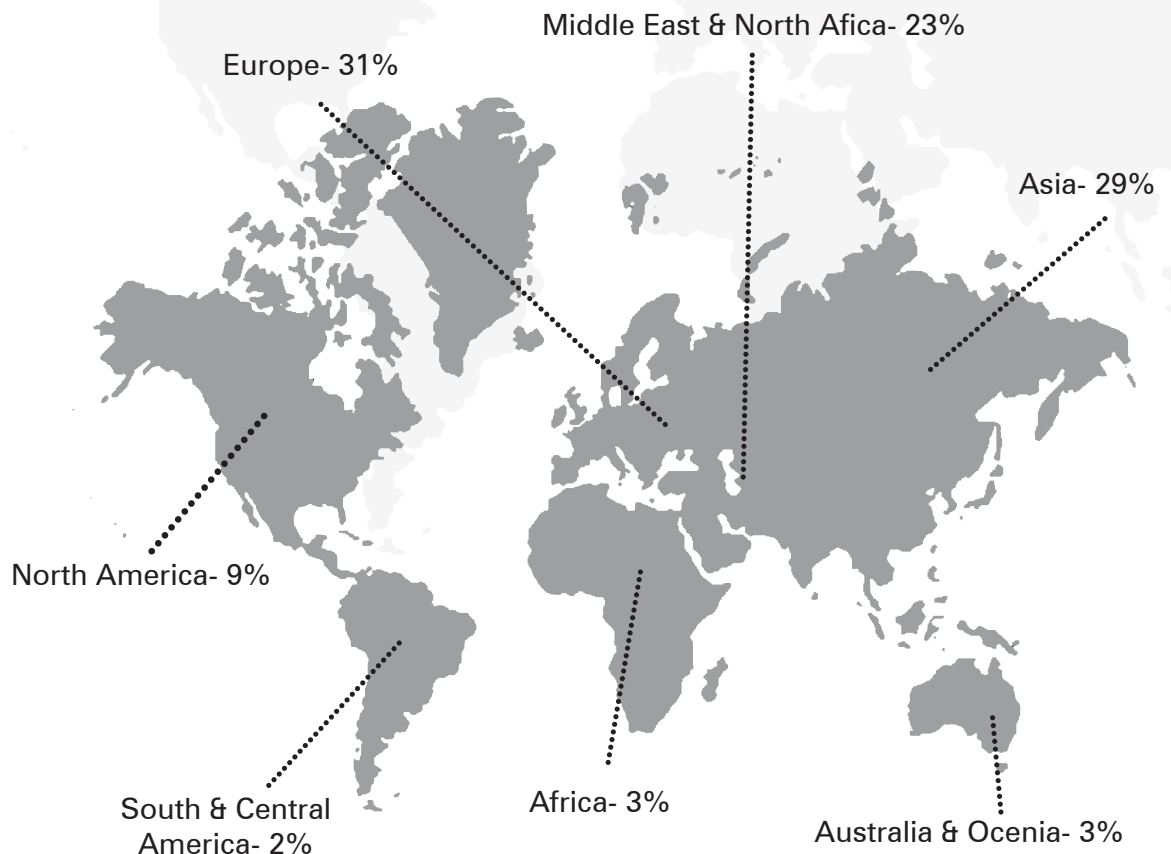
**28,652** Visitors

**74%** Local Visitors

**26%** International Visitors

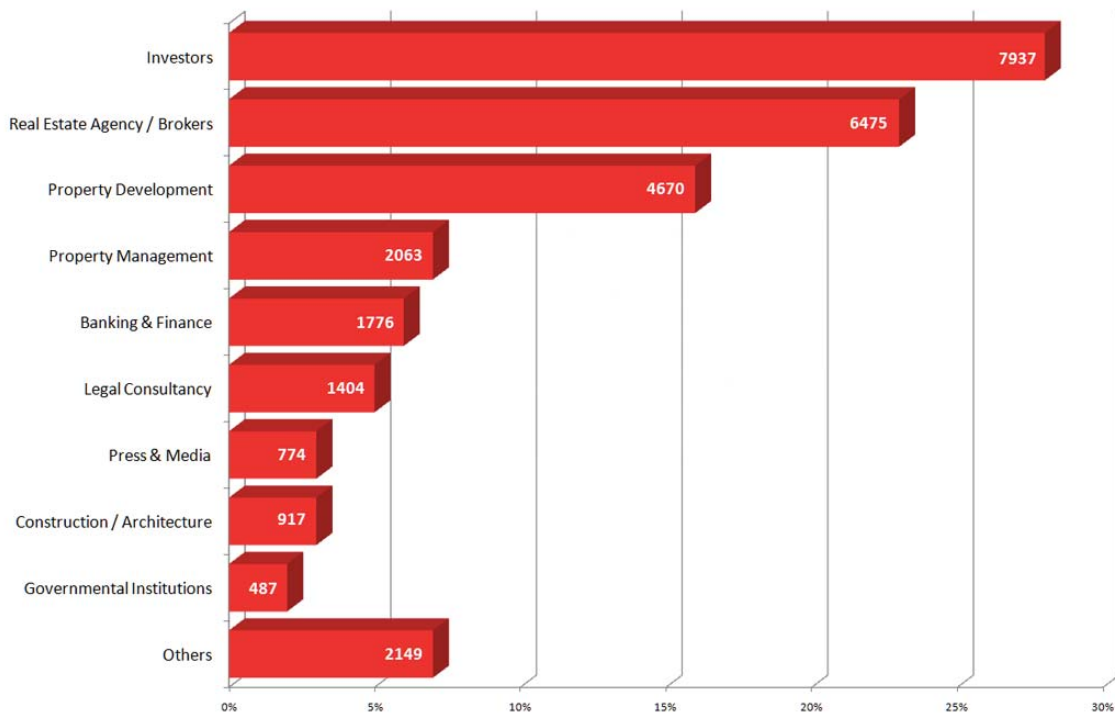


### Distribution of International Visitors By Region

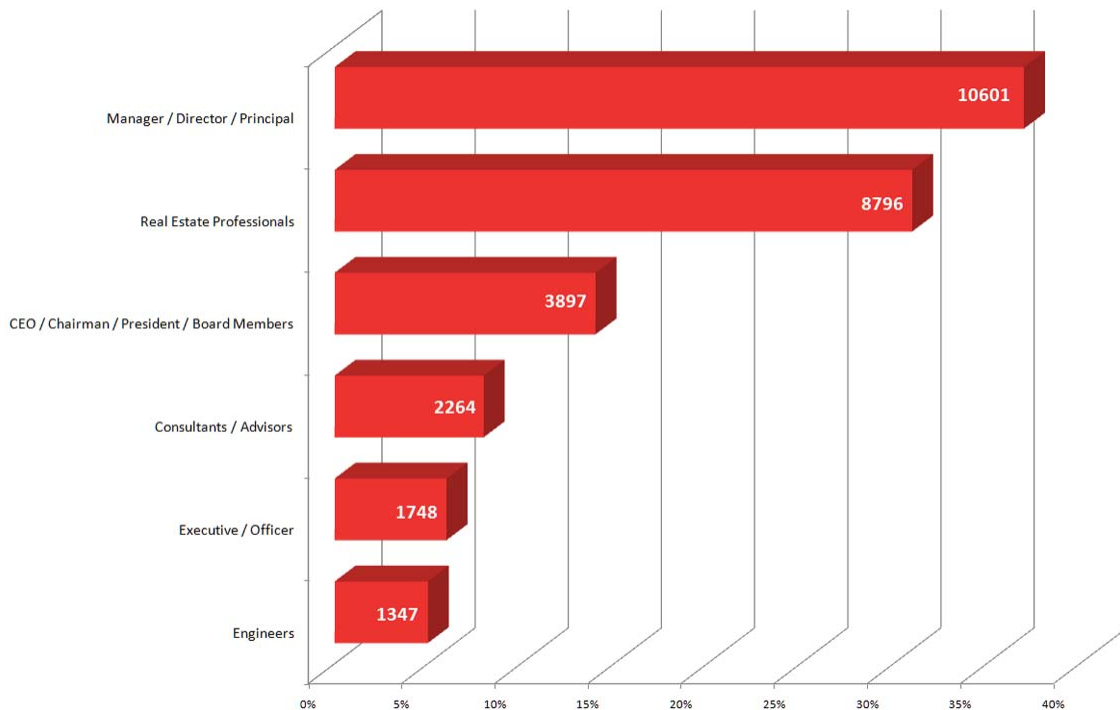


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## Distribution of Visitors By Business



## Distribution of Visitors By Designation



“This year’s event has been highly beneficial to us since IPS is warranting a fair amount of international interest more than at previous times.”



**Youssuf Fakhruddin, CEO  
Fakhruddin Properties**

## Advertising & PR Campaign

This year, International Property Show was promoted widely using a strategic advertising and PR campaign in addition to other promotional & marketing activities.

**TV Advertising Campaign:** 80 promotional spots of 30" TVC were broadcasted on Al Arabiya News Channel for the duration of January and February.

**Radio Campaign:** included 200 spots in four major local radios which are AL Arabiya 99 FM, Noor Dubai 93.9 FM, Pulse 95.3 FM, and Dubai Eye 103.8 FM.

**Printed Advertisements:** International Property Show was widely promoted in newspapers as well as in media partner's publications. The exhibition ads were included in 30 business, financial and property magazines worldwide. The newspaper ads covered:

- Al Bayan, Al Khaleej, Al Ittihad and Gulf News in UAE
- Al Sharq Al Awsat, Al Hayat, Al Iqtisadiyah, Al Riyadh, Al Yawm, and Okaz in Saudi Arabia
- Al Watan and Gulf Times Daily in Qatar
- Al Rai in Jordan
- Al Watan in Bahrain
- Al Raii Al Alam in Kuwait
- Al Watan in Oman

**Outdoor:** An outdoor campaign was used to strengthen the brand of the exhibition in both Dubai & Abu Dhabi. Lamcy Underpass (Dubai-Abu Dhabi Direction) and Seih El Shieb Bridge (Abu Dhabi Highway) were booked for International Property Show during the month of February. Moreover, lamposts were booked in Sheikh Zayed Road & Media City during November & December and in Abu Dhabi Cornish during February.

**Newsletter:** The newsletter was sent on a monthly basis since December 2007 to more than 20,000 investors and decision makers in the property market worldwide.

**Flyers Distribution:** More than 200,000 flyers were distributed all around UAE using three Channels:

- Inserts in Gulf News & Property Weekly
- Inserts in Media Partners' Publications
- Distribution through Blue Truck



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**E-mail Campaigns:** E-mails that carry the show news and updates are sent frequently to the entire database which includes over 40,000 industry professionals and high net worth individuals.



**Website:** This year the traffic on the website achieved a new record with the total hits reaching to approximately one million per month.

**PR Campaign:** Monthly press releases were sent to all media for publishing at a national and International level, also multiple press conferences were organized with Strategic Partners and Sponsors to promote the exhibition.

The breakdown of the media that covered the three-day-event is as follows:

- 9 English TV Stations
- 9 Arabic TV Station
- 2 Radio Stations
- 8 Arabic Newspapers
- 5 English Newspapers
- 6 Arabic Magazines
- 22 English Magazines
- 4 Online portals
- 6 News Agencies

## See You in 2009!

As the International Property Show 2008 successfully caps another year with outstanding success, we look forward to welcoming you to the 5th Edition of the International Property Show commencing on 15th to 17th February 2009 at the Dubai International Exhibition Centre.



## Partners and Sponsors

We would like to thank our partners and sponsors for their valued support which has contributed significantly to the success of this edition.

### Strategic Partner



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LAND DEPARTMENT

حكومة دبي  
Government of Dubai



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The Real Estate Regulatory Agency

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