THE BIG SHOW OMAN
Builders International Gathering

ufi Approved International Event

16th International Exhibition of Building Materials, Construction Equipment, Ceramics and Bathroom Fittings, Wood Machinery and Interior Design

25-27 MARCH 2019

Oman Convention & Exhibition Centre
Muscat, Oman

IDO INTERIOR DESIGN OMAN

A part of The BIG Show

OMAN'S BIGGEST BUILDING, CONSTRUCTION AND INTERIOR DESIGN SHOW

BUILDING AND CONSTRUCTION

INTERIOR DESIGN AND DECOR

The Organizer

OMANEXPO
Global Business Platform

www.thebigshow-oman.com

About the Industry

Despite public investment cuts and a broad economic slowdown in the wake of lower oil prices, Oman's construction sector is witnessing robust activities with the value of the total 2,410 active projects surging to over $190 billion, according to a recent study.

Among the active projects, 1,840 projects worth $61 billion are urban construction projects while 70 projects worth $39 billion are in the oil and gas sector and 150 worth $32 billion are transport projects, stated the study by BNC Network, a key project intelligence provider in the Mena region.

In terms of the status of these projects, 1,730 projects worth $57 billion are in progress – tender and under construction - while 350 projects worth $71 billion are under planning, according to the report by BNC Network.

The largest chunk of the non-oil economy, at roughly 45%, construction remains a pillar of government efforts to steer the country's productive industries away from hydrocarbons under its medium-term ninth five-year plan, which covers the 2016-20 period, and its longer-term blueprint, Vision 2040.

Upcoming Projects

MALL OF OMAN

A mega shopping mall set to be Oman's largest and most comprehensive shopping mall to be built on 157,000-square meter of land and housing 350 stores, the sultanate's largest VOX cinemas and Magic Planet family entertainment centre, a 12,200--square meter Carrefour Hypermarket, and Oman's largest snow-park, with an 8,000sqm play area. It is anticipated to open in 2020.

Project Cost: **US$ 450 million**

MALL OF MUSCAT PROJECT-PHASE 2

Development of a mixed-use scheme comprising retail units, an aquarium, family entertainment, multi-cuisine dining and food courts, a hypermarket, including a 4-star business hotel along with branded residences. The total project area is set to exceed 200,000 square meters.

Project Cost: **US$ 57 million**

MINA SULTAN QABOOS WATERFRONT PROJECT

A major integrated tourism and lifestyle destination project that will feature seven luxurious hotels, 450 retail shops, about 900 residential units, dining, retail leisure and community facilities.

Project Cost: **US$1 billion**

AL MOUJ MUSCAT DEVELOPMENT PROJECT

Oman's first integrated tourism complex (ITC), which includes 4,000 residential properties, four hotels, 120 retail outlets consisting of international cafes, restaurants and shops, office buildings, an18-hole golf course, 400-berth marina, and parks. It is expected to be completed in 2022.

Project Cost: **US$3.5 billion**

JW MARRIOTT HOTEL PROJECT

A five-star hotel being developed as part of the Oman Convention and Exhibition Centre (OCEC) complex. It will feature a total of 304 keys, food and beverage outlets, meeting facilities, a health and leisure club, ballroom, a VIP entrance, a lounge area, swimming pools, and a spa.

Project Cost: **US$ 104 million**

MUSCAT BAY DEVELOPMENT PROJECT-PHASE 1

An integrated tourism complex that comprises 398 hilltop villas, stylish townhouses, duplexes and luxury apartments spread across five residential zones, a beachfront, recreational club, and a landscaped park on a 2.2-million square kilometer land and a high point of 250 meters above sea level.

Project Cost: **US$ 600 million**

SINO-OMAN INDUSTRIAL CITY

An industrial city in the Duqm Special Economic Zone (SEZAD) spread over an area of 11.72 square meters within the Special Economic Zone next to Duqm's port (SEZAD), which will contain industrial parks, light and medium cities, hotels, a world-class hospital, a school, and an oil refinery capable of processing 235,000 barrels per day,a petrochemical industries complex, a concrete plant, a steel smelter, a glass factory, an aluminum plant and a solar factory producing panels and batteries.

Project Cost: **US$ 10.7 billion**

DUQM MEGA TOURISM COMPLEX

A major tourism complex in Duqm on an area of 741,000 square meters that includes 3-, 4- and 5-star hotels, a mall, residential complexes, entertainment center, water them park, and other tourist services and facilities.

Project Cost: **US$ 735 million**

About The BIG Show

The BIG Show is the biggest international event for the building, construction and interior design sector in Oman.

The BIG Show (Builders International Gathering) is an annual international exhibition that caters to the building and construction industry in Oman, the Middle East and global markets. It showcases an extensive range of the latest building materials, construction equipment, wood machinery, interior furnishings and other products, equipment and technology for building and construction operations. It was launched as Interiors and Buildex in 2002 and rebranded The BIG Show in 2010. The annual exhibition provides a platform for local and international companies to take advantage of major opportunities in the industry as well as to learn about the developments in the local and global markets.

In 2009, it received recognition as a "UFI-Approved Event" by UFI-the Global Association of the Exhibition Industry. Now on its 14th edition, The BIG Show is the biggest and most important event for the building and construction sector in Oman.

Exhibition Profile

- Ceramic & Marble
- Doors & Windows
- Kitchen & Bathroom
- Pumps & Valves
- HVAC
- Elevators & Escalators
- Pool & Spa
- Construction Equipment & Tools
- Steel
- Concrete & Cement
- Wood & Woodworking Machinery

About Interior Design Oman

Interior Design Oman (IDO) is a décor, design and lifestyle exhibition happening alongside The BIG Show Oman. It covers the spectrum of products and services required for the design, fit out, and upgrade of residential, hospitality, office, and retail spaces.

It will introduce three sub-sectors: Artisan, which features a variety of designer, modern, and ethnic handmade crafts and objets d'arts; Contemporary Collection, which focuses on contemporary furniture design; and Sleep, which showcases bedding, mattresses, linen, and related furnishing, fittings and accessories.

Exhibition Profile

- Furniture and Furnishing
- Lightings
- Decorative Paints
- Kitchen and Bathroom
- Indoor Design
- Outdoor Design

Visitor Profile

- Architects
- Contractors
- Consultants
- End-Users/Buyers
- Engineers
- Homeowners
- Importers/Distributors
- Interior Designers
- Manufacturers
- Project Managers
- Property Developers
- Property Managers
- Property Owners
- Purchasing Managers
- Real Estate Agents
- Retailers and Suppliers

What Exhibitors Say About The BIG Show and IDO

"We had a very interesting show. the BIG show is being very impressive with the number of attendees and we have a very positive feedback on our products."

Mr. Poul
Business Development Director, Pump House, UK

"This is the first time we participate in an exhibition in Oman and it is a wonderful opportunity. Oman has an enormous potential market and interesting and very attractive of investors. we believe that the quality this exhibition is competing with exhibitions that held in Dubai and the world."

Samer Jaboor
Regional Manager, Al Shayaa Group

"This is a good platform for us to get exposed to the potential customers and government committees."

Madhukar
General Manager, Dosteen, Oman

"We used to participate in the Big Show for many years and we have a good foot fall and we are very happy to part of this show. I think it will return a good benefit to us."

Fawzi Telow
Business Head Middle East, Jaquar

The Big Show is one of the best exhibition in the region and we been participation in this show for the fifth time already. it is a very good exhibition and we make sure to participate every year to bring new products and services. this event is every important for us therefore we work very hard to prepare for it because most of our clients comes from the Big show. and we want you to know that the Big show was our breakthrough into this world of building and construction in 2012.

Hammed Alamry
CEO, Al Mahdotha International Projects

"We are very honored to be here to attend this exhibition and I hope next time we can come again and hopefully we will get the opportunity to get more visitors and customers."

Su Tu
OPPEIN – China

Highlights from The BIG Show 2018

The BIG Show 2018 was inaugurated
by His Excellency Dr. Ali bin Masoud Al Sunaidi
Minister, Ministry of Commerce and Industry

- Over 400 exhibitors from 19 countries
- 3,000+ products from various segments
- Six country pavilions (China, Germany, Turkey, United Kingdom, India and Iran)
- New co-located event: Oman Real Estate Exhibition and Conference (OREX)
- A high-level conference on developing, financing, constructing and operating capital projects and facilities in Oman's residential, office, retail and hotel units
- 32 local and international renowned industry speakers
- Free-to-attend workshops by Chartered Institute of Building (CIOB) for industry professionals

Highlights from The BIG Show 2018

15 Edition	**03** Halls	**9,700** square meters Total exhibition area	**406** Number of exhibitors

19 Exhibiting Countries	**06** Country Pavilions	**18,434** Number of visitors

Chartered Institute Of Building Workshops

05
Speakers

275
Attendees

07
Number of topics

Free-To-Attend-Workshop

Anthony Pereira

Construction as a career choice for young people

11:00 - 12:00 | 12th March 2018
Oman Convention and Exhibition Centre

Ian Maund

Communication and Report Writing for Construction Professionals

14:30 - 15:30 | 12th March 2018
Oman Convention and Exhibition Centre

Andy Gardner-Mitchell

Construction Project Management

15:30 - 16:30 | 13th March 2018
Oman Convention and Exhibition Centre

Nicky Dobreanu

BIM Management

14:30 - 15:30 | 14th March 2018
Oman Convention and Exhibition Centre

Anthony Pereira

Innovative Construction

12:30 - 13:30 | 12th March 2018
Oman Convention and Exhibition Centre

Andy Gardner-Mitchell

Mental Health in the Construction Industry

12:00 - 13:00 | 13th March 2018
Oman Convention and Exhibition Centre

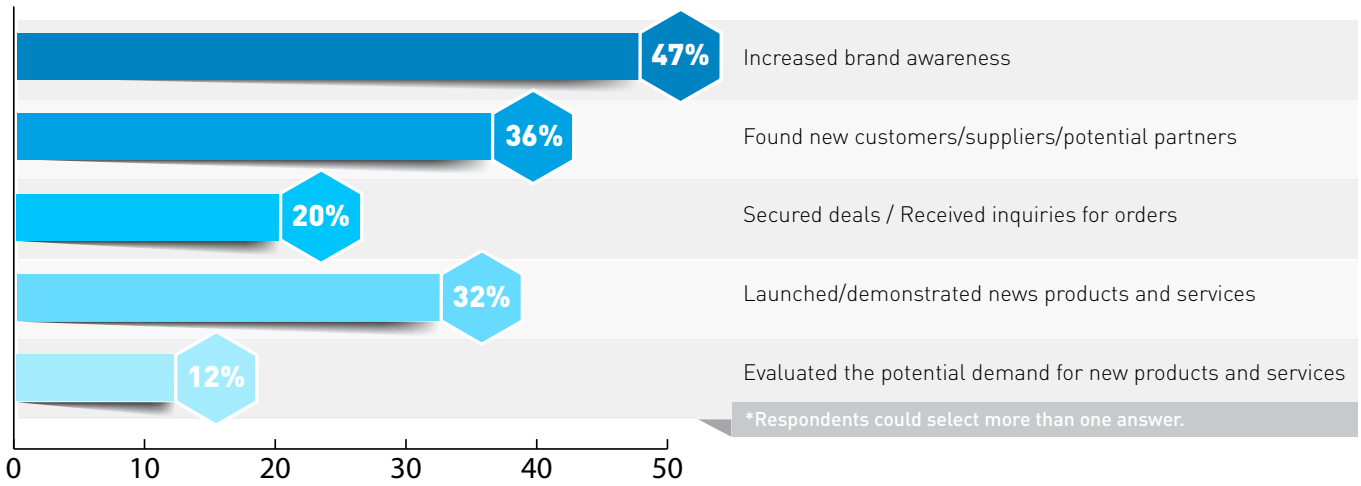
Noreen Hollywood

Construction Management Essentials: Health, Safety and the Environment

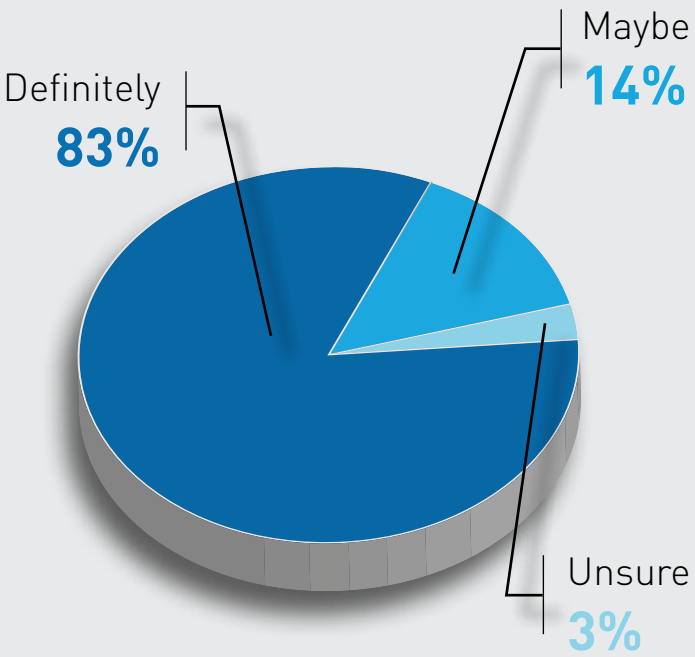
11:00 - 12:00 | 14th March 2018
Oman Convention and Exhibition Centre

Exhibitor Feedback

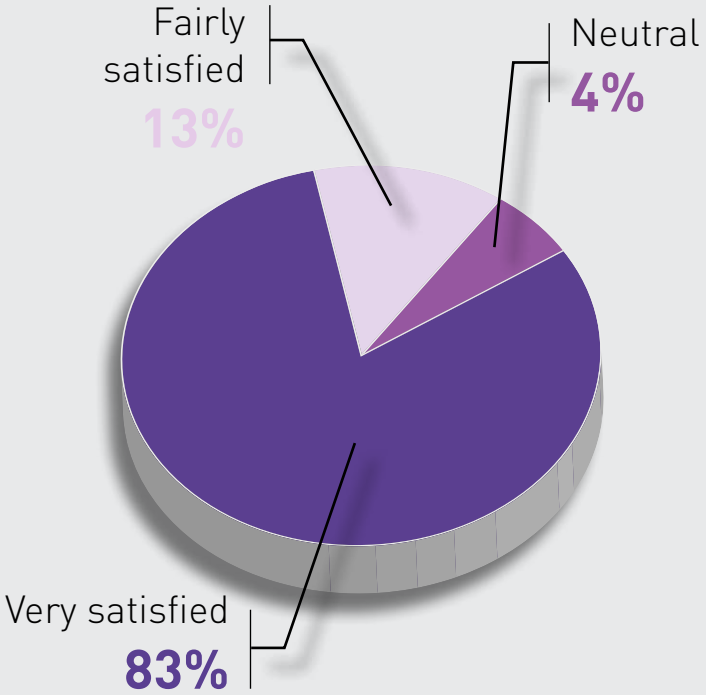
Did exhibitors meet their objectives?



Do exhibitors intend to participate in the next edition?

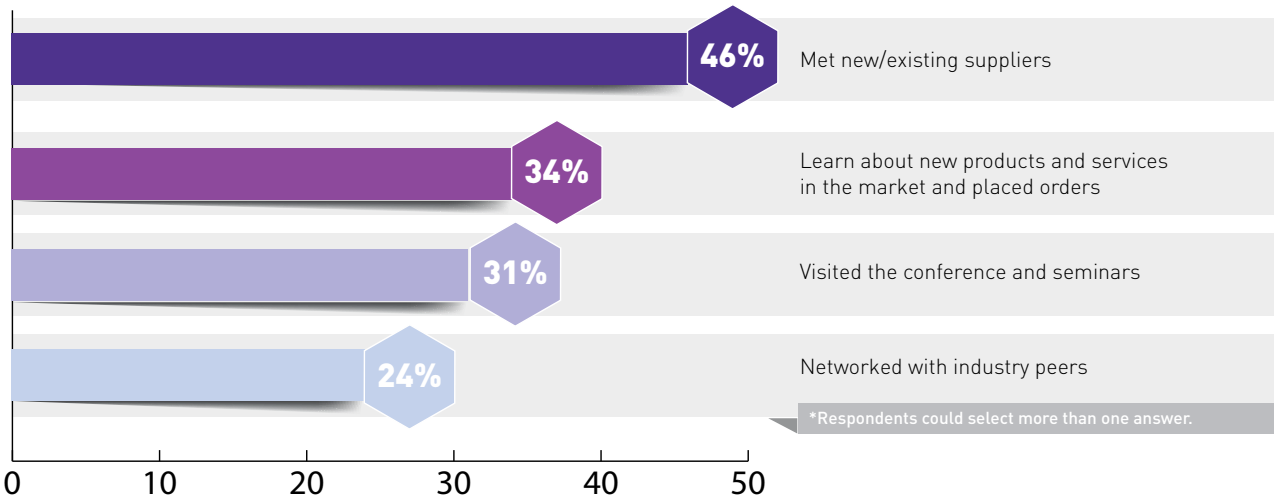


Were exhibitors satisfied with their participation overall?



Visitor Feedback

Did visitors meet their objectives?



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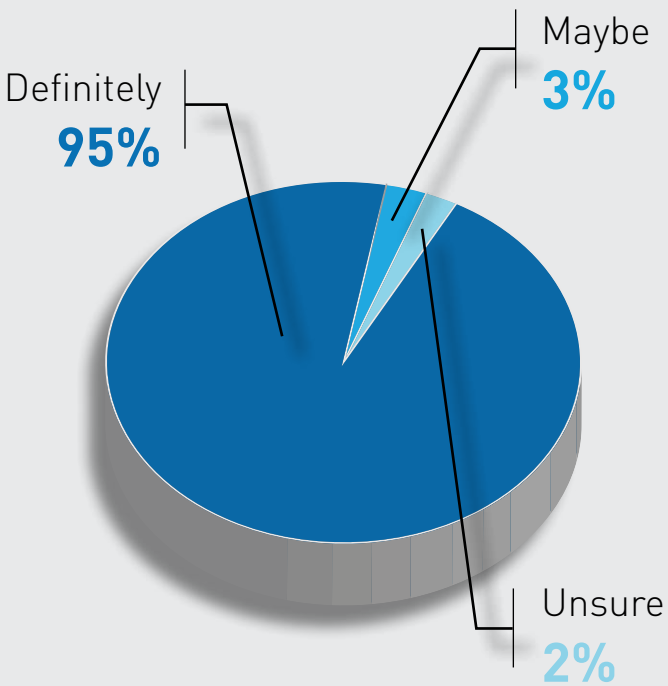

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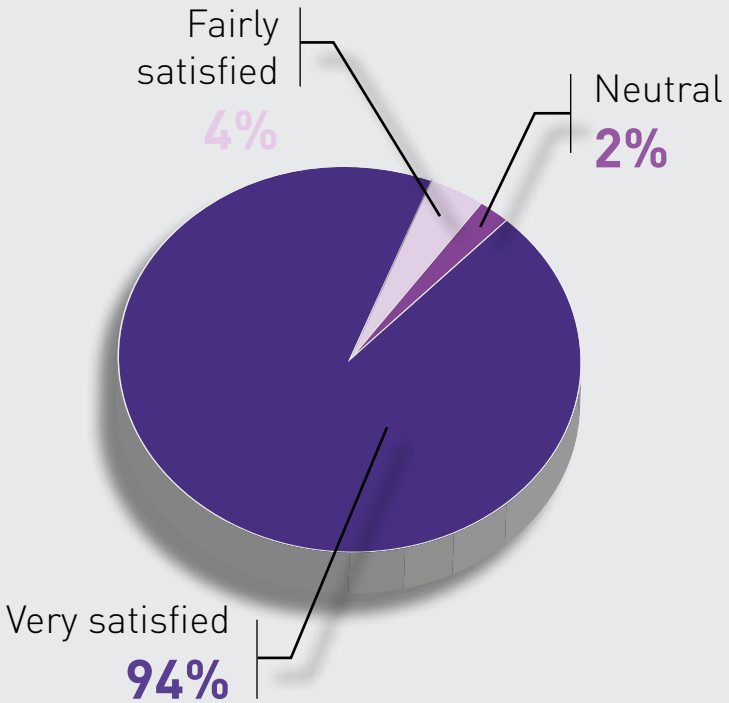


Marketing Campaign

DIGITAL / SOCIAL MEDIA

12.4 million impressions served worldwide

EMAIL

Over 50 email campaigns sent to over 160k international professionals

SMS

Over 2 million SMS campaigns sent to contacts across the Middle East

DIRECT MAIL

15k + leaflet and invitations posted to industry professionals

PRINT

20+ editorials, adworks and interviews featured in publications across the GCC

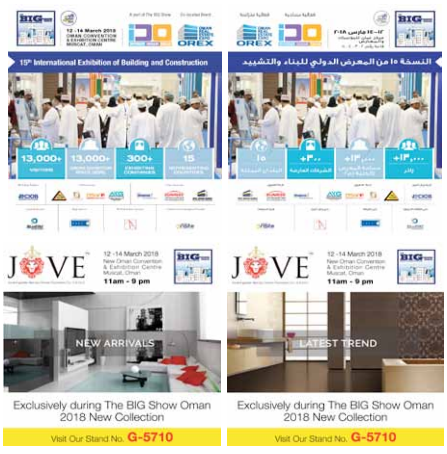
Snippets of Marketing Campaign

PUBLISHED ADS

PUBLISHED PRESS RELEASES

MAILERS

SOCIAL MEDIA



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Design Middle East

Oasis Living

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Next Edition

25-27 March 2019
Oman Convention
& Exhibition Centre

A part of The BIG Show

IDO
INTERIOR DESIGN OMAN

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Book Your Stand Today!

SPACE ONLY:

US$ 400/RO 155
(per square meter)

This consists only of bare floor space for those exhibitors who want to design and build their own stand. (Power supply will be charge separately)

SHELL SCHEME:

US$ 455/RO 175
(per square meter)

This includes white panel walls, fascia and name board, carpeting, two (2) spotlights, a 13-amp power socket, one (1) table, and two (2) chairs.

The Organizer

OMANEXPO
Global Business Platform

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