

2013 INDEX

INTERNATIONAL DESIGN EXHIBITION
KINGDOM OF SAUDI ARABIA

12 - 14 November 2013
Jeddah Centre for Forums & Events

DESIGN

HOW

DOES DOES
DOES
DOES DOES

SPEAK
TO
YOU?

TO BE PART OF INDEX INTERNATIONAL DESIGN EXHIBITION SAUDI ARABIA 2013, CONTACT

dmg :: events

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SAUDI ARABIA – A GLOBAL POWER FOR THE INTERIORS AND FIT-OUT INDUSTRY

KINGDOM OF SAUDI ARABIA IS THE LARGEST CONTRIBUTOR TO THE GCC REGIONAL ECONOMIC GROWTH FOR 2012 FROM **3.4% TO 4.3%**

THE LEADING PLAYER IN THE CONSTRUCTION SECTOR

- ▶ Saudi Arabia continues to garner **one of the largest market shares** of the total GCC building construction market at 33%, which is still lead by UAE at 48% of the market share
- ▶ **US\$400 billion** to be spent by the Saudi Government on infrastructure projects
- ▶ **1.25 million homes** to be built by 2014
- ▶ **US\$43.8 billion** is the 2013 forecast value of the Saudi Construction awards

THE LARGEST INVESTOR IN OFFICE AND COMMERCIAL INTERIORS AND FIT-OUT SECTOR

- ▶ Saudi Arabia is the fastest growing market for commercial establishments in 2012, witnessing an extraordinary growth of **277% increase** from US\$1.5billion worth of commercial projects completed in 2011 to US\$5.6 billion expected to complete in 2012.
- ▶ Saudi Arabia plans to adopt a landmark budget in 2012 that will see a whopping **US\$45 billion** spent on education and training, which will fuel the growth of fit-out spent on educational infrastructure
- ▶ Saudi Arabia is ranked the largest educational investor in the GCC with educational development projects worth **US3.26 billion** expecting to be completed in 2012
- ▶ In Saudi Arabia there are **2,900 new schools** currently under construction, with plans to build an additional 742, as well as refurbishing 2,000 existing schools in the Kingdom
- ▶ The Saudi Ministry of Health signed healthcare contracts worth over **SR4 billion (US\$1.07bn)** in 2012

THE BIGGEST PLAYER IN THE RESIDENTIAL INTERIORS AND FIT-OUT SECTOR

- ▶ With over **1.25 million new homes** to be built by 2014, Saudi Arabia is one of the leading contributors in the GCC residential interior contracting and fit-out market. 2012 will see KSA's residential market valued at US\$13bn.

EXPONENTIAL GROWTH IN THE HOSPITALITY SECTOR

- ▶ Saudi Arabia has the **second largest share of hotel projects**. Saudi Commission for Tourism and Antiquities signed contracts worth SR334 million to develop the country's tourism industry.

2012 KSA interior fit-out value and market share by sector

	Value	Market share
Residential Sector	US\$1.43bn	38.9%
Commercial Sector	US\$616m	36%
Medical Sector	US\$145m	30.6%
Educational Sector	US\$261m	60.6%

“INDEX Saudi Arabia allowed us to establish good quality contacts throughout the fair and to meet decision makers on several important projects in the Saudi market. The Saudi market is a market which historically has been our largest export market in the Middle East and which will hopefully become an even more important market as a result of our expansion in the different regions of the Kingdom.”

Victor Schoone, Country Manager Middle East, **ROCA SANITAR IO**, S.A.

KSA Interior Contracting & Fit-out overview (2011 and 2012 comparison)

2011	2012	% growth
US\$1.55bn	US\$3.48bn	124.51%

INDEX INTERNATIONAL DESIGN EXHIBITION SAUDI ARABIA - THE LARGEST INTERIORS AND DESIGN EXHIBITION IN SAUDI ARABIA WELCOMES YOU IN 2013

INDEX International Design Exhibition Saudi Arabia has positioned itself as the largest and the strongest gathering in Saudi Arabia for the design community. Building on the overwhelming success of the launch edition in 2012, INDEX Saudi Arabia is returning to Jeddah even bigger and better.

INDEX INTERNATIONAL DESIGN EXHIBITION SAUDI ARABIA 2012 IN NUMBERS

4971 visitors
4,400 net sqm of floor space
218 exhibiting companies
27 exhibiting countries
12 national pavilions

MORE THAN JUST AN EXHIBITION

With a complete programme of features and seminars, INDEX International Design Exhibition Saudi Arabia offers a unique show experience for exhibitors and visitors.

DESIGN SEMINARS

In 2013, INDEX will run design seminars covering various hot topics of the interiors and design community. The seminar platform will give an opportunity for visitors and exhibitors to discuss the latest trends and innovations in design, present the latest projects and products.

AN EXCLUSIVE VIP BUYERS' PROGRAMME

In 2013, INDEX will be introducing a special VIP buyers' programme to attract a larger number of top decision makers from all over the Kingdom including Jeddah and Riyadh.

BE SEEN AND HEARD WITH INDEX SAUDI ARABIA 2013

There is no other interiors trade show in Saudi Arabia that can deliver a level of coverage close to INDEX Saudi Arabia's marketing campaign.

The key elements are:

- ▶ **A database of over 25,000 industry professionals from Saudi Arabia**
- ▶ **Advertising campaign** in English and Arabic
- ▶ **Online marketing campaign**
- ▶ **Email marketing campaign** includes regular e-mails to over 25,000 visitor contacts.
- ▶ **A 6 - month dedicated Public Relations** campaign
- ▶ **Direct mail campaign** targets trade professionals from Saudi Arabia
- ▶ **A 6-week telemarketing campaign**, which is carried out by Arabic speakers
- ▶ **Fax and SMS campaigns**
- ▶ **Radio campaign**

"Saudi Arabia has a great potential and already offers many possibilities to supply high quality furniture for high-end projects, especially for the outdoor sector, which we target with our products. INDEX Saudi Arabia confirmed this dynamic trend, we could meet buyers, mainly specifiers, working on various interior and fit-out project projects."

Catherine Gauthier, Communication Manager, **EGO Paris**



DELIVERING EXCLUSIVE DESIGN PRODUCTS TO THE RIGHT AUDIENCE

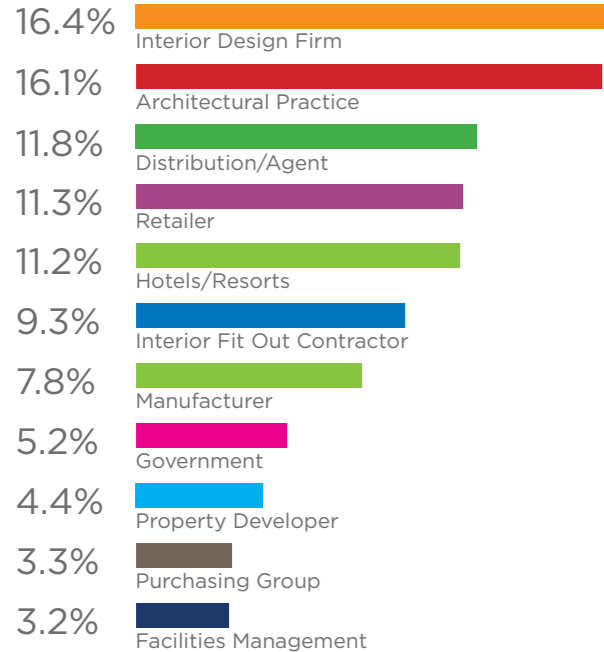
INDEX INTERNATIONAL DESIGN EXHIBITION SAUDI ARABIA 2012 ATTRACTED 4971 UNIQUE VISITORS ACROSS THE THREE-DAY FROM EVENT SAUDI ARABIA.

24.4% of visitors said that their company plans to spend more than **US\$500,000** on interiors and fit-out projects in the coming 12 months, 11.7% of these visitors are planning to spend more than **US\$10** million

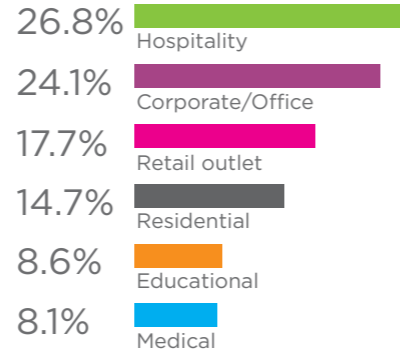
More than **68%** of visitors represent companies that are in the advance stages of the buying cycle and are either buying, implementing, upgrading or specifying products for their interiors and fit-out projects

74% of visitors to INDEX Saudi Arabia are interior designers, architects, property developers, buyers, specifiers, retailers

VISITORS BY BUSINESS ACTIVITY



TRADE VISITORS BY PROJECT ACTIVITY



EXHIBITOR PROFILE

FURNISHINGS

- Art & Accessories
- Interior Design & Consultancy Services
- Furniture

FURNITURE

- Bathroom Furniture
- Bedroom Furniture
- Dining Room Furniture
- Kitchen Furniture
- Living Room Furniture
- Medical Furniture

INRETAIL

- Retail Fit Out

KITCHEN & BATHROOM

- Bathroom accessories & Equipment
- Kitchen Accessories & Equipment
- Kitchen Worktops & Fittings
- Sanitary Ware

LIGHTING

- Architectural Lighting
- Decorative Lighting
- Indoor Lighting
- LED Lighting
- Lighting Accessories
- Outdoor Lighting
- Outdoor Living
- Outdoor Furniture, Accessories and Décor

SURFACES AND FINISHES

- Decorative Paints
- Floors & Flooring
- Marble, Ceramics & tiles
- Metal Glass & Stone Finishings
- Natural Stone Finishes

TEXTILES

- Accessories, Blinds & Curtains
- Carpets & Rugs
- Fabrics, Textiles & Linens
- Leathers & Upholstery
- Soft Furnishings
- Wall Coverings & Wallpapers

COMMERCIAL INTERIORS AND FIT-OUT

- Office/Commercial
- Healthcare
- Educational