

3RD EDITION



INDEX

QATAR

22-24 OCTOBER 2019

DOHA EXHIBITION AND CONVENTION CENTRE

إنديكس

**YOUR PROVEN GATEWAY TO THE
MIDDLE EAST'S WEALTHIEST AND
FASTEST GROWING INTERIORS MARKET**

+6,000

ATTENDEES

+7,000

SQM

+250

EXHIBITORS

index-qatar.com

Giving you direct access to Qatar's top interior buyers

Powered by 30 years' experience in the Middle East design market, INDEX returns to Qatar in 2019 for the third edition of the acclaimed exhibition

Now in its third year, INDEX Qatar 2019 has established itself as the only trade fair exclusively dedicated to the interior design sector in Qatar. With its exceptional diversity of international exhibitors, the show offers architects, interior designers, hotel outfitters, retailers, furniture stores and wholesalers in Qatar, an opportunity to source the most comprehensive category mix of products and services whilst keeping abreast with the latest design trends.

The event is on an impressive growth course with visitor numbers increasing by 31% year on year and exhibitor numbers growing by 90% over the past 2 years to reach 187 exhibitors and 4,645 visitors in 2018.

Products showcased at the show



Stone & marble



Technology & Equipment



Accessories & homeware



Kitchen & bathroom



Furniture



Surfaces



Ceramics

NEW product sectors for 2019



Lighting



Home Textiles



Office

The numbers fueling the Qatari growth

\$10bn

for 2022 FIFA World Cup stadiums with construction and finishing of 8 stadiums underway

\$3bn

interiors market with all construction projects valued at \$253.9 billion

1m^{sqm}

commercial space across 5 new office buildings over the next 18 months

13,000

residential units projected to be completed in the next 12 months

15,000

hotel rooms across 100 buildings making Doha the third most active hotel construction market in the Middle East and Africa

INDEX Qatar was great, responses were perfect and we will definitely be one of the first singing up for next year's event.

Creative Director, Vera Sant Fournier, Malta

Qatar: an interiors market that can't be ignored

Huge construction projects at various stages fueling demand for interior products for hospitality, residential, commercial and retail projects

Already one of the wealthiest nations on the planet, Qatar has the ambition, budget and vision to continue developing a diverse series of large-scale projects, back by "Qatar National Vision 2030" and the hosting of the FIFA World Cup 2022.

Many of these multi-billion dollar projects are now progressing through their design and construction phases, with interior materials, furnishing and fit-out suppliers and products yet to be sourced.

In an import driven market, Qatar's top interior designers, architects, project managers and Government officials are using INDEX Qatar as their sourcing platform





Connecting you with Qatar's design industry

Whether you're looking to launch or grow in Qatar, INDEX Qatar is the gateway to doing business in this lucrative market. The exhibition can help you achieve a range of your business objectives all in one place:

Want to increase sales?

Exhibiting at INDEX Qatar allows you to attract new clients, sell directly on your stand and meet with existing clients, ultimately allowing you to generate sales and meet your targets.

Need to explore new business opportunities?

Use your time at the exhibition to generate new leads, find distributors, capture data with our purpose built app and assess demand for different product types.

Wishing to meet new contacts?

Establishing new contacts and arranging meetings with top prospects is all a part of INDEX Qatar. It's a rare opportunity for you to engage face-to-face with thousands of leading buyers, investors, regulators, distributors and Government officials.

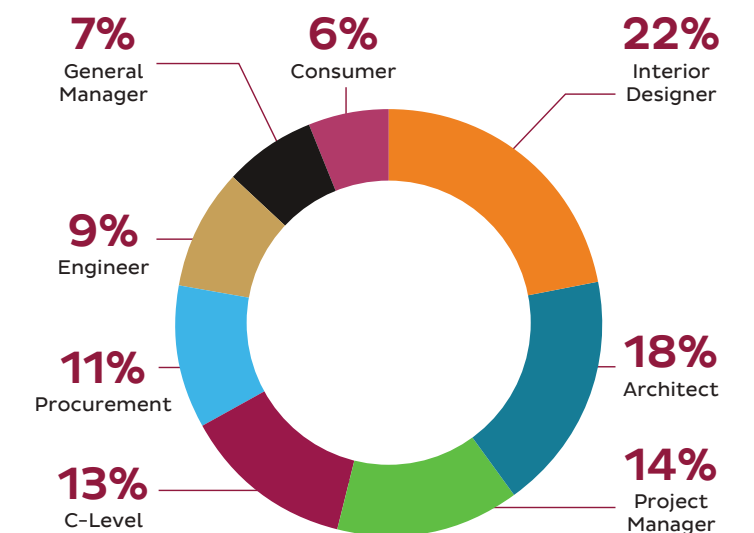
Looking for more brand exposure in the market?

If one of your KPI's is to increase or maintain awareness of your brand, products and services then INDEX Qatar is the perfect platform. You will benefit from extensive PR and marketing coverage as well as putting your brand and products in front of over 6,000 relevant industry professionals.

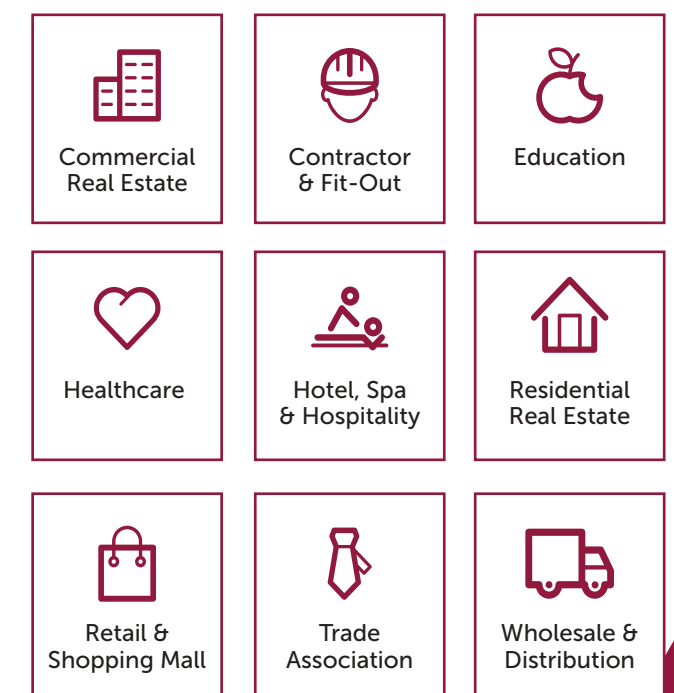


A track record of attracting key decision makers

Meet the 6,000 attendees



Representing the following industries



Why our visitors attend

78%
source new products

67%
discover the latest product trends and innovations

42%
meet with current suppliers

What the exhibitors said

86%
met their exhibiting objectives

79%
satisfied with their ROI from the event

77%
said INDEX Qatar was important to their business



As a company from the UK, we chose to exhibit at INDEX Qatar to break into one of the most exciting markets in the world. We've had a fantastic response from the interior designers and local wholesalers we've met there, and we've generated lots of exciting leads to follow up on.

Founder, SK Filson, U.K.

More than an event

Our 12 month marketing and PR campaign means we are constantly generating awareness and engaging with our community of professionals to ensure long-lasting results before, during and after the shows.

Every exhibitor benefits from a landing page on the INDEX Qatar website with logo, product photos and links. The marketing team will also create bespoke collateral for you to promote your involvement and invite your clients on your behalf.

Continued collaboration with National Tourism Council and other associations, magazines and media channels is used to promote the event through online, print and outdoor advertising.

A specialised local PR team ensured articles are featured in leading local and international media. The event consistently hit the front pages of all five major Qatari newspapers and featured on national TV and radio.



2.1 m
PR reach

1.5m
online impressions

1m
emails sent through tailored email campaigns

100,000
SMS sent

8,000
physical invitations mailed



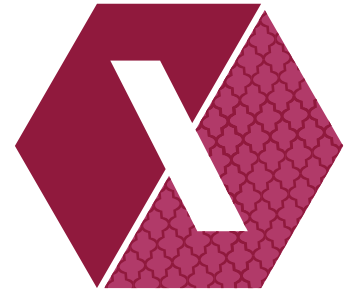
The mega-projects behind the Qatari demand

Projects at various scales and stages are underway across Qatar, however there are a selection of mega-projects which are progressing through design and construction phases. These huge projects demonstrate the ambition of the nation and the strategy to diversify from oil and hydrocarbon reliance to become an economic and cultural hub, as well as the show the massive demand for interior and fit-out products:

- SALWA RESORT**
Hospitality
Budget: \$1 billion
- DOHA METRO**
Transport, Infrastructure
Budget: \$17.5 billion
- DOHA FESTIVAL CITY**
Retail, Hospitality
Budget: \$1.6 billion
- LUSAIL CITY**
Residential, Commercial, Retail
Budget: \$46 billion
- WORLD CUP STADIUMS**
Stadia, Infrastructure
Budget: \$10 billion
- MUSHEIREB DEVELOPMENT**
Residential, Retail, Commercial
Budget: \$5 billion

We participated in INDEX Qatar because it is a very well renowned event. The event has enabled us to enter the Qatari market and announce the company. Looking forward to participating next year!

CEO, Al Bait, Kuwait



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DOHA EXHIBITION AND CONVENTION CENTRE

Book your stand today:



**SPACE ONLY
STAND**

US \$420 per sqm

This option is for companies who wish to build their own stand.



**SHELL SCHEME
STAND**

US \$475 per sqm

This option includes shell construction, carpet tiles, walling, fascia with company name and stand number, power point & spotlights.

Contact:

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