

6th
idf
O m a n

interior
design
furnishing
e x p o



Co-Located Events



11.12 .13
February 2019

Oman Convention
& Exhibition Centre
Sultanate of Oman

 /idfoman

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 @alnimrevents

 alnimrexpo

www.idfoman.com

accessories & art
bathroom
building material
carpets
commercial fit out
décor
furniture & furnishings
interior design
kitchen
lightings
luxury life style
outdoor design & build
renovation
surfaces, finishes & paints
textiles





“I would like to thank Al Nimr Expo for the wonderful set up of the IDF Expo and successful event. We gained marvelous publicity and footfall to our stand. We are already looking forward to the 6th IDF Oman.”

Aziz Al Abdul Salaam
Co-Owner - Managing Director
Landscape Designs L.L.C

Oman’s rapid progress in the construction and the real estate sector, has witnessed the launch of numerous commercial, residential & tourism projects, thus creating a demand for interior & outdoor design, décor & furnishings. The key objective of the exhibition is to display the latest in technology, usage of materials and innovative approaches to interior design, décor & furniture. IDF has helped meet the growing demand, by bringing together all the leading companies in the industry under one roof, thus making it as an ‘exclusive emporium’.

The exhibition is growing steadily by 15% – 20% every year. At the visitors perspective the IDF Oman 2018 was successful in drawing more than 8,300 professionals and end-users from Oman, GCC, Middle East and Other countries. Professionals from the private and public sectors, government officials, VIP’s, interior designers, architects & key decision-makers were all available to network, learn about new products, and conduct business deals .



	Exhibitors	Net Space (Sqm)	Visitors
2018	158	4082	8300
2017	130	2867	7050
2016	105	2074	4700
2015	85	1800	4200
2014	70	1339	3500



“We are pleased to have a successful exhibition like IDF in the Sultanate of Oman. It is a great initiative for small and medium projects and also international companies in terms of investment in the country. We appreciate the efforts of the organizers and wish them more success for their future events.”

H.H. Sayyid Kamil bin Fahd bin Mahmood Al-Said
Assistant Secretary General for the Cabinet of the
Deputy Prime Minister for the Council of Ministers in Oman

Co-located Events



KBS Oman features some of the leading kitchen and bath brands. The event presents a wide scale of the latest technologies, equipment, materials, accessories, architecture, construction, interior finish and design projects of Kitchen & Bathroom. It serves as an inspiring, interactive platform showcasing the latest product innovations and trends from major kitchen and bath companies. It’s a unique stage for kitchen and bath designers, dealers, architects, builders, and remodelers from all over the world not only discover the newest product innovations, but to also take advantage of the education and networking.

Kitchen & Bathroom - Interiors + Design + Products + Accessories



TSS Oman serves as an ideal platform showcasing finished and unfinished stone products and the industry’s latest stone designs and technologies. It’s a unique event in Muscat that meets the demands of the construction industry by providing natural stones, Granite, Marble, ceramic, manufactured and ready stoned. It provides a ‘one-stop’ opportunity to improve the profile of your business; network and meet new customers; find new agents and distributors; launch, present or demonstrate products; research and exploit Oman’s rejuvenated construction market.

Tile, Stone, Marble, Ceramics, Plants & Tools for Stone Industry, Allied Products & Equipment, Abrasives, Adhesives & Coatings, Stone Accessories & Consumables



Light Oman is the premier event for the lighting industry in the region and offers a B2B platform to manufacturers, architects, designers, consultants, engineers, construction companies, hospitality industry professionals, government officials and more. For anyone involved in any aspect concerning light in construction and project development from architectural and urban lighting to outdoor and indoor, retail, theatrical and decorative lighting, Light Oman is the perfect marketplace to meet new contacts, source products, and discuss new trends and technological developments.

Why Exhibit

Introduce new products, equipment's and services directly to target clients.

Present company's achievements.

Highlight work capabilities to the decision makers.

Take advantage of the major opportunities as the Sultanate pursues major construction and infrastructure projects.

Get an edge over your competitors to promote your products.

Meet the key decision makers from government & private establishments.

Generate new sales leads.

Secure existing clients & customer loyalty with corporate branding.

Benefit from highly targeted and extensive local and international marketing campaign.

Associate with affluent visitors from the local, regional and international markets.

Visitor Profile

Agents
Affluent Consumers
Architects
Chairman / CEO / President
Consultants / Contractors
Decision makers
Engineers / Entrepreneurs
Facilities Managers
General Managers
Ministry & Trade Officials
Home Builders & Owners
Hospitality Managers
Interior & Exterior Designers
Landscape Architects
Managing Directors
Manufacturers
Procurement Managers
Property Developers / Investors
Retail Managers
Real Estate Developers
Restaurant Owners
Sports Sector
Suppliers/Distributors
Urban Planning Officials

Market Strength

- Al Mawaleh Beach Resort project **\$1.3 billion**
- Construction of Oman Convention & Exhibition Centre **\$1 billion**
- MAF's Mall of Oman **\$715 million**
- Marina Duqm waterfront development **\$712 million**
- Mixed use development by Al Khonji Real Estate Development Company (Aqar) **\$1 billion**
- Muscat International Airport modernization & expansion **\$5 billion**
- Omanage Pearl Projects (Hotels, Amphitheatre, Offices, Residential Buildings) **\$2.5 billion**
- Oman 2040 Tourism Strategy **\$62 billion**
- Quriyat Tourism Complex **\$1 billion**
- Sandan Light Industrial Park project in Muscat **\$250 million**
- Sino-Omani Industrial Park in Duqm SEZ **\$10 billion**
- GCC interior fit-out sector to reach **\$17.7bn** in 2017
- Investors have sought permission from Oman government for establishing 24 projects with a combined investment of **OMR1.5 billion**

Oman's Import, Ex port & Re-Exports

Stone & Glass
US\$ 1 billion

Wood Products
US\$ 310 million

Textile
US\$ 400 million

Art & A ntiques
US\$ 5 million

Lighting & Fittings
US\$ 100 million

Bathroom & Fittings
US\$ 95 million

Furniture & Fitting Parts
US\$ 650 million



Art & Accessories



Furniture & Furnishings



Lightings



Kitchen



Bathroom



Bed, Mattress & Linen



Design & Décor



Paint & Coatings



Tile & Stones



Interior Design



Carpets & Textiles



Commercial Fitouts



Building Materials



Luxury Life Style



Outdoor Design

“ I would like to take this opportunity to thank you and your team at the IDF for a fantastic show. We are witnessing and overwhelming response from the event and definitely looking for a bigger and better space for 2019. ”

Avesh Omar
General Manager
Al Ameen International LLC

EVENT DETAILS

Event Type	Trade
Venue	Oman Convention & Exhibition Center
Dates	6 – 8 February 2018
Website	www.idfoman.com
Number of Exhibitors	158
International Exhibitors	80
Local Exhibitors	78
Participated Countries	15
Total Size of the Show	4082 Sqm of build-up area 8524 Sqm Gross Space

VISITOR'S BY REGION

Visitors **8,300**

Media **45**

Oman **6848**

GCC **954**

International **453**

COVERED SECTORS

Accessories & Art
Bathroom & Kitchen
Design & Décor
Furniture & Furnishings
Interior & Exterior Design
Lightings
Luxury Life Style
Surfaces & Finishes
Textiles & Carpets
Commercial Interiors & Fit-Out
Outdoor Design & Build
Renovation
Fengshui & Vastu
Tile & Stone

VISITOR'S BY JOB FUNCTION



EXHIBITOR SATISFACTION

94% of exhibitors were satisfied with the number and quality of visitors. They were satisfied with the services provided by the organizers as well.

88% of exhibitors stated their participation as successful and they have achieved the objective.

82% of exhibitors managed to discuss and sign business deals at 5th IDF Oman 2018.

91% of exhibitors stated that they will participate at the 6th IDF Oman 2019.

REASONS FOR ATTENDING IDF OMAN 2018

90% Network with decision-makers

85% Place order & Purchase

65% Gather Product information

70% Apply for agency

40% Learn about new technologies

SURVEY RESULT FOR VISITORS

IDF Oman 2018 Visitors achieved their goals **91%**

Visitors satisfied with IDF Oman 2018 **87%**

Participate or recommend 6th IDF Oman 2019 **95%**

“We had a fantastic show! It was a great opportunity to make new connections and we got ourselves a lot of good quality leads. ‘Taraneem Design’ will be back for sure.”

Sumaiya Al Ghaithi
Taraneem Designs
Owner



FIRST IDF FORUM 2018



"We are thankful to you & entire IDF to make such wonderful gathering of business meet & customer meets in constitute & mode of exhibition. We appreciate if this kind of exhibition takes place every year it will be surely great for business advantages."

Murtaza Dawawala
Manager
Dar Al Manara Group



- ## Key Topics
- DAY 1**
- Applying Colors to Interior Design of the Omani House
 - The Contemporary Omani Home: Real & Bylaws
 - Intertextuality and the promise of creating the new
 - Oman Architecture Language. A Visual Study of Oman Abundant Features
 - Research and Building the Scale Model of Bait Al Maqham
 - Museum of Illusions
- DAY 2**
- Continuity and Change of Muscat House. Influencing Factors and Response
 - Oman Hidden Dimension in Architecture
 - Public Art
 - Architecture of Traditional Houses in Coastal Cities, Cases from Oman and Egypt.
 - Harat Al Ain in Imti. A Documentary and Analytic Look to the Traditional Omani Architecture and Urbanism

Media Coverage

- 500 Radio Spots
- 30 Newspaper / Magazine Ads
- Press Release support
- Personal Invitations to VVIP's, Government and Diplomatic Authorities
- Continuous Promotion via international media partners

42 DESIGN 2 DAY
THE SUBALTIMA EXHIBITION OF OMAN

BGC ONLINE
5th IDF Oman to be organized from 06 - 08 February

IDF Expo Oman 2018
The IDF Expo Oman is one of the most popular exhibitions for trade show furniture and interior design in Oman. It is organized by the Sultanate of Oman Exhibition Center (SOEC) in Muscat, Oman. The exhibition is held annually in February and attracts thousands of visitors from across the country and abroad. The exhibition is held in a modern, air-conditioned venue with a large exhibition area. The exhibition is held in a modern, air-conditioned venue with a large exhibition area. The exhibition is held in a modern, air-conditioned venue with a large exhibition area.

BGC ONLINE
5th IDF Oman to be organized from 06 - 08 February

NBS Oman
Kitchen & Bathroom Show that will feature some of the leading kitchen and bath brands. The exhibition will feature a wide range of the latest technologies, appliances, materials, accessories, architecture, construction, interior finish and design projects of the Sultanate. It will further boost the Sultanate's reputation as a leading center for the region's leading design companies.

interior idf
Interior Design Forum

subaltime
Subaltime Exhibition

- 1.5 Million SMS sent
- 2 Million Emailers
- Reached upto 2 Million followers/viewers on various social media channels through paid campaigns
- Social Media Campaigns by Exhibitors

VENUSFERR
DESIGN BUSINESS SOLUTIONS

Péninsula
QDB participates in Oman IDF expo

CASAMINDET @ IDF OMAN
Muscat, Oman
From 06/02/2018 to 08/02/2018
www.medit.it

interior idf
Interior Design Forum

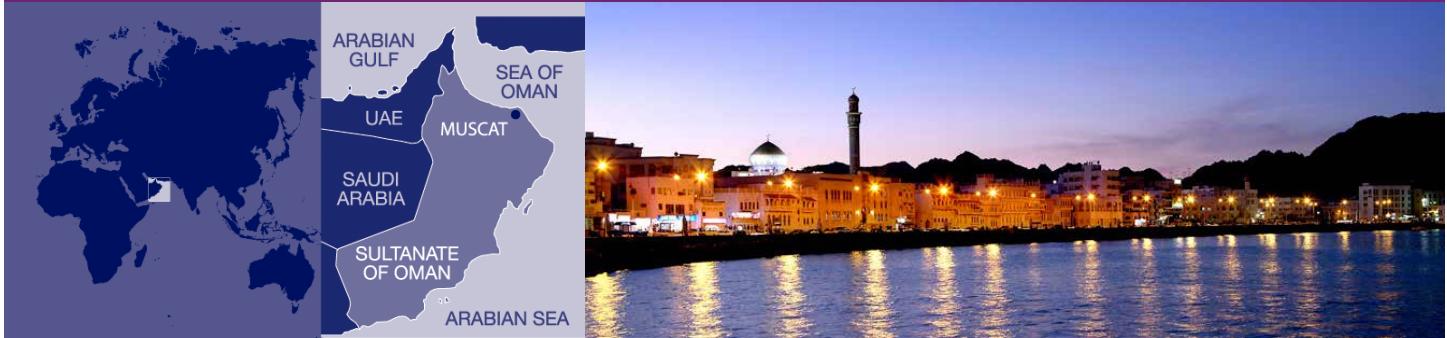
subaltime
Subaltime Exhibition

QDB participates in Oman IDF expo
QDB participated in the Interior Design Forum (IDF) which was held in Muscat, Oman from February 6 to 8.

The Peninsula
QDB: As part of its continuous efforts to support the Omani business and entrepreneurs through its active participation in local, regional and international events and initiatives, Qatar Development Bank (QDB) participated in the Interior Design Forum (IDF) which was held in Muscat, Oman from February 6 to 8.

Interior Design Forum Oman
The Interior Design Forum (IDF) is a leading event in the interior design industry in Oman. It is held annually in Muscat, Oman and attracts thousands of visitors from across the country and abroad. The exhibition is held in a modern, air-conditioned venue with a large exhibition area. The exhibition is held in a modern, air-conditioned venue with a large exhibition area.

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 47 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2012.



THE ORGANIZER

Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit www.alnimrexpo.com



Global HR Excellence Award (2013)
HRD Expo Oman - HR Event of the year
(India)



Al Roya Business Award (2012)
Best Business Enterprise-Private Sector
(Oman)



CMO Asia-Event Industry Award (2012)
Most Admired Event in the Middle East
(Singapore)



Oman Web Award (2011)
Best Website in Event Management Category
(Oman)

BOOK YOUR SPACE NOW

Stand Rates

Modular Stand: **US\$ 330 / RO 127 per sqm**

Space Only: **US\$ 260 / RO 100 per sqm**

For participation in IDF Oman, Please contact:

Mr. Adil Osman, Project Director

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