



SOURCING THE REGION'S CONSTRUCTION NEEDS

SEIZE OPPORTUNITIES IN QATAR AND THE REGION

**PROJECT
QATAR**

THE 9TH INTERNATIONAL
CONSTRUCTION, BUILDING,
ENVIRONMENTAL
TECHNOLOGY AND
MATERIALS EXHIBITION.

**April 30 TILL
May 3, 2012**

**Doha Exhibition Center
Doha - Qatar**



*SHAPING
OPPORTUNITIES
DELIVERING
INNOVATION >>*



WWW.PROJECTQATAR.COM

Towards
Qatar
2022
World Cup

Qatar

A Premier Business and Investment Destination in the Middle East

Unrivalled opportunities for global investors and companies involved with construction, property and infrastructure development

Qatar's ongoing projects are valued at more than USD 250 billion, with infrastructure attracting 40% of total investments. A staggering USD 160 billion are planned to be spent on development projects in anticipation for the FIFA World Cup in 2022; even prior to winning the bid, the real estate market, with an actual value of USD 55 billion, has been experiencing a significant boost in virtually all sectors, among which:

- A 92% increase in supply of high-rise commercial office towers in 2 years.
- A 34% increase in supply of retail space, with about 197,000 m² of retail space coming onto the market by end 2012.



Amidst the background of a high-rise demand for built-up space and a growing "green trend" calling for the implementation of more environment-friendly technologies, the construction industry is in full bloom.

The sector is projected to generate more than USD 22 billion in new contract awards by 2012 and high-scale projects are drawing attention from several companies across the region wanting to benefit from the favorable market conditions.



Qatar 2022 Construction & Development: The Real World Cup Winners

By winning the bid to host the FIFA World Cup in 2022, Qatar has paved the way for more intensive nation-wide development at an accelerated pace, creating endless opportunities, particularly in the construction sector.

By 2022, Qatar will witness the completion of several large-scale projects:

- Qatar's USD 35 billion railroad plans will be ready
- The number of hotels will rise to 240, with over 90,000 rooms
- 12 stadiums will be ready to seat over half a million people
- The USD 4 billion Qatar-Bahrain causeway will be completed
- Over USD 20 billion will be spent on building and expanding roads

Project Qatar 2012 The Most Sought-After Construction Event in the Region

Organized at the heart of the construction hub, where demand is at its peak, Project Qatar 2012 the 9th International Construction, Building, Environmental Technology and Materials Exhibition, is sure to attract key buyers who are looking for the most up-to-date technology and state-of-the art equipment available on the market.

Project Qatar 2012, held from April 30 to May 3, 2012 at Doha Exhibition Centre, attracts professionals from all over the region. This exciting platform for leading international construction industry firms and investors offers top-class exposure to premier regional agents, dealers, buyers and distributors.

In 2011, the response to Project Qatar has been overwhelming. The last edition of the show surpassed all expectations, including its achievements during 2010. More than 1,750 local and international firms exhibited at Project Qatar 2011, thus registering a record increase of 73% in the number of exhibitors who occupied more than 50,000 square meters of space (68% growth). If past experience is any guide, then this indicates that Project Qatar 2012 will be impressive!



Qatar Stone-Tech 2012

Qatar Stone Tech 2012, the International Stone and Stone Technology Show, will bring together top distributors, suppliers, manufacturers, agents and engineers from a number of countries worldwide to constitute one of the sector's biggest venues in Qatar and the region, offering several lucrative opportunities for key players and covering the following technologies, equipment and products.

Exhibits: Profiles of Qatar Stone-Tech 2012:

- Cutting, Polishing and Handling Equipment
- Marble Finished Products
- Natural Stone
- Quarrying, Processing and Installation Equipment
- Stone Blocks, Slabs and Finished Products
- Stone Products and Technology
- Transport, Hoisting and Packaging Materials

Heavy Max 2012

Moreover, Heavy Max 2012, the 5th international exhibition for heavy machinery, will run concurrently with Project Qatar 2012. This show, attracting massive numbers of manufacturers and suppliers, is the place where the products meet the demand of a billion-dollar-value construction market.

Exhibits: Profiles of Heavy Max 2012

- Heavy Machinery Technology & Equipment
- Cranes / Tower Cranes
- Tractors
- Loaders / Skid Loaders
- Lifting Appliances & Conveyors
- Formwork & Scaffolding
- Construction Vehicles & Equipment
- Mining Machines
- Machines & Plants

PROJECT QATAR 2011

EXHIBITOR INFORMATION

Number of Exhibitors: 1,750

International Exhibitors: 1,200

New Countries Canada, Denmark, Greece, Korea, Morocco, South Africa, Switzerland, Sweden, Pakistan, Romania, Russia, Slovakia and Tunisia

Countries Represented: 42

Total size of the show: 15,000 m² of space available at the permanent venue with an additional 37,000 m² around the temporary annex structures

USD 100 BILLION
WORTH OF PROJECTS
OVER THE NEXT
FOUR YEARS



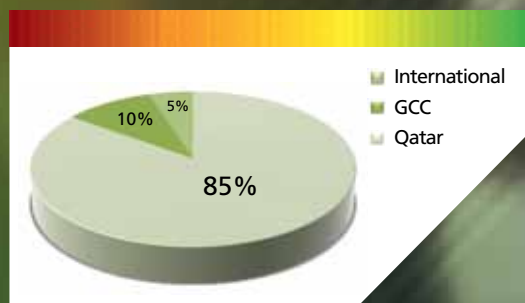
Survey Results for Exhibitors

- 60% of exhibitors signed deals or entered negotiations during Project Qatar 2011
- 85% of exhibitors said they had a positive experience at Project Qatar 2011
- 94% of exhibitors were satisfied with Project Qatar 2011

International Participation

AUSTRALIA AUSTRIA BAHRAIN BELGIUM BULGARIA
CANADA CHINA DENMARK EGYPT FRANCE GERMANY
GREECE HONG KONG INDIA IRAN ITALY JORDAN
KOREA KINGDOM OF SAUDI ARABIA KUWAIT LEBANON
MALAYSIA MALTA MOROCCO NETHERLANDS OMAN
PAKISTAN PORTUGAL ROMANIA RUSSIA SINGAPORE
SLOVAKIA SOUTH AFRICA SPAIN SWITZERLAND SYRIA
THAILAND TUNISIA TURKEY UAE UK USA

PROJECT QATAR 2011: VISITORS BY REGION



Overview

Of Project Qatar 2011

Project Qatar 2011

VISITOR INFORMATION

NUMBER OF VISITORS	43,805
MEDIA PRESENT	124
NUMBER OF COUNTRIES	43

THE MAJORITY OF VISITORS CAME FROM	Bahrain Germany Kingdom of Saudi Arabia Lebanon Oman Qatar Turkey UAE
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Why Exhibit at Project Qatar 2012:

- Ideally position your products and services at the heart of the booming construction market
- Get unmatched exposure thanks to extensive publicity and media coverage through a variety of channels
- Exchange know-how and experience with regional and international suppliers, contractors and real estate firms
- Seize unique networking opportunities across the entire Levant and Gulf regions
- Acquire hands-on knowledge about the region's construction sector
- Network with the country's top construction companies and decision-makers
- Reach large numbers of government agencies and buyers and generate new business deals
- Seize opportunities in direct investment projects estimated at USD 160 billion to develop infrastructure following Qatar's winning bid to host the FIFA World Cup in 2022
- Benefit from the accelerated pace of existing long-term construction projects and boost in the Qatari construction sector in preparation for the 2022 FIFA World Cup event

Exhibits' Profiles

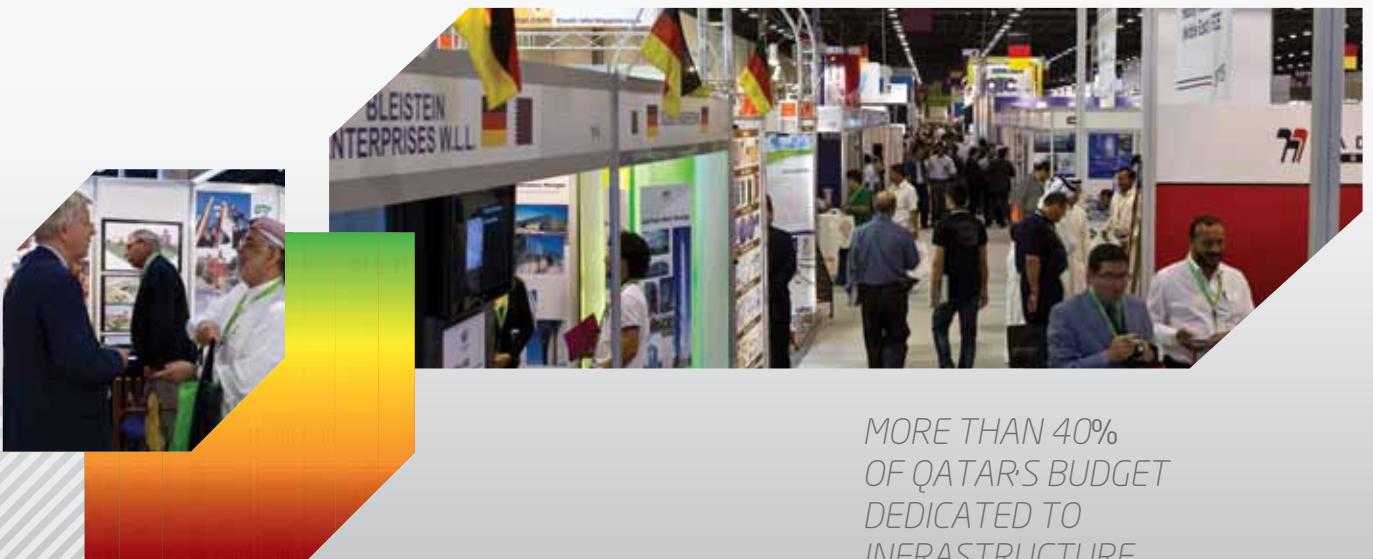
At Project Qatar 2012

Project Qatar Organization is Perfect and Professional on all aspects, and we are looking forward to taking part in next years edition

Mustafa Gulec, Official Commercial Counselor, Turkish Pavillion

Building Materials

- Abrasives & Adhesives
- Asphalt Plants and Asphalt Machinery
- Airport Equipment
- Architectural Finishes
- Bathrooms
- Cement Products and Equipment
- Cladding
- Contracting and Consulting Services
- Construction Tools and Equipment
- Doors and Windows
- Earthmoving Equipment
- False Ceilings and Ceiling Materials
- Formwork
- Glass and Glazing
- Gypsum Products
- Infrastructure Products
- Interior and Design Services
- Interior Finishing



*MORE THAN 40%
OF QATAR'S BUDGET
DEDICATED TO
INFRASTRUCTURE
EXPANSION PROJECTS*

- Iron and Steel Products
- Kitchens
- Landscaping Products
- Pipes and Plumbing
- Paints
- Prefabricated Structures
- Pumps
- Public Transport Systems
- Road Building Products
- Road Signs
- Roofing Systems
- Safety Products
- Sanitary Equipment
- Swimming Pools
- Wood Products

Environmental and Water Technology

- Environmental Monitoring Equipment
- Environmental Protection
- Fountains and Pools
- Hazardous Waste Clean-up
- Noise Abatement Products
- Recycling Technologies
- Solid Waste Management
- Trash Collection
- Water Filtration and Purification Systems
- Water Management Technology



Green Technology Profiles

- Bamboo and Straw
- Biomass
- Carbon Sinks
- Coal Combustion Products
- Demolition Debris in Construction Projects
- Dimension Stone
- Ecology Blocks
- Foundry Sand
- High and Ultra High Performance
- Roman Self- Healing Concrete
- Hydropower
- Lumber from Forests
- Passive Solar Building Design
- Recycled Metal
- Recycled Stone

*360° Platform
for Construction
Solutions &
Equipment*



**PROJECT
QATAR**

Book Your Space

Travel & Accommodation

Doha is well connected to most world capitals through its international airport. Most international hotel chains offer accommodations in Doha. Please contact our "Official Online Hotel Reservation Partner" for all your accommodation needs at especially discounted rates for all our visitors and exhibitors www.hoojoozat.com

For Reservations & Bookings

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ALTERNATIVELY YOU CAN FILL OUR
ONLINE APPLICATION FORM AT:

www.projectqatar.com

Doha Exhibition Center

Doha Exhibition Center (DEC) is located at the center of the Qatari capital. The purpose-built exhibition center is an ideal venue for trade exhibitions.

PREMIER FACILITIES:

- loading and unloading bays
- storage areas
- 15,000 m² exhibition space
- 10,000 m² outdoor exhibition area
- paved parking with capacity for 1,000 + cars

The Organizers

For more than 31 years, IFP has been staging the Middle East's most successful exhibitions, trade shows and events across all practices in seven markets. With more than 400 events under its belt, IFP is equipped with the necessary expertise and resources, making it the reference in the industry.

IFP Services

ADVERTISING AND VISITOR PROMOTIONS

IFP adopts a meticulously designed media campaign that comprises above the line, below the line and through the line tactics, in addition to promotional campaigns and other unconventional marketing tools. This comprehensive mix aims at maximizing the penetration of our shows, explaining to our target audience the unparalleled opportunities offered in our exhibition.

PR AND MEDIA COVERAGE

Project Qatar will benefit from good press coverage throughout the country & the region using all the media of communication, be it print, web, TV or radio. At IFP, we have forged & cemented very solid media relations. Many leading publications have become steady partners and official supporters of the show.

TRADE BUYER TARGETING

IFP is committed to reaching the region's key decision-makers including company owners, directors, agents representatives and buyers through direct mailing. Through its wide network of contacts and business database, IFP can target the right audience for the right show.

ORGANIZED BY:



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