

The Showcase for
the Building and
Construction
Sector

معرض الخليج للبناء

GCC EXPO

GULF CONSTRUCTION

www.gulfconstructionexpo.com

24-26 APRIL 2018
Bahrain Exhibition Centre



Building for the Future

Gulf Construction Expo 2018 provides the construction industry in the GCC with a professional platform for the exchange of ideas and business development opportunities.

Gulf Construction Expo will be 'Building For the Future' through it's definitive showcase for the Construction and Building Materials Industry. The annual expo, in association with the leading sector publication Gulf Construction Magazine, is built on a strong foundation of knowledge in the Building Materials and Construction Equipment sectors.

Gulf Construction Expo takes place alongside two major exhibitions – Gulf Property Show and Interiors, providing the biggest integrated business-to-business showcase for the construction, interiors and property sectors in the Northern Gulf.





Strategic Location

Bahrain's strategic location as a competitive gateway, underpinned by the Free Trade Agreement (FTA) with the USA, makes it an ideal venue for the staging of the Gulf Construction Expo.

Saudi Arabia, the region's most important strategic market and a commercial powerhouse, is just 25 km away providing contractors, architects and construction professionals from Saudi Arabia with the opportunity to visit the show with ease and convenience.

Bahrain enjoys excellent communications links to its Gulf neighbours providing unrivalled connectivity for companies doing business in the region. The Kingdom's open business environment continues to prove attractive to investors.

Reasons to be at the Gulf Construction Expo

Market Opportunities

- The total value of ongoing projects in the GCC region stands at US\$2.6 trillion, with Saudi Arabia accounting for US\$875 billion of this total.
- Over US\$128 billion worth of hospitality, retail, interiors, residential and commercial projects are due for completion in 2017-2018.
- Saudi Arabia, with US\$64.29 billion, accounted for the largest share of the contracts awarded in 2016-2018.
- Bahrain is spending over US\$6 billion on construction projects by 2018.
- US\$9.57 billion is to be spent in 2018 on interior fit-out projects across the GCC.





Exhibitor Profile

Gulf Construction Expo 2018 is the meeting point for specialists in the Construction, Building Materials, Services and Contracting sectors, encompassing a wide product range including:

- Air-conditioning and Climate Control Systems
- Construction Plant and Machinery
- Environment and Green Buildings
- Construction Design, Engineering
- Smart Building Technologies
- Marble, Granite and Flooring
- Bathrooms and Ceramics
- Contracting Companies
- Project Management
- Piping and Ducting
- Cement and Bricks
- Water Technology
- Glass and Metal

Exhibiting Options

1. Space Only

BD160 (US\$424) per m²*

Consisting of bare floor space for exhibitors who wish to build their own stand. Electricity supply of 30 amp single phase/15 amp three phase is provided as part of the stand. Designs must be submitted to the organisers for approval, prior to the exhibition.

2. Shell Scheme

BD170 (US\$452) per m²*

This option includes white wall panels, fascia board, carpet tiles, fluorescent tubes, meeting chairs, one 13 amp single-phase power point, system counter, wastepaper basket and round or square table.

3. Graphic Enhancement

BD35 (US\$93) per m²*

Enhance your Shell Scheme with additional graphic design as per your requirements. All the printing of wall panels, fascia including logo is included.

4. Open Air Zone (Outside Space)

BD116 (US\$308) per m²*

Specially-zoned outside space designated for vehicles, construction equipment and product demonstrations etc.

*Prices inclusive of VAT





Exhibitor Benefits

Gulf Construction Expo gives value added benefits to all of its Exhibitors.

Tools to Promote your Company at the Event

- An eProfile mailer, a unique exhibition service innovated and designed by HCE, to send out to your customers.
- As an Exhibitor you will receive 100 printed invitation cards to visit Gulf Construction Expo (minimum) to give your clients.
- Dedicated eNewsletter to promote your company and your products and services to our targeted database (subject to newsworthy storyline).

Media Strategy to Promote of your Company

- Dedicated media releases on your company (subject to newsworthy storyline) distributed to international and regional media.
- Editorial previews of your company in our media partner the Gulf Construction magazine (English & Arabic, print and online editions).

Promoting your Company at the Exhibition

- Opportunity to deliver dedicated product/service promotional workshops.
- Opportunity for coverage in the Gulf Construction Expo Newsletter distributed at the event and in Bahrain

Dedicated Visitor Promotion Campaign

- Newspaper advertising in Bahrain, UAE and Saudi Arabia.
- Event Promotion on billboards and lampposts in Bahrain & Saudi Arabia.
- Promotional literature (100,000 leaflets) distributed in Bahrain & Saudi Arabia.
- Targeted SMS and Social Media Campaign promoting the event, special exhibition and key mini-events such as product launches and seminars.
- Personalised VIP invitation packs to over 2,000 VIP guests.

Key Statistics for Gulf Construction Expo 2017

