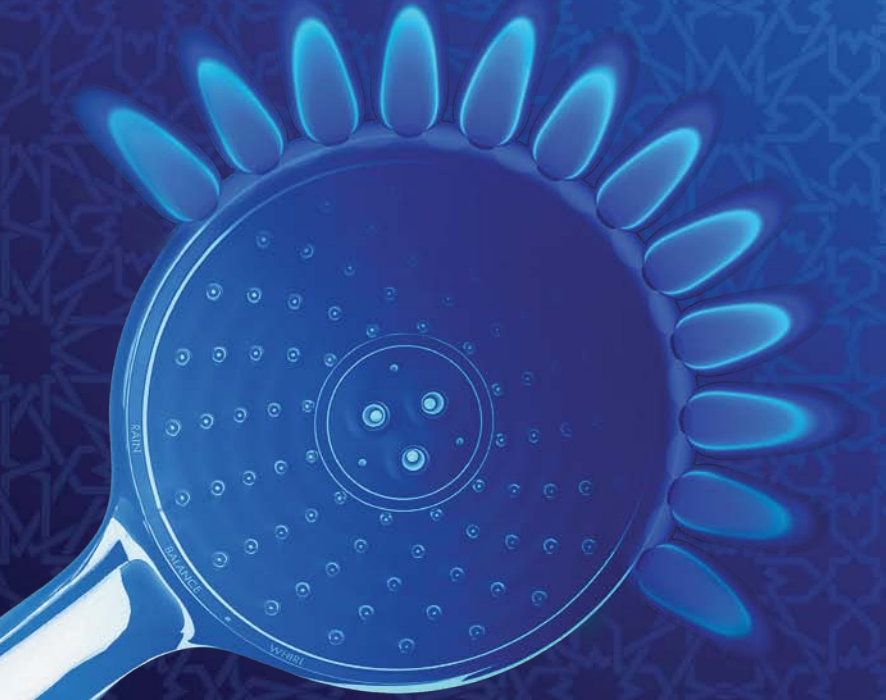


TAKE YOUR BUSINESS
DIRECTLY TO A
\$624 BILLION
GROWTH MARKET



KITCHEN & BATHROOM

POOL & SPA



**SAUDI
KITCHEN &
BATHROOM EXPO 2013**



**SAUDI
POOL & SPA
EXPO 2013**

30 April – 2 May 2013
Jeddah Centre for Forums and Events
Kingdom of Saudi Arabia

Organised by



Co-organiser



Supported by



www.saudikitchenandbathroom.com

www.saudipoolandspa.com

SAUDI ARABIA MARKET OVERVIEW

WHY SAUDI ARABIA?

- One of the fastest-growing countries in the world
- Largest population in the MENA region - 28.2 million*
- Two million residential units required to be built by 2014**
- General Housing Authority investing USD \$66 billion on new homes in the next 12 months**
- Saudi Arabians are the largest spenders in the GCC - per capita income expected to reach USD \$33,500 by 2020***
- In the GCC, 58% of all State spending on social infrastructure projects is concentrated in Saudi Arabia****
- Up to 10,000 swimming pools estimated to be built every year for the next five years



CONSTRUCTION INDUSTRY IN SAUDI ARABIA

- The construction industry has the highest growth potential of all non-oil industries in Saudi Arabia *
- KSA's construction industry will reach USD \$24 billion in value by 2015 *
- Construction work on 11,270 hotel rooms currently underway in Saudi Arabia with 16,548 further rooms planned *****

* Saudi Arabia. MEED, 30 December 2011-5 January 2012: Vol 55, No. 52.

**Saudi Arabia Business Forecast Report." Business Monitor International Ltd., August 2011

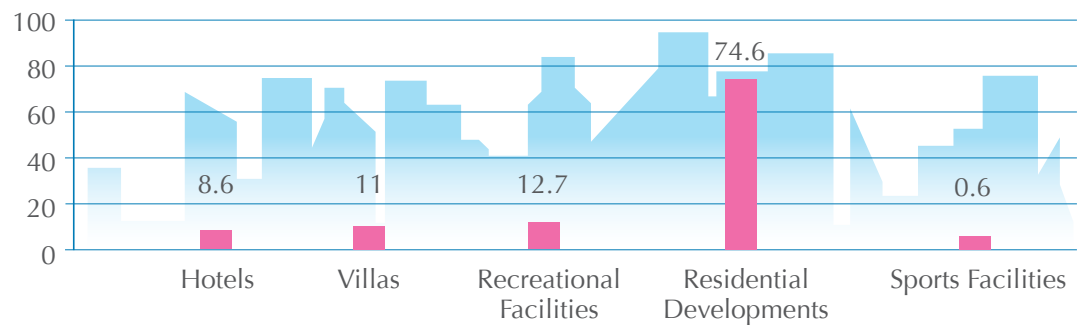
***Doing Business in the Saudi Arabian Market, Trevor Punt, Ispy Publishing limited, November 2012

****Businesswire: Research and Markets, GCC Construction Industry Facts and Figures, 4 Dec 2012.

***** MEED: Hoteliers confident of Middle East's potential, Andrew Roscoe, Issue 15, 13-19 April 2012

USD \$624 BILLION INVESTMENT PROGRAMME THROUGH TO 2020, ANNOUNCED BY THE SAUDI ARABIA GENERAL INVESTMENT AUTHORITY

Saudi Construction Project Value 2011-2015 (\$bn)



The six major economic cities planned across Saudi Arabia will contribute USD \$150 billion to Saudi Arabia's GDP by 2020

King Abdullah Economic City

Estimated cost: **US\$86bn**
Project owner: Emaar, the Economic City

Kingdom City

Estimated cost: **US\$22bn**
Project owner: Emaar Properties/
Kingdom Holding Company

Sudair Industrial City

Estimated cost: **US\$40bn**
Project owner: Saudi Industrial Property
Authority (Modon)

Qasr Khuzam

Estimated cost: **US\$13bn**
Project owner: Khuzam Real Estate
Development Company

Jizan Economic City

Estimated cost: **US\$24bn**
Project owner: MMC Corporation Berhad/
Saudi Binladin Group

Al-Uair Tourism Development

Estimated cost: **US\$10bn**
Project owner: Saudi Commission for
Tourism & Antiquities

Source "Saudi Arabia." MEED, 30 December 2011-5 January 2012: Vol 55, No. 52.



SAUDI KITCHEN & BATHROOM 2013

TAKE YOUR BUSINESS TO THOSE WHO MATTER, WHERE IT MATTERS!

Saudi Kitchen & Bathroom Expo 2013 is the ideal platform for global industry manufacturers, suppliers, service providers and project builders to present themselves to a high-spending and extremely lucrative construction market in Saudi Arabia and the wider GCC region. The event will allow international key players, qualified buyers and industry professionals to network, create business opportunities and share concepts and ideas under one roof across 3 days at the show.

Exhibitor Product Groups



Kitchen

Kitchen accessories and equipment; kitchen appliances; kitchen design; kitchen furniture; kitchen workshops; kitchen fixtures and fittings.



Bathroom materials, fittings and accessories

Showers; bathtubs; whirlpools and hot tubs; sanitary ware; faucets; sinks and vanities; tiles and mosaics; bath accessories; heating and ventilation; bathroom fittings and hardware; bathroom furniture; glass and glassware; water supply and draining systems.



**SAUDI
KITCHEN &
BATHROOM EXPO 2013**

30 April – 2 May 2013
Jeddah Centre for Forum and Events
Kingdom of Saudi Arabia

Saudi Kitchen & Bathroom Expo 2013 is expected to welcome over 150 exhibitors and more than 4000 visitors to the show in Jeddah from April 30th - May 2nd 2013. The event will be co-located with Saudi Pool & Spa Expo 2013.

VISITOR TARGET GROUPS

- Building Contractors and sub-contractors
- Architects and building consultants
- Interior designers
- Hotel and resort professionals
- Restaurateurs
- Property Engineers, facility managers and professionals
- Construction professionals
- Import-Export professionals
- Retail experts and professionals
- Real estate and tourism professionals
- Leisure and theme park entertainment professionals



SAUDI POOL & SPA EXPO 2013



Saudi Pool & Spa Expo 2013 is the ideal platform for global industry manufacturers, suppliers, service providers and project builders to present themselves to a high-spending and extremely lucrative construction market in Saudi Arabia and the wider GCC region. The event will allow international key players, qualified buyers and industry professionals to network, create business opportunities and share concepts and ideas under one roof across 3 days at the show.

Saudi Pool & Spa Expo 2013 is expected to welcome over 150 exhibitors and more than 4000 visitors to the show in Jeddah from April 30th - May 2nd 2013. The event will be co-located with Saudi Kitchen & Bathroom Expo 2013.

VISITOR TARGET GROUPS

- Building contractors & sub-contractors
- Architects & building consultants
- Interior designers
- Landscape architects, engineers & consultants
- Hotel & resort professionals
- Construction professionals
- Health & wellness professionals
- Import-Export professionals
- Retail experts & professionals
- Real estate & tourism professionals
- Leisure & theme park entertainment professionals

GROW YOUR BUSINESS WITH THE RIGHT PEOPLE, AT THE RIGHT PLACE, AT THE RIGHT TIME.

Exhibitor Product Groups



Spa products, equipment and services

Spa and health centre facilities; spa equipment; massage equipment; steam and sauna rooms; hot tubs; portable spas; aromatherapy; fragrances; oil blends; fitness consultants; fitness equipment; alternative medicines; cosmetics; skin care; hair care.



Landscaping services, equipment and accessories

Landscaping; interior design and architectural services; decking; pots and holders; garden features; stonework and equipment; pond accessories; timber; walling; fencing; iron work and public art; statuary and ornamentals; outdoor furniture; repair and maintenance services and architectural facility management software.



Swimming Pool products, equipment and access

Concrete, readymade and inflatable pools; lap pool generators (swim spas); water-body design; water park equipment and design; filtration equipment; pool pumps; pool cleaning equipment and chemicals; water supply recirculation and conservation; lighting systems; stairs and handrails; floor water nozzles; pool covers and enclosures; safety and security products; thermometers; chemical testing; competition equipment; diving platforms; towers; heating systems; sun beds; umbrellas; sunshades; decorative products; gazebos and pergolas; fountains and ponds; water attractions: water chutes, water effects, tiles and mosaics; white goods; anti-slip systems; lighting and sound systems; changing room equipment; accessories and ornaments.



WHY EXHIBIT?

- 1** Network and do business with Saudi Arabia's leading industry decision-makers including Building Contractors, Consultants, Architects, Interior Designers, Hospitality Professionals, Construction Managers and Landscapers
- 2** Launch new products and services, explore new business opportunities and meet with existing clients
- 3** Engage with the latest industry trends and gain knowledge and insight into your market

STAND OPTIONS

SPACE ONLY

SAR 1527 per sqm

Please contact your Sales Representative to request an updated floor-plan and to discuss space options

WOODEN STAND

SAR 314 per sqm



BASIC FURNITURE PACKAGE

SAR 510



One table, two chairs, one lockable counter and one waste bin

EVENT FEATURES



BUSINESS CLINIC

Networking platform where exhibitors can meet with key industry professionals and trade buyers



DEMONSTRATION AREA

The Demonstration Area will provide visitors with an exciting array of new products and unique innovations launched at the show



INNOVATION PODIUM

High-calibre presentations covering the latest trends and most advanced equipment and services from the kitchen, bathroom, pool & spa sectors

SPEAKING OPPORTUNITIES AT THE INNOVATION PODIUM:

Reserve your thirty-minute session where you can present your products and services to a captive target audience at the show. Contact Ms. Edden Retuya at edden.retuya@reedexpo.ae or call +971 2 409 0442 for further information.



WHY SPONSOR?

- 1** Increase brand awareness and place your brand firmly in front of your target audience
- 2** Highlight your presence at the show and drive traffic to your stand
- 3** Position your company as a market leader over and above your competitors
- 4** Increase your global media exposure before, during and after the event

For further information about how to raise your profile through sponsorship and maximise your participation please email: info@saudipoolandspa.com or info@saudikitchenandbathroom.com



CONTACT US

If you need advice or further assistance we have a highly experienced regional sales team and a worldwide agent network who can help you. For further information about Saudi Kitchen & Bathroom Expo 2013 and Saudi Pool & Spa Expo 2013 please contact:

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