

IREIS

6th International **Real Estate**
& **Investment** Show 2011
(Consumer Show)

7 - 10 December 2011

Abu Dhabi National Exhibition Centre

Be Part of the Solution



www.realestateshow.ae



IREIS 2011

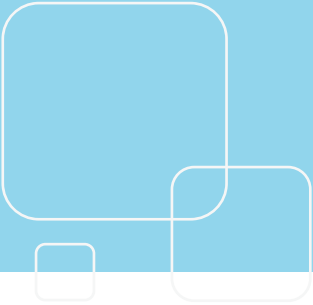
Welcome to the 6th Annual International Real Estate and Investment Show - IREIS 2011, the only real estate event in Abu Dhabi that targets investors and consumers rather than trade visitors.

In both the capital and the region, IREIS is the forerunner in showcasing real estate opportunities across major property markets for the consumer. Since its debut in 2005, IREIS has mirrored the immense growth and potential of the Abu Dhabi and the international property markets.

IREIS 2011 is set to be our most exciting show yet, at a time when property markets are expected to be picking up.

Abu Dhabi, the capital of the United Arab Emirates, is one of the richest cities in the world as it possesses 10% of the world's oil and 5% of its gas reserves. The resulting revenue and international investments have made it one of the fastest growing cities in the region.

As the future home of the Guggenheim and the Louvre, host of the F1 Grand Prix at an immaculate new racecourse, and the rising prominence of Masdar in the global discussion of alternative energy; Abu Dhabi is putting on an impressive and diversified bid to claim the title of the new capital of the Middle East.



Abu Dhabi's economy has been registering strong growth, thanks to a favorable business infrastructure, industry-focused investments and an outward-oriented development strategy adopted by its government.



Abu Dhabi **The City of Opportunity**

Plan Abu Dhabi 2030: Urban Structure Framework Plan

Abu Dhabi is ambitious. A deliberate approach to growth called Plan Abu Dhabi 2030: Urban Structure Framework Plan was created by an international urban planning task force using the world's best urban planning and community development experts. The implementation of this plan will position Abu Dhabi as the cultural hub of the region, and as a high-end tourist destination as well as a global business centre.

The projections estimate that by 2030 the city will have grown to 3.1 million people from 1.68 million as of 2009. The number of residential units will increase from 180,000 to 686,000 and tourists will increase from 1.8 million to 8 million annually.



Property Market Trends in Abu Dhabi

- Abu Dhabi has one of the highest population growth rates in the world, leading residential property demand to far outstrip supply and driving up prices and rents. It is estimated that the Abu Dhabi property market will remain undersupplied until 2012.
- The estimated total investments pumped into the emirate's real state sector in the last 5 years alone have exceeded \$272 billion.
- New laws regulating the real estate sector, currently in development, will bring greater clarity to the domestic market.
- Banks and mortgage companies are reducing their rates, making property acquisition more attractive to local investors and buyers.
- Abu Dhabi authorities are proceeding with their policy of building new low-cost housing units in a bid to stabilize the property market. About 20% of the new units coming onto the market would be aimed at low-income investors.



Abu Dhabi Overseas Property Investments

- Abu Dhabi recorded one of the highest real GDP growth rates in the world, with its real GDP having reached a record \$228 billion in 2009.
- Abu Dhabi investors are seeking international real estate investment opportunities in distressed markets like the USA, UK, Europe and the Far East.
- The UAE is the fastest-growing foreign investor in the US in four years, as foreign direct investments (FDI) by the UAE saw 230% average annual increase. (Source: U.S. Under Secretary of State for Economic Affairs)
- Abu Dhabi possesses the world's wealthiest sovereign fund managed by the Abu Dhabi Investment Authority (ADIA), with up to 8% invested in overseas property.
- IREIS 2011 will feature more International Pavilions than ever before, providing buyers and investors with a one stop international showcase.



"Rent in Abu Dhabi" & "Rent in Dubai" Pavilions:



Abu Dhabi & Dubai rents declined as new supply became available, resulting in intense competition between landlords. IREIS 2011 will feature, for the first time in Abu Dhabi, two pavilions dedicated exclusively to tenants looking to rent in both emirates.

In the "Rent in Abu Dhabi" & "Rent in Dubai" pavilions, tenants will have the opportunity to meet the top Abu Dhabi & Dubai real estate agencies under one roof.



IREIS 2011 CONFERENCE

Free To Attend

IREIS 2009 featured a series of free daily seminars lead by a panel of the industry's experts discussing the issues facing the real estate market at the time. The Seminar Series proved to be such a success & a major draw for visitors that the organizers plan to expand it in IREIS 2011.

The IREIS 2011 conference presentations will be given by leading experts on the following issues of concern to consumers and investors alike:

- The status of the forthcoming Abu Dhabi real estate laws and their implications for the tenant and investor
- Should I rent or buy?
- What's available in housing finance
- The supply and demand issues in property sales and rentals in Abu Dhabi
- Putting the customer first - a strategy that benefits all
- Providing on-time delivery and transparency
- Restoring market confidence

For more information & Early Registration please visit www.realestateshow.ae

Who Should Exhibit

Real Estate Development

- Commercial and Residential Developers
- Construction companies

Real Estate Consultancy/Agency

- Real Estate Agencies/Brokerage firms
- Renting/Leasing Agencies
- Real Estate Management Consultancies
- Interior Design Consultants
- Lawyers/Legal Consultants
- Insurance Consultants
- Architectural Consultants

Real Estate Financing

- Banks
- Mortgage Finance Companies
- Other Financing Institutions

Real Estate Investment

- Real Estate Funds
- Real Estate Investment Trusts (REITs)
- Investment Management Companies

Real Estate Media

Our Target Audience

- High net worth nationals and expatriates
- VIPs
- Investors
- Investor groups
- Real estate brokers/agents
- Real estate consultants/managers
- Government officials
- Property advisors
- Architects/planning companies
- Press/Media



IREIS 2011 Visitor Promotion Campaign

Our elaborate and focused media plan ensures the presence of investors and home buyers from the affluent Middle Eastern Market. Knowledge of the market and our experience from our previous shows combine to give us more confidence needed to guarantee you a return on your valuable investment, and an expanding contact base, by exhibiting at IREIS 2011.

Our comprehensive English/Arabic visitor promotion campaign will use the following media to ensure greater visitor attendance to the show.

- Television
- Radio
- Advertisements in newspapers & magazines
- Editorial coverage by our media partners
- Billboards, hoardings & megacomms signs
- Mupi signs & lamppost light boxes
- Email campaigns
- Direct Mail invitations
- VIP invitees
- PR campaign to target visitors
- Cross promotion in major industry events
- Promotion through IREIS 2010 exhibitors
- IREIS official website



Plan Your Marketing & Sales Strategy Today

Now is the time to plan your strategy in order to reach your target audience in the region. We offer a range of opportunities to suit your objectives and budget.



IREIS 2011 Sponsorship Opportunities

Sponsoring IREIS 2011 provides you with an unrivalled opportunity to increase your company's profile, and ensures you visibility before, during and after the show.

We can offer flexible, tailored packages to suit your needs and make sure you achieve the exposure you are looking for.

Space Only Stand - Stand out from the Crowd

- US\$ 300/m²
- Minimum 24m²

Ideal for constructing a customised stand design reflecting your market position.

For stand design and construction, please contact our Contracting Manager:

Mr. Ziad Ibrahim

Tel: +971 2 674 4040

Email: ziad@domeexhibitions.com



Shell Scheme Stand - Ready to Exhibit



- US\$ 350/m²
- Minimum 9m²

Every 9sq.m Shell Scheme stand includes 1 table, 2 chairs, 1 counter, 3 spot lights, one 13 Amp power point with a socket, carpeting, white wall panels of octanorm system, fascia with company name and waste paper basket.

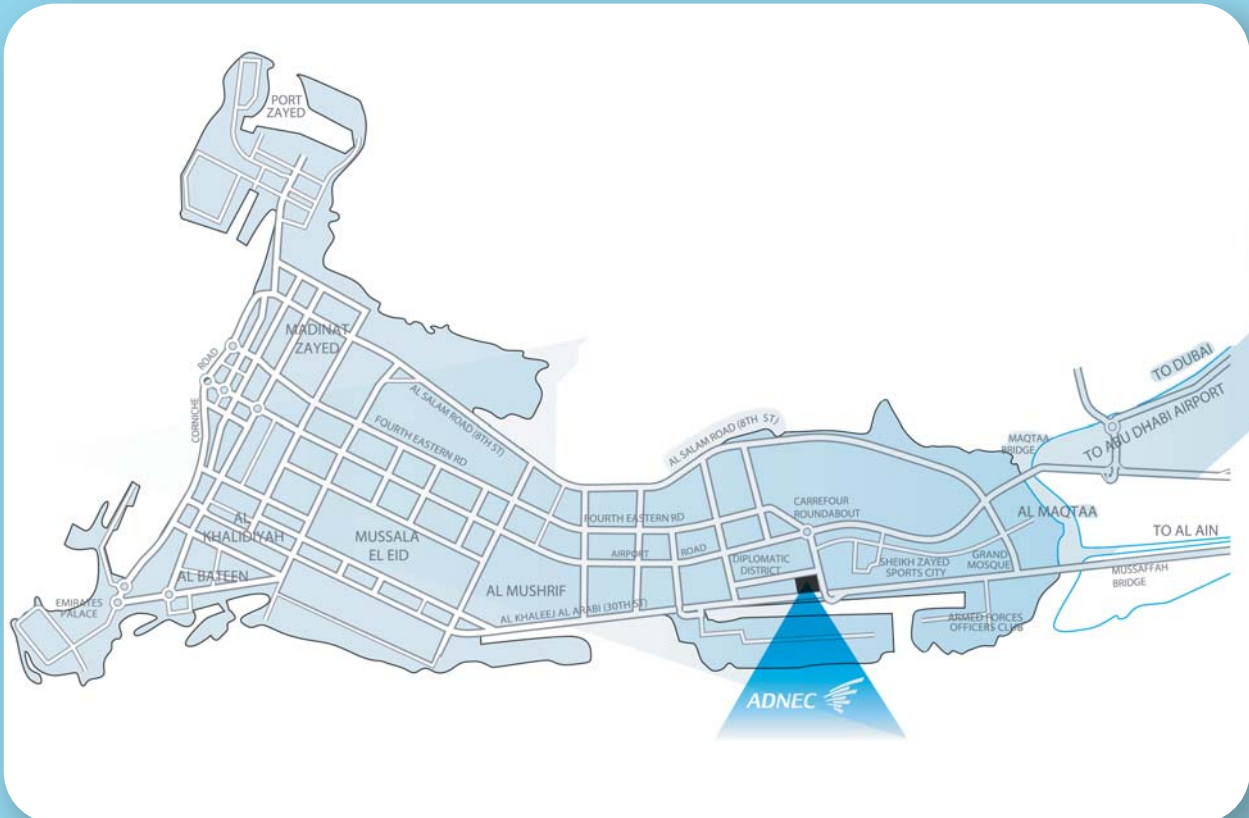
Book Your Space Now

GUARANTEE 15% EARLY BIRD DISCOUNT BY BOOKING BEFORE JUNE 15 - 2011

- Submit the online Space Application Form available at www.realestateshow.ae
- Contact Ms. Dina Nashif at +971 2 674 4040, +971 50 8187921
- Fax your Space Application Form to +971 2 672 1217
- Email your Space Application Form to ireis@realestateshow.ae

IREIS

Your Way to the Venue - Abu Dhabi National Exhibition Centre



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