Acknowledgements

Al Nimr Expo would like to sincerely thank all the sponsors and partners for their valuable support in making INFRA OMAN 2013 a successful event.

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Media Partners
Infra Oman 2013 confirms its renowned high reputation as the major infrastructure exhibition in the Sultanate of Oman.

A three-day event made of 236 exhibitors, 2 halls for a total gross of 8118sqm and 3992 visitors. As one of the most promising markets of the region, the Sultanate of Oman has just hosted, from the 30 September - 02 October, the leading infrastructure exhibition in the GCC, closing with a big success not only in terms of numbers, but also from the point of view of quality and standards achievements. After reviewing on-site interviews, post show questionnaires, media reports and key-persons’ remarks, from all perspectives, the feedback is that the Infra Oman 2013 was a success and is indeed the mandatory platform for doing business in the Sultanate of Oman.

**Event Details**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Trade Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td><a href="http://www.alnimrexpocom/infraoman">www.alnimrexpocom/infraoman</a></td>
</tr>
<tr>
<td>Number of Exhibitors</td>
<td>236</td>
</tr>
<tr>
<td>International Exhibitors</td>
<td>135</td>
</tr>
<tr>
<td>International Participation</td>
<td>28</td>
</tr>
<tr>
<td>Total Size of the Show</td>
<td>3,538 sqm of space in the exhibition hall and 4,579 sqm in the Outside area around the exhibition center</td>
</tr>
</tbody>
</table>

From the exhibitors’ point of view, an important result can be drawn from 2013 edition. A high-quality attendance kept the halls busy during the three days. The survey shows that 70% of the companies regarded Infra Oman visitors as good-quality visitors. Among them, 30% classified the audience quality from very good to excellent. This tells a lot about the opportunities that the show offers in terms of business relations and brand exposure, and about the outstanding increase of the show quality standards. The majority of the visitors included ministry officials, CEOs and senior managers, agents and distributors; Manufactures and professional buyers were well represented as well.

Infra Oman has proved to be an ideal starting point not only for the local companies, but also for foreign entities that are more determined to be part of this growing market. As a highlight this year, for the first time an exhibition in Oman had a Japanese Pavilion which showcased the traditional Japanese tea drinking ceremony at the show. Infra Oman also included country pavilions from Egypt, Germany, Iran, Italy, Turkey, UAE and UK which increased their total area by 40% compared to last year.
Exhibitors displayed a complete range of products, granting a full coverage of the industry segments and presenting, at the same time, the newest solutions and designs for each product category. 3,992 professional visitors from 30 different countries attended the event, with more visitors coming from GCC, and other European and American countries recording the largest percentage increase in visitors’ attendance. At the same time, the highest numbers of foreign visitors came from countries like Bahrain, China, Egypt, Germany, India, Iran, Italy, Japan, Jordan, Korea, Kingdom of Saudi Arabia, Kuwait, Lebanon, Morocco, Netherlands, Pakistan, Thailand, Turkey, United Arab Emirates, the United Kingdom and many more.

### International Participation

<table>
<thead>
<tr>
<th>Country</th>
<th>Country</th>
<th>Country</th>
<th>Country</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>Canada</td>
<td>China</td>
<td>Egypt</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>Germany</td>
<td>India</td>
<td>Iran</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>Japan</td>
<td>Jordan</td>
<td>Korea</td>
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<td>Lebanon</td>
<td>Morocco</td>
<td>Netherlands</td>
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<td>Pakistan</td>
<td>Russia</td>
<td>Saudi Arabia</td>
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<tr>
<td>Spain</td>
<td>Thailand</td>
<td>Taiwan</td>
<td>Turkey</td>
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<tr>
<td>UAE</td>
<td>UK</td>
<td>USA</td>
<td>Vietnam</td>
<td></td>
</tr>
</tbody>
</table>

Infra Oman is the first exhibition in Oman to be audited by BPA Worldwide. BPA Worldwide is the largest auditor of media in the world in terms of membership. BPA is similar to Audit Bureau of Circulations, providing independent, third-party verified data that media owners provide to media buyers and advertisers.
The show was inaugurated by HE Dr. Rasheed bin Al Safi al Huraibi, Chairman of the Tender Board Oman, accompanied by ministry officials and members of the diplomatic forces.
JCB together with Muscat Overseas presented the world famous “JCB Dancing Diggers” show as part of the Infra Oman exhibition. Although in great demand, the Diggers limit their appearances to only few shows a year.

All the major heavy equipment dealers and brands participated in Infra Oman 2013, making it the perfect and only exhibition to showcase their machinery, materials and equipment for construction and infrastructure projects.
**Visitor Details**

<table>
<thead>
<tr>
<th>Visitor Details</th>
<th>Details</th>
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<tbody>
<tr>
<td>Number of Visitors</td>
<td>3992</td>
</tr>
<tr>
<td>Media Present</td>
<td>55</td>
</tr>
<tr>
<td>Number of Countries</td>
<td>32</td>
</tr>
</tbody>
</table>

**Top Countries**

Italy, Saudi Arabia, Oman, Qatar, India, UAE & UK

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**Reasons for Attending INFRA OMAN**

- Gather product information: 40%
- Place order: 30%
- Network with decision-makers: 30%
- Apply for agency: 20%
- Learn about new Technologies: 10%

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**Visitors' Profiles**

- Civil Engineers: 40%
- Architects / Interior Designers: 30%
- Mechanical Engineers: 20%
- Contractors: 10%
- Traders: 0%
- Developers: 0%
- Electrical Engineers: 0%
- Electrical Contractors: 0%
- Manufacturers: 0%
- Others: 0%

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**Survey Result for Visitors**

- Infra Oman 2013 Visitors achieved their goals: 80%
- Visitors satisfied with Infra Oman 2013: 60%
- Participate or recommend Infra Oman 2014: 40%
See you at

INFRA OMAN
20 - 22 October 2014

Organized by

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