



# SALES BROCHURE

THE PREMIER EXHIBITION  
FOR QATARI NATIONALS

DESIGN  
BUILD  
& RENOVATE

FEATURING FIVE DEDICATED SECTORS



CONSULTANTS



CONTRACTORS



SUPPLIERS



SMART SOLUTIONS



GENERAL SERVICES

ORGANIZED BY:

  
تواصل الغد | CONNECTING TOMORROW






[www.buildyourhouseqatar.com](http://www.buildyourhouseqatar.com)



 DATE	28 - 30 MARCH (3 DAYS)
 TIME	10:00 AM – 10:00 PM
 VENUE	QATAR NATIONAL CONVENTION CENTRE
 EVENT TYPE	B2C & B2B
 VISITOR'S PROFILE	QATARI NATIONALS, INVESTORS, DIRECT BUYERS
 FLOOR SECTORS	GOVERNMENT, CONSULTANTS, CONTRACTORS, SUPPLIERS, GENERAL SERVICES & SMART SOLUTIONS

## BUILD YOUR HOUSE 3RD EDITION IS STRONGER & GRANDER

	<b>15,000 SQM</b> Exhibition Space		<b>15,000</b> Visitors, 92% Qatari citizens	
<b>200+</b> Exhibitors		<b>6+</b> International Pavilions		<b>40+</b> Workshops, Live Demos & Panel Discussions

Built on the immense success and achievement of the first two editions - BYH 2020 and BYH 2021, the upcoming exhibition is set to provide the largest space to welcome more exhibitors and visitors, while continuing to serve as a conduit between various segments of the house-building industry and Qatari nationals.





# BUILD YOUR HOUSE 2022 A HIGHLY ANTICIPATED MARKET LEADER EDITION

The previous two BYH editions received a large amount of public exposure and demonstrated a great potential to go beyond the local market. Each past exhibition generated an averagely estimated value of deals worth 400 Million Qatari Riyals. This number alone has attracted numbers of local and international companies to inquire for exhibition space in the exciting upcoming event.

## POTENTIAL EXHIBITORS LIST FORECAST

**30%** CONSULTANTS

**30%** CONTRACTORS

**25%** SUPPLIERS

**10%** SMART SOLUTIONS

**5%** GENERAL SERVICES



## OVERALL EXHIBITORS PROFILES

BYH Exhibition is considered a major platform in the field of residential design, construction and other related sectors in Qatar. It serves as a crucial link between consultants, contractors, suppliers, smart solutions & general services companies and Qatari citizens who wish to build or modernize their homes. Such product and service providers are classified as below:

- Architects & Design Firms
- Engineering Consultants
- Architectural Lighting Firms
- Mechanical Consultants
- Interior Design Firms
- Structural Consultants
- PMOs & Civil Engineering Firms
- Land & Building Surveying Companies
- Construction and Management Engineering & Geo-Tech Companies
- Geotechnical Engineering

### CONSULTANTS

- General Contractor
- Electrical Contractor
- Plumbing Contractor
- Heating & Duct Work Contractors
- Carpenter & Painters
- Roofers & Excavators
- Landscapers
- Concrete Specialists
- Ironworkers & Steelworker
- Tile Setting
- Special Trade Contractors

### CONTRACTORS

- Building Structure and Foundations
- MEP, Drainage & Plumbing
- Flooring & Floor Structure
- Indoor and Outdoor Furniture
- Garages & Garden Building
- Garden & Leisure
- Indoor and Outdoor Lighting
- Insulation & Water Proofing
- Internal Decor, Paints & Finishes
- Curtains and Carpets & Landscaping
- Kitchen fittings & Appliances
- Sanitary Ware, Pools & Jacuzzi & Spa
- Fencing, Parking & Green Area Shades
- Lighting & Electrical & Home Appliances
- Doors, Windows & Facades
- Heating, Air Conditioning, Ventilation System & Tanks & Reservoirs, Water Cooler & Water Heater
- Roofing, Suspended Ceiling, Cladding & Gypsum Board
- Stair, Stair Parts & Elevators
- Ceramic Tile, Granite, Mosaic, Marble & Natural, Stones & Glass & Glazing

### SUPPLIERS

- Smart Home Systems
- Solar Energy
- Green Building Materials
- Irrigation System
- Special Construction (Pre-fabricated)
- Telecommunications
- Networking
- Security Systems, Fire Protection & CCTV

- Government Entities
- Finance and Banking Institutions
- Hospitality
- Cleaning
- Pest Control
- Media Agencies
- Insurance & Mortgages
- Law Firms
- Water & Waste Management
- Facility Management

### SMART SOLUTIONS

### GENERAL SERVICES

\*To view the full list, visit our website [www.buildyourhouseqatar.com](http://www.buildyourhouseqatar.com)

# THE BIG ENVIRONMENT



**12B QAR**

Each year, for national land preparations over 5 years



**71.1B QAR**

Construction related Imports



**1.2M QAR** PER PERSON

Housing loans For Qataris To build their houses



**50,000**

Qatari families to be Supported with long term loans



**8,600**

New residential units would be added by end of 2022



**10**

Free hold zones for Non-Qataris



**16,500**

Residential plots to serve Several areas of the country

## BROAD SUPPORT FROM QATARI GOVERNMENT

BYH2022 will continue to receive the patronage of H.E. Sheikh Khalid Bin Khalifa Bin Abdulaziz Al Thani the Prime Minister and Minister of Interior and unwavering support from various Ministries and government bodies. The strong reinforcement of the government truly reflects the longstanding vision of BYH for boosting Qatar's economy, and for helping Qataris find solutions to build solid foundations for their families.



### LAND VOUCHERS

The largest budget has been allocated for the processing of lands for Qatar Citizens worth 12 billion riyals annually. Ashghal planned in 2020 to have the necessary infrastructure to serve 2487 housing vouchers for Qataris to be completed, and 2270 housing coupons in 2021, with a total of 10,400 voucher will be distributed and ready for building projects.

Source – ASHGHAL, KAHRAMAA, QATAR TRIBUNE



### HOME LOANS

Home loans are provided to eligible citizens with the necessary facilities to purchase or build houses. The state approved a budget to support long term loans for more than 50,000 families, approximately QR1.2M per person, and 2,400 housing plots will be issued through-out 2021.

Source – QDB, ADLSA, HUKOOMi



### CENSUS 2020

Census 2020 data showed that the number of buildings in Qatar rose to 216,740. Residential buildings were at the top of the list with 80.3%. Out of all newly issued building permits in 2021, villas are top of the list, accounting for 73% averagely.

Source – planning & statistics authority, GULF TIMES

Such strong government support for the construction sector and for Qatari citizens demonstrates the importance of participating in BYH 2022 3rd Edition, in order to increase your sales and ROI, as well as to obtain a larger share in the competitive market.

## WHY EXHIBIT

Build Your House 2022 - a unique platform that allows local and international companies to showcase and promote their products and services to the targeted consumer - Qatari citizens.

Higher demand and focused intention for deals signing - based on the overwhelming positive feedback of visitors generated over previous two editions.



### WHAT DOES THAT MEAN TO YOUR COMPANY:

1

Showcase products and services to a large number of potential Buyers in person

Generate leads and sales opportunities & sign deals on site

2

3

Provide special offers and promotional packages during the Exhibition

Boost brand visibility online, on prints during live event

4

5

Meet industry peers and stay updated with latest trends & innovations

Be visibly active in qatar market as it enters pre-fifa world cup stage

6

7

Year-round dedicated campaigns engaging with target audiences for maximum brand exposure



# MARKETING BENEFITS



Exhibitor Introduction On BYH Website & Social Media



Featured Products On Social Media



#BYHTALKS Exhibitor Interviews



Prolonged Exposure



SMS Campaigns



Lead Retrieval App



Telemarketing



E-Mail Campaigns



Direct Mailing & VIP Invitation



CLICK HERE

OR SCAN THE QR CODE TO WATCH THE FULL 2021 RECAP VIDEO



## PROGRAMS TO AMPLIFY YOUR REACH



Opening Ceremony



Panel Discussions & Workshops



Technology Area Live Demos



Junior Interior Designer Competition



Car Raffle Draw



Awarding Ceremonies

## EXHIBITION

# SPACE BOOKINGS OPTIONS

## OPTION 1 | PRE-BUILT BOOTH

### Inclusions:

- Carpet
- Electricity
- Lighting
- Octanorm panels
- Company name on fascia
- 1 Table & 3 chairs
- 1 Counter

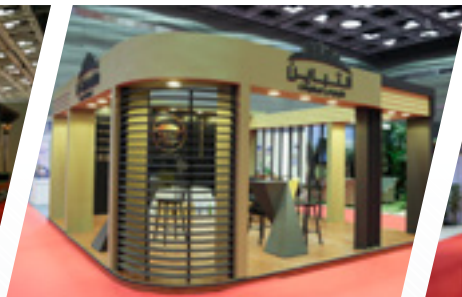
**Fitted Stand  
1350 QAR Per  
SQM + 1500 QAR  
Service Fee**



## OPTION 2 | SPACE ONLY

Rent a space and build your own booth  
(Min 24 SQM)

**Space Only 1150  
QAR Per SQM +  
1500 QAR  
Service Fee**



## OPTION 3 | COUNTRY PAVILION

Upgraded custom pavilion options per  
12 SQM stands  
(Min 60 SQM)

**Country Pavilion  
Starting 177\$ Per  
SQM\* + 400\$  
Service Fee (Per  
Exhibitor)**

\* On Top of Space only Rates



\* Contact the sales team to view the full options list



## VENUE LOCATION

Qatar National Convention Centre provides an environment that nurtures inspiration and excellence. One of the largest and most technologically advanced venues in the Middle East. QNCC's state-of-the-art production and presentation facilities, topped with expert staff, enables it to create tailor-made experiences that deliver above and beyond the clients expectations.



Strategic Location



World-Class Facilities



Eco-friendly Venue



VIP Parkings

### FOR MORE INFORMATION, PLEASE CONNECT WITH US:

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### SAFETY MEASURE

BYH2022 will apply all precautionary measures to protect against the coronavirus to preserve the safety and health of companies, participating entities, and visitors to ensure the best and safe experience.