

# POST SHOW REPORT FOR

# BYH 2021



20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

**+38%**  
INCREASE IN  
PARTICIPANTS  
VS. FIRST EDITION



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

**NeXfairs**  
تواصل الغد | CONNECTING TOMORROW





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قطر تستحق الأفضل  
Qatar Deserves The Best

SUPPORTED BY



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# THE PREMIER EXHIBITION FOR QATARI NATIONALS

**DESIGN**

**BUILD**

**& RENOVATE**

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## ORGANIZER'S MESSAGE



**Rawad Sleem**  
Co-Founder & General Manager  
NeXTfairs

“

TREMENDOUS GROWTH IN TERMS OF  
SIZE OF VENUE SPACE, NUMBERS OF  
PARTICIPANTS, FOOTFALL OF VISITORS  
COMPARING TO THE 2020 EDITION.

”



## ORGANIZER'S MESSAGE



The second edition of Build Your House Exhibition was such a special edition, given the great challenges we have faced and overcome together in the past year and a half. I would like to take this opportunity to thank all sponsors, exhibitors and visitors who participated at the second edition of Build Your House Exhibition, the event would not have been able to reach its resounding success without any of your contribution or support.

BYH 2021 was inaugurated on 20th September 2021 by the Minister of Commerce and Industry and Acting Minister of Finance H.E. Ali bin Ahmed Al Kuwari. As the minister stated, Qatar has been witnessing a major construction boom, in light of the trend towards completing development projects aimed at achieving the objectives of the Qatar National Vision 2030, as well as at implementing the program for hosting the 2022 FIFA World Cup.

There was tremendous growth in terms of size of venue space, numbers of participants, footfall of visitors comparing to the 2020 edition. In the spread of 11,200 SQM in QNCC, 150 exhibitors participated, and more than 10,500 visitors attended in this year's BYH Exhibition. In which, over 92% were our target audience - Qatari nationals. In addition, a total of 42 prominent speakers presented at Knowledge Sharing Conference through workshops and panel discussions.

More importantly, we successfully reached our goal which was providing local citizens with the opportunity to discover hundreds of smart and modern options for designing, building, renovating, maintaining, and developing their houses. The exhibition has also become an important platform that connects visitors with contractors, exhibitors, and consultants.

Much of the achievement has to be credited to the continuing patronage of His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Interior Minister, as well as the official support from the Ministry of Commerce and Industry, the Ministry of Municipality and Environment, the Ministry of Administrative Development, Labor and Social Affairs, the Public Works Authority - Ashghal, Civil Defense, Qatar Chamber, Qatar General Electricity and Water Corporation - Kahramaa, where the relevant authorities in the field of construction were linked with the public to learn the best support methods. Based on the estimation of market intelligence, the Qatari construction market was valued at \$42.19bn in 2020 and is expected to reach a value of \$76.98bn by 2026, registering a CAGR of 10.54 percent over the period of 2021-2026. It shows that the construction activity in the country remains resilient, despite the COVID-19 pandemic, as government spending has continued projects.

The solid figures of BYH 2021 and current market trend has evidently brought forth the announcement of the third edition of Build Your House Exhibition. We hope to carry on our previous partnership in all fronts of business and look forward to achieving much grander success with expanded space and network worldwide.



## GOVERNMENT SUPPORT

For the prosperity of its citizens and to ensure their social stability, the Qatari government has shown support and contribution towards the success of national initiatives that impact positively the construction industry. In this regard, Build Your House Qatar was honored to have the following support :



Under the patronage	H.E The Prime Minister and Minister of Interior, Sheikh Khalid bin Khalifa bin Abdul Aziz Al Thani
Official Partner	Public Works Authority - Ashghal
Supported by	Ministry of Municipality and Environment
Supported by	Ministry of Administrative Development Labour and Social Affairs
Supported by	Ministry of Commerce and Industry
Supported by	General Directorate of Civil Defence
Supported by	Qatar Chamber
Strategic Partner	Qatar General Electricity and Water Corporation - Kahramaa





## PRESS CONFERENCE

The Press Conference of Build Your House 2021 Exhibitions was held one week before its grand opening on the 13th September at Intercontinental Doha The City Hotel. We were joined by the representatives of our sponsors & partners, government officials and media outlets. Each representative gave a speech regarding various aspects related to BYH2021, and for Qatari Nationals to understand the processes and procedures in building as well as renovating personal residences.



### IT WAS A PLEASURE TO HAVE (FROM LEFT TO RIGHT):

- Mr. Shovan Das, General Manager of Jotun Paints Qatar
- Mr. Omar Halawa - Business Development Manager – Tadmur Trading
- Lt. Col. Jaber Mohammed Al Marri - Head, Preventive Education Department – General Directorate of Civil Defence
- Mr. Mohammed Ali Al Muhannadi - Director of Public Relations and Communications – Kahramaa
- Mr. Rawad Sleem – Co-Founder & General Manager – NeXTfairs
- Eng. Mohammed Hasan Al Naimi - Director of Technical Affairs Department in Doha Municipality – Ministry of Municipality and Environment
- Eng. Jarallah Mohammed Al Marri-Assistant Director of Projects Building – Ashghal
- Eng. Hamdi Abdellatif – Technical Manager – Coolex Al Jaber

### With the presence of the following Media Outlets (Print, Radio and TV Stations):

Al Rayyan TV, Qatar TV, The Peninsula, Qatar Tribune, Al Arab Newspaper, Al Raya Newspaper, Al Watan Newspaper, Al Arab Al Jadeed Newspaper, Al Sharq Newspaper, Qabayon Radio, Qatar News Agency, Ohlala & Fact Magazine, Business Class Magazine, AMLAK Magazine, Jamila Magazine, Qatar Living, Qatarday.com and bloggers.



## OPENING CEREMONY



**His Excellency Mr. Ali bin Ahmed Al Kuwari**  
 Minister of Commerce and Industry



Under the Patronage of H.E. Sheikh Khalid Bin Khalifa Bin Abdulaziz Al Thani, The Prime Minister and Minister of Interior, Build Your House 2021 was inaugurated by the Minister of Commerce and Industry and Acting Minister of Finance, H.E. Mr. Ali bin Ahmed Al Kuwari.

Dozens of government officials, ambassadors and leaders of BYH sponsors arrived at the venue at 10am on the 20th of September for ribbon cutting, followed by a VIP tour inside the exhibition.





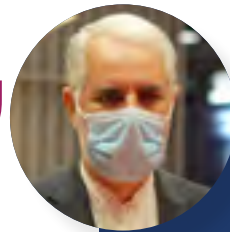


## TESTIMONIALS



**H.E. ALESSANDRO PRUNAS**  
Italian Ambassador To  
The State of Qatar

“Very nice exhibition, I am impressed with the quantity and the quality of the exhibitors. NeXTfairs team did an amazing job organizing this exhibition giving the circumstances of Covid-19.”



**H.E. HAMID REZA DEGHANI**  
Iranian Ambassador To  
The State of Qatar

“I was honoured to visit BYH and I was pleasantly surprised that such a great event is taking place during this pandemic. This is a significant exhibition for Qatar and the region.”



**ENG. KHALED ABDULLAH AL QUBAISI**  
Engineering Expert  
ADLSA

“Last edition, we took part of the exhibition; and our participation was quite profitable. We look forward to the success of the 3rd edition.”



**ENG. MOHAMMED AL NUAIMI**  
Director of Technical Affairs  
- Municipality of Doha  
MME

“We are happy to sponsor this exhibition for 2 years in a row, there is a positive responsiveness and cooperation among various sectors, private, independent and public.”



**BASHAR AL SALEM**  
CEO  
Kayan Office

“Superb Exhibition! The number of visitors is beyond our expectation. We barely were able to rest as we received many potential clients. We wish BYH exhibition more success.”



**RASHID AL KHALIFA**  
Chairman  
Mareez Projects and  
Golden Line Interior  
Design

“The exhibition was great. We achieved many of our objectives including collaborations with agents, who visited the exhibition. We hope these collaborations take active role in our future work.”



**AHMED SALEH AL JANAHI**  
CEO  
Athath Gate

“As a first-time participant our experience was beyond our expectations. We have received and welcomed potential clients and established collaboration with other companies.”



**OSAN ALI GHADDAF**  
Managing Director  
Atkya Arts

“The experience in BYH exhibition is more than amazing. This is the first time we participate in BYH exhibition. The exposure that we are getting is more than what we had expected from this exhibition.”

## EXHIBITION FACTS & FIGURES



**7** MINISTRIES & ADMINISTRATIONS



**30** CONSULTANTS



**50** CONTRACTORS



**50** SUPPLIERS



**13** SMART HOMES



**150** EXHIBITING COMPANIES



**11,200m<sup>2</sup>** EXHIBITION SPACE



**3** EXHIBITION DAYS



**40** WORKSHOPS & SESSIONS



**250** BRANDS REPRESENTED



**30** SPONSORS & PARTNERS



**420M** DEALS VALUE



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## VISITORS FACTS & FIGURES

\* Including Visitors, VIPs, Media, Exhibitors and Booth Contractors.  
\*\* Total number of visitor's footfall including recurrent visits over 3 days.



**85%** AGE GROUP  
24-45



**78%** MALE  
VISITORS



**22%** FEMALE  
VISITORS



**92%** QATARI  
VISITORS



**10.5K** TOTAL  
PARTICIPANTS\*

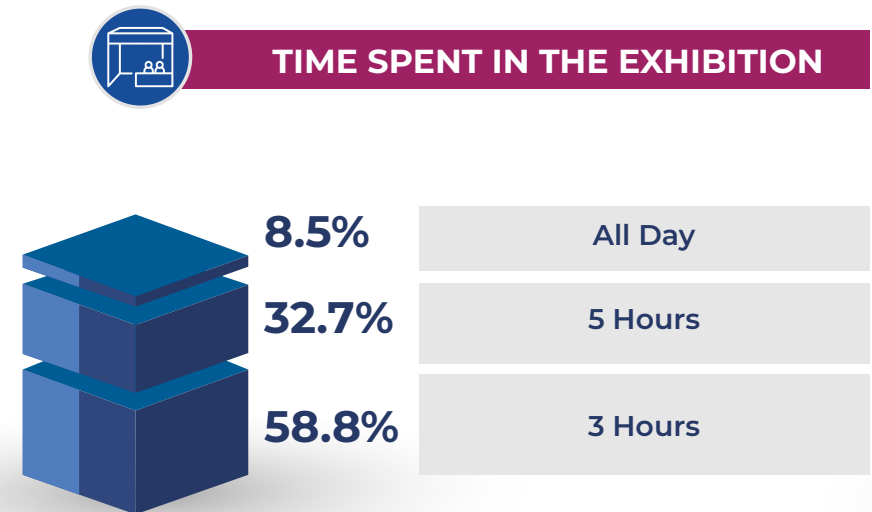
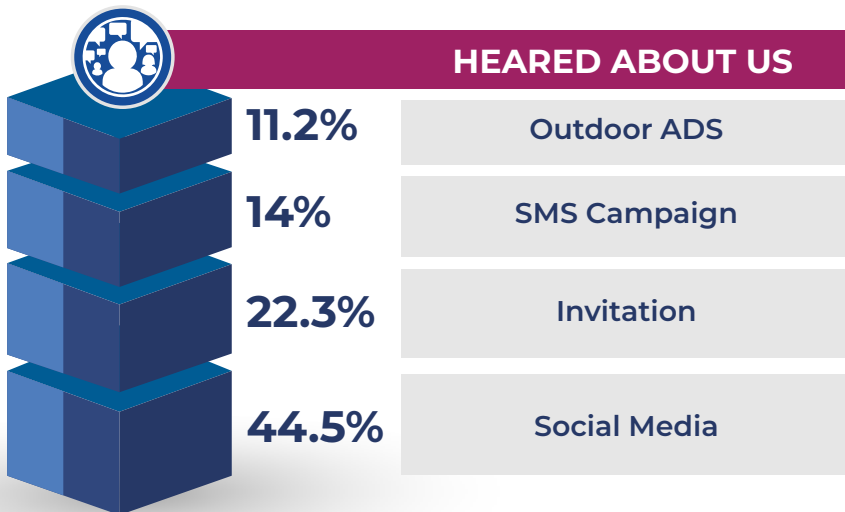


**9.2K** VISITORS\*\*



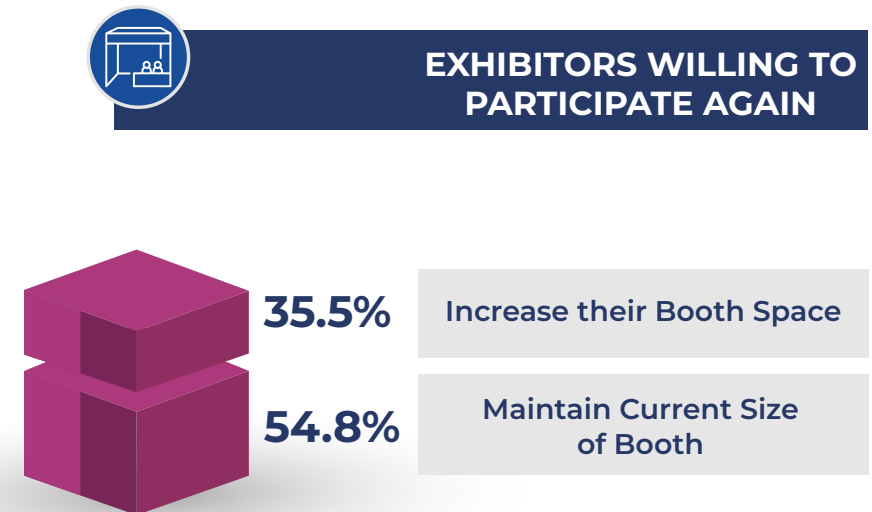


## VISITORS SURVEYS





## EXHIBITORS SURVEYS



## KNOWLEDGE SHARING CONFERENCE



ASSOCIATION PARTNER

**QATAR SOCIETY OF ENGINEERS**

In total, 42 renowned speakers shared their knowledge and insights at the Knowledge Area through workshops, live demos and panel discussions, to help visitors plan, procure, design and build homes fit for the 21st century with a sustainable future and smart home solutions.

The exhibition has also introduced visitors to the various procedures of building their houses including how to get the necessary licenses for construction, the state's role in distributing lands over citizens, and the most critical security and safety standards that must be considered when building houses.

Furthermore, the government entities participating in the event have presented their experiences and ideas, offer advice to help visitors, and introduce them to the entire construction cycle, highlighting specifications and financing a teardown and rebuilding new houses.

### PRIVATE & PUBLIC SECTORS

**Al Mana Maples:**

Architectural Engineering and Simulation

**Kayan Office:**

Time management in the workplace

**Jotun Paints Qatar WLL:**

Your guide to a more sustainable home through paints

**Al Jaber Coolex:**

Central air conditioning for homes (how to choose the right system)

**Pera Interiors:**

Furniture design

**Levante Kitchens:**

kitchen planning

**Doha Eleaz Engineering Consultants:**

How to help citizens build the house of their dreams

**Dehleez Trading and Contracting:**

How to choose the interior design

### GOVERNMENTAL

**Ashghal - Public Works Authority:**

Building a surface water network in the home and office

**Ministry of Municipality and Environment:**

Raising public awareness of the owner, contractor and consultant about building requirements and violations

**Ministry of Administrative Development, Labour and Social Affairs:**

The services of the engineering department and the basics of success in the construction of the dwelling and the presentation of models approved by the management's designs

**Ministry of Commerce and Industry:**

Advise to the consumer for building a house

**Directorate General of Civil Defence:**

- 1- The Civil Defence Force in the Protection of the National Economy
- 2- Live demonstration of how to put out a fire using indoor manual fire extinguisher

**Kahramaa:**

- 1- Kahramaa is with you from license to delivery
- 2- Decrease energy and water consumption in homes and offices
- 3- Electronic services related to the subscriber's journey from building permit to billing

**Qatar Society of Engineers - Panel Discussions**





# KNOWLEDGE SHARING CONFERENCE

\* View full list on the website

## LEADING INDUSTRY SPEAKERS\*:



**Eng. Ghanem Al Nahdi**  
Ashghal - Public Works Authority



**Eng. Mohammed Al Nuaimi**  
Ministry of Municipality and Environment



**Saeed Hamad Al Hajiri**  
Ministry of Municipality and Environment



**Eng. Salam Mahmoud**  
ADLSA



**Mhammad Mbarak Al Amri**  
Ministry of Commerce and Industry



**Eng. Abdullah Fakhroo**  
Qatar Society of Engineers



**Dr. Abdullah Al Mahshadi**  
Qatar Society of Engineers



**Eng. Khaled Al Nasser**  
Qatar Society of Engineers



**Eng. Abduljaber Abdulnoor**  
Qatar Society of Engineers



**Dr. Al Sheikh Souod Al Thani**  
Qatar Society of Engineers



**Arch. Sara Nakshabandi**  
Al Mana Maples



**Arch. Bashar Al Salem**  
Kayan Office



**Abdelmohsen Al Abbasi**  
Kayan Office



**Eng. Mustafa Al Khanizi**  
Al Tabaaion



**Hossameidn Issa**  
Jotun Qatar



**Haitham Al Hammali**  
VCUarts Qatar



**Eng. Hamdy Abdellatif**  
Coolex Al Jaber



**Kubra Baskapan**  
Pera Interiors



**Samer Al Aqad**  
Levante Kitchens



**Eng. Waziri Jamal Hasan**  
Doha Eleaz Consultancy



**Dr. Jumah Al Kaabi**  
Gulf Legal Consultants



**Eng. Amna Ramadan**  
Adept Tech



**Eng Hany Foad Noureldin**  
Darac



**Eng. Elie Nasrallah**  
Dehleez Trading & Contracting





## MARKETING



### DIGITAL MEDIA

Published 1,000 posts with targeted messages across social media platforms: Instagram, Twitter, Facebook, LinkedIn, Youtube and Premium Digital Placement on Google, leading to an organic increase of followers.



### PRINT MEDIA

250 printed advertisements were published in major newspapers and magazines, including front covers, inner-page ads and banners.



### PUBLIC RELATIONS

Total 21 press releases issued and 20 interviews conducted, generating a huge amount of topics on both online and print media platforms.



### GOVERNMENT RELATIONS

Received tremendous amount of support from government entities, such as Ministry of Commerce and Industry, the Ministry of Municipality and Environment, the Ministry of Administrative Development, Labor and Social Affairs, Ashghal, Civil Defense, Qatar Chamber and Kahramaa.



### INFLUENCERS

Recruited 14 influencers to promote a scheduled campaign over the course of one month on Instagram and Snapchat, in addition to their Live Event Coverage during the 3-day exhibition.



### VIDEO PROMOTION

30 videos were produced and promoted delivering different messages to exhibitors and visitors, with various focus and event features.



### OUTDOOR ADVERTISING

Total 200 faces of MUPI were distributed throughout Doha and Al Rayyan on the main streets and junctions to attract attention from travelers over the course of 10 days.





## MARKETING



### RADIO

2 stations and 220 radio spots at prime time in the morning and evening session to spread promotional messages to the local citizens, reaching over 300,000 listeners 2 weeks prior to the event.



### SMS

Conducted 20 SMS campaign and reached more than 310,000 local individuals.



### EMAIL CAMPAIGN

Addressed more than 18,000 trade professionals and visitors via targeted and personalized emails over the course of 9 months.



### DIRECT MAILING

Targeting VIPs and local homeowners, more than 25,000 hard copies of invitations were sent out by delivery.



### TELEMARKETING

18,000 local and international calls were conducted during 6 months of time for leads generation and promotion.



### WEBSITE

Build Your House website was constructed with detailed information and updates on event features, partners and exhibitor list. It also served as the portal for visitor online registration.

## INFLUENCERS

14 LOCAL INFLUENCERS PROMOTED & COVERED THE EVENT OVER THE COURSE OF 1 MONTH



**AHMED ABDULLA**

ahmedabdullaa



**AMENA MUSA**

amena.musa



**DOHA LIVE**

do7a.live



**IBRAHIM AL AGEDI**

ibrahimalagedi



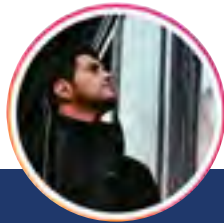
**KHALID JASSIM**

khalidjassim74



**ABDULLAH ALGHAFRI**

qq



**SAOUD ALMADEED**

saoudalmadeed



**SARAH ALI AL-HAIL**

sarah.alhail



**SETAREH RAEISI**

setarehraeisi



**ABDULRAHMAN ALHARMOZI**

where2eatqtr



**ABDULAZIZ AL AJAIL**

zozalajail



**MOHAMMED ALDAHI**

maldahi



**WALAYEF QATAR**

R.e85



**SAEED ZAKIBA**

SSS-24



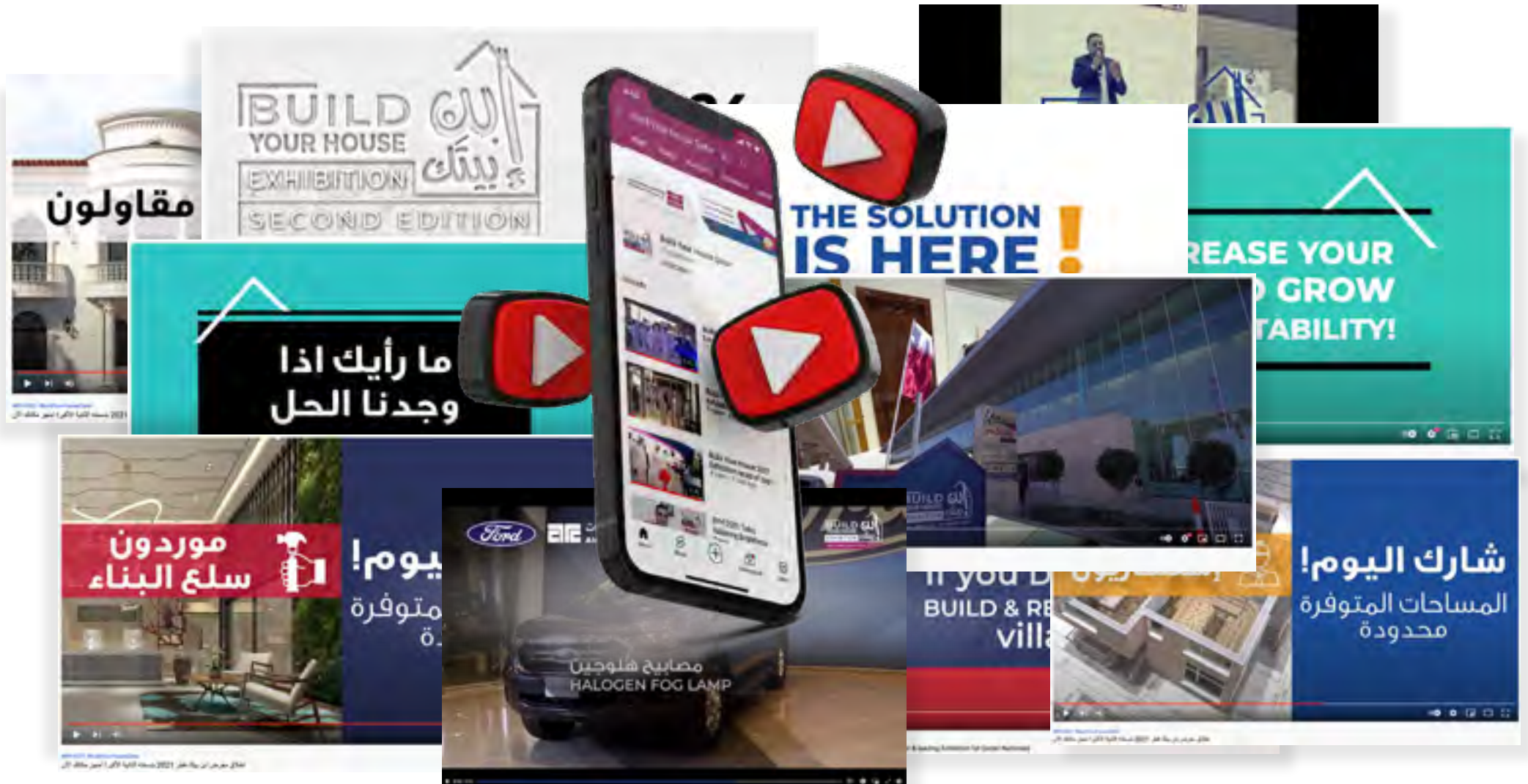
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## VIDEO PROMOTIONS

30 VIDEOS WERE PRODUCED AND PROMOTED



**PRESS COVERAGE**

**Build Your House 2021 expo to be launched on Sept 20**

تتضمن: «بيتك 2021»... مشاركة بمعرض «ابن بيتك»... 150 شركة في معرض «ابن بيتك 2021»... قطر تشهد ازدهاراً كبيراً في قطاع البناء: وزير الإسكان

**Over 8,000 visitors expected to attend BYH 2021**

BYH exhibition is expected to witness over 8,000 visitors... Over 150 companies will provide exclusive offers and showcase their product services related to interior design, architecture, construction and contracting... The exhibition is expected to witness over 8,000 visitors... Over 150 companies will provide exclusive offers and showcase their product services related to interior design, architecture, construction and contracting.

BYH expo continues to draw big crowds... «ابن بيتك 2021»... معرض خاصة بمعرض «ابن بيتك 2021»

Special deals, discounts await Qataris at BYH 2021 expo... «ابن بيتك 2021»... ملصة عالمية لسوق العقارات في... BYH-2021 expo approval, to be... «ابن بيتك 2021»

المعرض محرك رئيسي لقطاعي الإنشاءات والمقاولات... نسخة ثالثة لمعرض ابن بيتك مارس المقبل... Third edition of BYH Expo to be held in March 2022... «ابن بيتك»



# GOVERNMENT PROMOTIONS

ADLSA



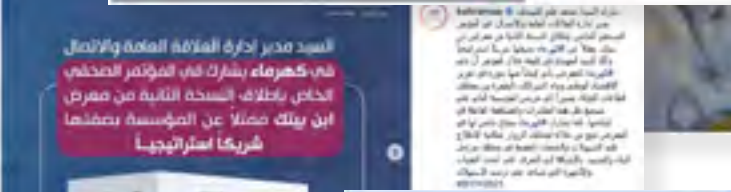
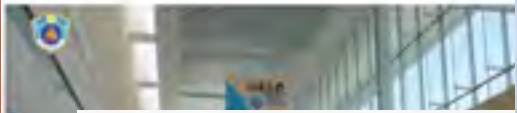
MOCI



ASHGHAL



MME



CIVIL DEFENSE

KAHRAMAA

QATAR CHAMBER

## JUNIOR INTERIOR DESIGN COMPETITION

Sponsored by Jotun Qatar (Official Competition Sponsor), Coolex Al Jaber (Contractor competition sponsor) and Pera Interiors (Supplier Competition Sponsor), and in partnership with Virginia Commonwealth University in Qatar (VCUarts Qatar) where 19 talented students participated and submitted their exceptional Residential Interior Designs, that were displayed at Build Your House 2021.

The 3 winning students received their certificates and prizes at the Awards Ceremony on the 21st September 2021. Deema Al Muraikhi (1st place), Maryam Al Sayed (2nd place), and Maryam Al Sulaity (3rd place).





## RAFFLE DRAW

With a grand prize of 2021 Ford Ranger XLS, the raffle draw was held inside the exhibition, giving opportunities to visitors to walk away with something truly amazing.



## VENUE BRANDING



Glass Door Branding

VIP Majlis

Knowledge & Workshops Area

Roll Up Banners

Raffle Draw Branding

Concourse Hanging Banners

Fascia & Pylon Designs

Outdoor & Indoor Signages

Lamp Post Flags

Free Standing Flags

Entrance Arch & Free Standing Map

Central Foyer Branding

Inside Hanging Banners

Floor Stickers





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## PARTNERS & SPONSORS

### OFFICIAL PARTNER



وزارة التجارة والصناعة  
Ministry of Commerce and Industry



غرفة قطر  
QATAR CHAMBER

### STRATEGIC PARTNER



المؤسسة العامة القطرية للكهرباء والماء  
Qatar General Electricity & Water Corporation

### FOUNDING SPONSOR



### PLATINUM SPONSOR



الجابر لأنظمة التكييف والمصاعد

### GOLD SPONSORS



الخطاب القابضة  
AL HATTAB HOLDING



Unique DESIGN SOLUTIONS



### SILVER SPONSORS



التبايون  
للتنجارة والمقاولات  
Al-Tabaaion  
Trad. P. Cont.

### COMPETITION OFFICIAL SPONSOR



### COMPETITION EDUCATIONAL PARTNER



### COMPETITION CONTRACTOR SPONSOR



الجابر لأنظمة التكييف والمصاعد

### COMPETITION SUPPLIER SPONSOR



### OFFICIAL MEDIA PARTNERS



### OFFICIAL ONLINE PARTNER



### MEDIA PARTNERS



### PROPERTY PARTNER



### HYGIENE PARTNER



### OFFICIAL INSURANCE



### OFFICIAL FREIGHT



### VENUE PARTNER



### ASSOCIATION PARTNER



### ORGANIZED BY



## VIP HIGHLIGHTS

### HONORED TO HOST MINISTERS, AMBASSADORS, VIPS & DIGNITARIES





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## GALLERY - HIGHLIGHTS OF INTERACTIONS



## GALLERY - HIGHLIGHTS OF STANDS





20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

## CERTIFICATES OF PARTICIPATION

\* View full photo gallery on the website



DOCUMENTARY VIDEO



OR SCAN THE QR CODE  
TO WATCH THE FULL  
RECAP VIDEO





20-22 SEPTEMBER 2021



HALL 8&9, QNCC - DOHA, QATAR

# SEE YOU IN THE NEXT EDITION!



QNCC - DOHA, QATAR



28 - 30 MARCH



10:00 AM - 10:00 PM

THE SPECIAL EDITION



## OF BUILD YOUR HOUSE EXHIBITION 2022



BYHQatar



BYHQatar



buildyourhouseqatar



BuildYourHouseExhibition



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# CONNECTING TOMORROW

THROUGH FACE-TO-FACE MEETINGS  
& INSPIRATIONAL EVENTS

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ISO 9001:2015  
ISO 14001:2015  
ISO 45001:2018

