



Cityscape Qatar 2023 Sales Brochure

24-26 OCTOBER 2023
DOHA EXHIBITION AND CONVENTION CENTER



Exhibition Brochure

01

About us

Cityscape is the Middle East's largest and most prestigious real estate event series attracting thousands of high-level investors and homebuyers through conference, B2B events and exhibitions.

Connecting developers, architects, designers, service providers as well as government entities and industry associations, Cityscape has played an integral part in shaping the real estate industry for more than 20 years.



03

The 10th edition of Cityscape Qatar

Under the patronage of His Highness Sheikh Khalid bin Khalifa bin Abdul Aziz Al Thani, Prime Minister of Qatar, the exhibition was opened by His Excellency Sultan bin Rashid Al Khater, Undersecretary of the Ministry of Commerce and Industry.

Cityscape Qatar succeeded in attracting a high visitor turnout showcasing new project launches, exclusive deals, special discounts, and securing the attendance of A-class buyers, investors, and real estate professionals over the 3-day event.

The event ran concurrently with the Cityscape Talks Confernece, showcasing the four pillars of Qatar's National Vision 2030. Entitled 'Sustainable, Resilient, Affordable, and Liveable', it featured speakers from both government entities and key real estate leaders, with each demonstrating how these pillars are gaining prominence and changing the future of real estate in Qatar.





Cityscape Qatar legacy...

04

11 editions

45,000+ unique visitors

25,000+ sqm covered

100+ exhibitors and sponsors

200+ media attending the event

90+ speakers and 100+ hours of content



Why invest in Qatar?

01

Strong economic growth: Qatar has a rapidly growing economy, driven by its large natural gas and oil reserves. This strong economic growth has led to increased demand for real estate and has made Qatar an attractive destination for real estate investment.

03

Diversifying economy: Qatar is actively diversifying its economy and investing in other sectors such as tourism, healthcare, education, and infrastructure development. This diversification has led to increased demand for residential and commercial properties.

02

Government support: The government of Qatar has been actively promoting real estate development and investment in the country, offering various incentives and support to developers and investors.

04

High returns on investment: Real estate prices in Qatar have been steadily increasing, providing investors and homebuyers with the potential for high returns on their investments.



Key demographics - Visitor Profile

Who attends the event?

Architect / Designer / Planner
HWNI Homebuyers & investors
Property Management firm
Institutional Investors
Consultancy Services

What are they looking for?

Apartment
Villa
Studio
Commercial spaces

What are they purchasing?

First home
Second home
Holiday home
Commercial Investments
Other real estate assets

What kind of properties?

Completed projects
Off-plan investment opportunities

Top Nationalities

Qatar
United Arab Emirates
Turkey
United Kingdom
India
Saudi Arabia

Why do they attend?

To source new investments
To compare properties
To meet with developers
To learn about market trends
To learn about market trends

How much do they spend?

Up to USD 1 million 30%
1 – 5 million 23%
5 – 25 million 21%
25 -100 million 10%
More than 10 million 16%

Number of properties ?

1 Property 60%
2 - 5 Properties 14%
6 - 10 Properties 6%
11 - 20 Properties 5%
20+ Properties 15%

What are our visitors saying?



90%

of attendees said they were satisfied with the information received prior to the show



85%

of visitors stated that they felt very safe visiting Cityscape Qatar



80%

of respondents said that Cityscape Qatar is the most essential real estate event in their annual calendar



78%

of respondents stated that they will visit Cityscape Qatar in 2023



70%

of visitors stated that they would recommend the show to their friends or colleagues

Key demographics - Exhibitor Profile

08

Who exhibit at the event?

Real Estate Developers
Government & Regional Authorities
Financial Institutions
Service Providers
Architects

Why do they exhibit?

Generating sales leads
Selling to current customers
Increasing brand awareness
Maintaining brand positioning
New project/offer launch

Number of leads generated?

0 - 50 per day 65%
50 - 100 per day 20%
100 - 200 per day 10%
More than 200 per day 5%

Who will you meet?

Homebuyers
Investors
Architect/Designer/Planner
Real Estate Professionals
Agent/Brokers

Which asset class?

Residential
Commercial
Retail
Hospitality
Industrial

What kind of properties?

Apartment
Villas
Office/Retail space
Hotels
Industrial space
Hospitals/Clinics

What are our exhibitors saying?



92%

of exhibitors stated that Cityscape is the most essential real estate event in their annual calendar



85%

of exhibitors are expecting to make sales in the next 12 months



75%

of exhibitors stated that they were very satisfied with Cityscape marketing campaign



65%

of exhibitors stated they will definitely exhibit at Cityscape next year



70%

of exhibitors stated that Cityscape is very important in their overall marketing activities

Marketing schedule and activities

10

6 MONTHS OUT	5 MONTHS OUT	4 MONTHS OUT	3 MONTHS OUT	2 MONTHS OUT
Finalising the marketing plan, marketing campaign and PR plan	Website and social media updates and Cityscape awareness campaign kicks off	Announcing Cityscape new dates, show updates, digital awareness campaign to kick off	Conversion phase to kick off. Exhibitor promotion to start (email/social media/website)	Sharing of the exhibitor deliverables, PR campaign to start, weekly visitor email campaigns
1 MONTH OUT	4 WEEKS OUT	2 WEEKS OUT	1 WEEK OUT	EVENT DATES
Countdown campaign to start + Outdoor and radio campaign to kick off	Exhibitor WhatsApp invitations to be broadcasted to all exhibitors	Special Cityscape activation to launch along with digital & social media campaign update	Daily countdown campaigns and telereminding campaigns to start	Daily show updates via digital/social channels, SMS, Whatsapp, radio and OOH digital screens

Marketing and PR initiatives that created the Cityscape buzz



40+ email campaigns (exprom, delprom and visprom) with over 400k impressions



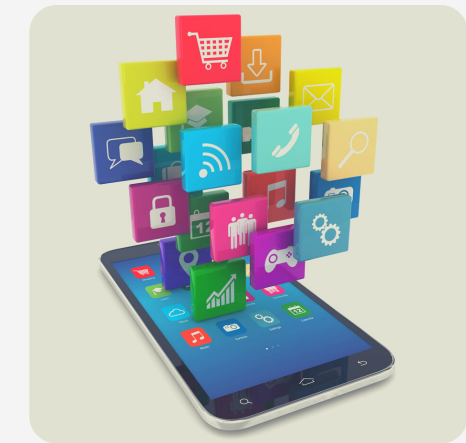
1000's digital ad impressions across Google and social networks



Radio spots, including speaker slots, promotions, ads and features across 6 radio stations



OOH advertising at high traffic/footfall locations across Qatar



Daily show and conference updates on our social channels read by our 60k followers.



Whatsapp campaigns to key investor visitor and delegates data



Persona-based campaign concepts, creatives and messaging resulting in high click through and conversions



25 SMS campaigns sent to over 90k unique users including investors and homebuyers



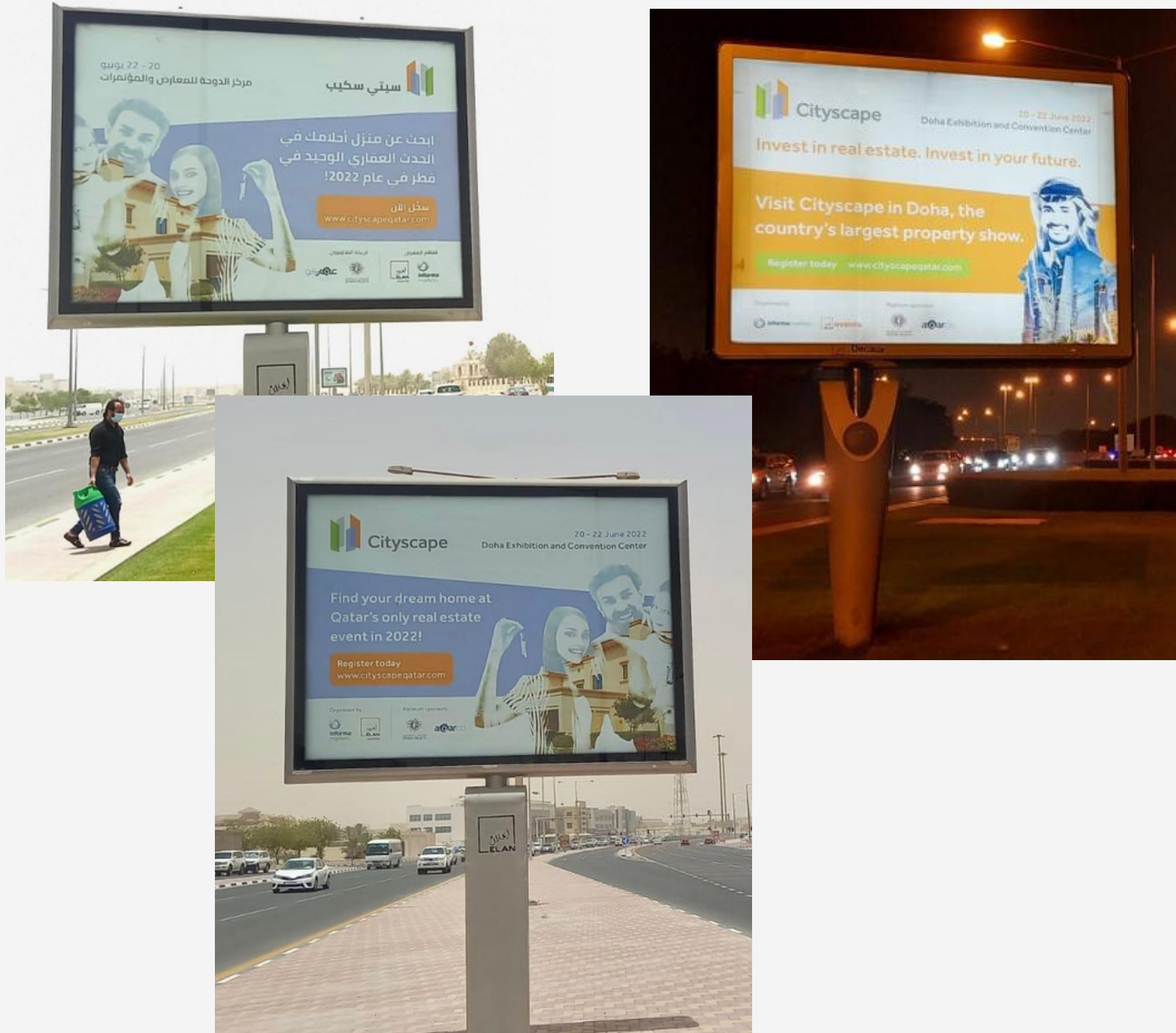
Personalised speaker and exhibitor Whatsapp, social media and email templates generating hundreds additional network impressions



Readership of 2,616,290+ in over 50+ media (online + print+ digital)

Marketing and PR initiatives that created the Cityscape buzz

Al Rayyan

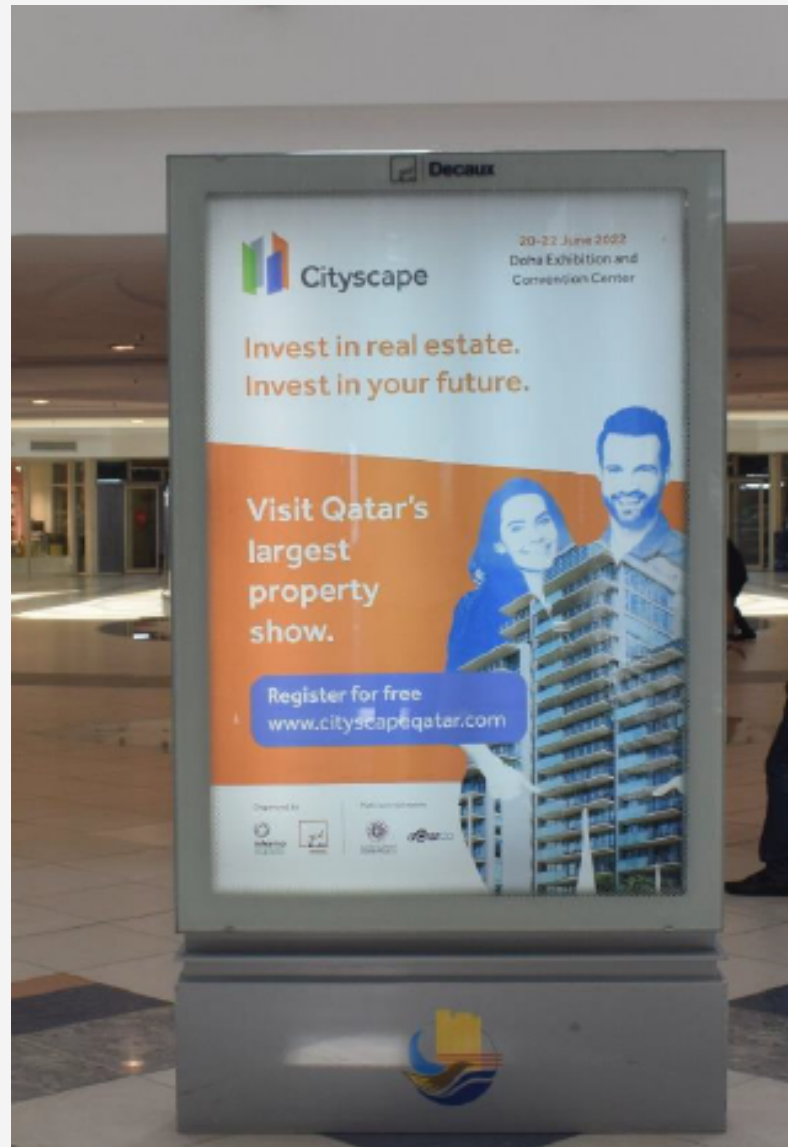


The Pearl



Marketing and PR initiatives that created the Cityscape buzz

City Centre Doha



Villagio



Marketing and PR initiatives that created the Cityscape buzz

Gulf Times

Cityscape Qatar gets underway today with over 60 regional and international exhibitors

More than 60 regional and international developers, brokers, architects, and more will participate in Cityscape Qatar, which opens today at the Doha Exhibition and Convention Centre (DECC). The event, which runs until June 22, is being held under the patronage of HE the Prime Minister and Minister of Interior Sheikh Khalid bin Khalifa bin Abdulaziz al-Thani, will bring together leaders from the region's top real estate developers and government entities.

Visitors can expect exclusive access to highly-anticipated project launches from across the country and the region, including state-of-the-art residential developments, commercial units, and luxury hospitality projects. Exhibitors taking part in the three-day event include Qetaifan Projects, Aqarco, DAMAC, Regal London Properties, and Akam Developments.

While visitors will be able to meet developers and service providers in person at the show, real estate professionals will attend a series of free Cityscape Talks aligned with the four pillars of Qatar Na sustainable, resilient, affordable, and livable. The event will feature speakers from both government and private estate experts, with each demonstrating the country's growing prominence and changing the face of Qatar. **To Page 12**

Cityscape Qatar 2022 to be held from June 20-22

The 10th edition of Cityscape Qatar will be held at the Doha Exhibition and Convention Centre from June 20-22 and will shine a light on what the country's real estate market will look like post-FIFA World Cup.

This year's Cityscape Qatar will also see the introduction of a design quarter for the first time. It is a dedicated exhibition area for regional and international architecture and interior design firms to put a spotlight on their projects and innovations.

"The easing of pandemic-related restrictions, the rollout of booster shots, changes in property regulations and the 2022 FIFA World Cup have all brought an optimistic outlook for Qatar's real estate industry," the organisers said in a statement. "Over recent years, the Gulf has experienced a relatively sluggish residential, hospitality and commercial real estate market. In Qatar, experts are now seeing shoots of recovery with the attraction of regional

world-leading architects, and international investors keen on opportunities in the country's real estate market."

Chris Speller, group director of Cityscape, co-organised by Informa Markets and Ean Events, said: "The outlook for Qatar's real estate market this year is highly promising. With the IMF predicting that the country's GDP growth is expected to accelerate to 3.2% this year, economic recovery looks healthy."

"Aligned with its National Vision 2030, Qatar is shifting its focus towards economic diversification and paving the way for real estate to be one of the main drivers. With the new Foreign Investment Law, the swift and decisive handling of the Covid-19 pandemic, and the country playing host to the biggest sporting event in the world, Qatar is quickly becoming an attractive investment opportunity in the Gulf."

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Qatar Tribune

MoCI undersecy opens Cityscape Qatar 2022

TRIBUNE NEWS NETWORK
DOHA

UNDER the patronage of Prime Minister and Minister of Interior HE Sheikh Khalid bin Khalifa bin Abdulaziz al-Thani, Undersecretary of Ministry of Commerce and Industry Sultan bin Rashid Al Khatir inaugurated the 10th edition of Cityscape Qatar 2022 at the Doha Exhibition and Convention Centre (DECC) on Monday. The three-day event will go on until June 22.

After the inauguration, Khatir toured the exhibition venue, viewing the various departments and pavilions, as well as the latest developments, services, and investment opportunities provided by participating companies and entities.

He stressed the importance of Cityscape Qatar 2022, pointing out that it represented an important platform showcasing the development submitted by the real estate sector in Qatar, especially in light of the projected positive growth indicators of the national economy, and the recovery of real estate markets during the coming period.

Qatar's interest in Cityscape Qatar is reflected in the participation of the



Undersecretary of Ministry of Commerce and Industry Sultan bin Rashid Al Khatir inaugurating the 10th edition of Cityscape Qatar 2022 at the Doha Exhibition and Convention Centre (DECC) on Monday.



Undersecretary of Ministry of Commerce and Industry Sultan bin Rashid Al Khatir (center) with other officials during the inauguration ceremony.

PRIME MINISTER VISITS CITYSCAPE QATAR 2022 EXPO



Prime Minister and Minister of Interior HE Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani visited the 10th edition of the Cityscape Qatar 2022 exhibition at the Doha Exhibition and Convention Center (DECC) on Wednesday. During his visit to various sections of the exhibition, the prime minister was briefed on the prominent real estate projects in the country presented by government agencies and institutions as well as Qatar and regional real estate companies. He also listened to an explanation of the readiness of real estate projects to host fans of FIFA World Cup Qatar 2022 and the commercial and investment opportunities available to visitors of the exhibition. (QNA)



Prime Minister and Minister of Interior HE Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani (center) with other officials during his visit to the exhibition.

Peninsula

Qatar among top countries investing in UK real estate

DEEPAK JOHN
THE PENINSULA

Qatar, a leading investor in global real estate, is one of the top 20 countries in terms of individual property ownership in the UK. Qatari investments in the UK have reached more than £40bn with real estate being the preferred investment choice, said International Investments Managing Director Nadim Mansour.

Speaking to *The Peninsula* on the sidelines of the recently concluded Cityscape Qatar 2022, Mansour said: "Qatar is one of the top 20 countries in terms of individual property ownership in the UK. London properties owned by Qataris increased approximately by 50 percent between 2018 and 2021. This demand is driven by a combination of strong structurally supportive market dynamics, stable UK economy and evolving services-focused

product, as well as an expanding and more discerning occupier base". He added: "UK real estate markets appeal so much to the Qatari investors which is driven by several factors and is still intact even after the Brexit. The increasing number of Qatari investors in the UK are eyeing commercial properties. An overlap of different drivers provides a favourable investment environment - from strong student demand, large-scale city regeneration and development as well as strong employment conditions, and a lack of seniors housing units."

Speaking about the appealing UK real estate market, Mansour noted that the real estate market in terms of growth and long-term returns on UK house prices increased 15 years ago at 10 percent. So, the growth and the long-term returns were significant. "Global

destination vacations, business, and universities are also the main attractions. Build to rent (BTR), student accommodations, and healthcare are now big focus for Qatari investors with portfolios moving to UK with their investments," Mansour added.

Responding to a query about the hotspots for Qatari investors, he said: "When examining the top five cities in BTR market - London, Bristol, Manchester, Edinburgh, and Birmingham emerge as opportunity areas across all three residential BTR sectors. We have been focusing as International Investments with our investors to head into that direction and successfully deals were appealing. The repetition of BTR exercises is taking place

accommodations and care homes. "Our record in the Doha market is now exceeding 9 years. The co-relation between the governments helped a lot in bridging business between Qatar and UK. Secondly, the language was the main factor as Qataris speak fluently the English language," he added.

"UK is a safe haven for all investors," said Mansour. "Our job is to link the dots between the developer, the investor, and the property manager. Over the last two years, cross-border investment into UK residential has contributed 61 percent of the total volume of capital deployed. About £5.5bn of cross-border capital invested into UK residential assets in 2021 and the year 2022 is going



International Investments Managing Director Nadim Mansour (right) and Malsam Kamal during Cityscape Qatar 2022.

few years, he explained that over the past three decades, investors plan to invest to a record £16.5bn in UK residential assets in 2022. This would represent an increase of 10 percent in 2021 and £65bn led.

Qetaifan Projects, JMJ Properties sign QR600m MoU

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Sheikh Nasser bin Abdulrahman Al Thani, Managing Director of Qetaifan Projects and Sheikh Jabor bin Mansour Al Thani, Chairman and Founder of JMJ Properties, during the agreement signing ceremony, at Cityscape Qatar 2022.

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Lani Rose R Dizon | The Peninsula

Doha: Qetaifan Projects, fully owned by Katara Hospitality and the real estate developer of Qetaifan Island North (QIN) yesterday signed a memorandum of understanding (MoU) with JMJ Properties for the construction of a QR600m mixed-use development at QIN.

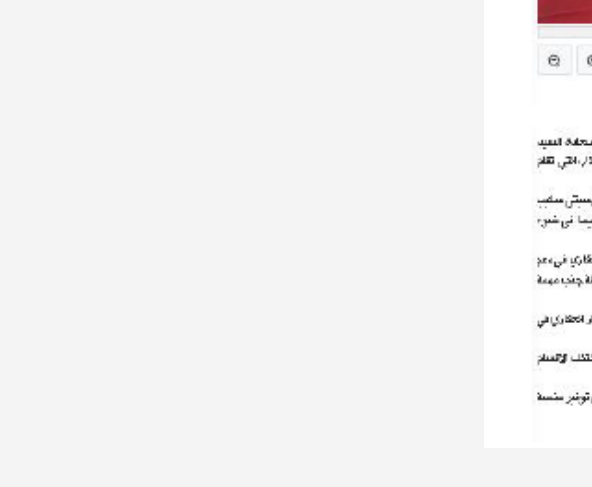
The agreement was signed by Sheikh Nasser bin Abdulrahman Al Thani, Managing Director of Qetaifan Projects and Sheikh Jabor bin Mansour Al Thani, Chairman and Founder of JMJ Properties during the Cityscape Qatar 2022 at Doha Exhibition Convention Center (DECC).

The agreement signing ceremony was attended by Hesham Sharaf, Chief Operating Officer, and Sheikh Nasser bin Abdulaziz Al Thani, Head of Business Development at Qetaifan Projects, in addition to Sheikh Faisal bin Mansour Al Thani from JMJ Properties.

Qetaifan Projects and JMJ Properties will develop a mixed-use five plots of mid-rise

Marketing and PR initiatives that created the Cityscape buzz

Al Sharq



Al Watan Newspaper



Lusail Newspaper



Cityscape Qatar 2023 marketing channels

OUTDOOR

Billboard ads in key locations around Qatar

Radio ads at popular stations during peak commuter times

Place-based media ads to target specific visitor target audiences

Ad placement in industry publications and popular news titles (both digital and print)

Elevator advertising

DIGITAL

Data build via third party vendors

Target emails persona-specific with relevant USPs

Data rent and emails with property portals, online publications and trade associations

Programmatic advertising

Paid advertising (Google and social media) for local & International investors

Dedicated social media campaign

Visitor prospecting on Facebook, Twitter and LinkedIn

OTHERS

SMS/ Whatsapp campaigns

Media partnerships

Exhibitor promotional material

Speaker promotional material

Influencer marketing

Geo-fencing (competitor events and key locations)

Persona-based ad creative in strategic locations

Cityscape Stand Packages

Space Only Stands (Minimum 21m ²)	Size (Insert)	Cost Per m ² (Circle As Applicable)	Cost (Insert)	Select
Space Only Exhibitor Provides Their Own Stand, Furniture And Fittings		US\$ 500		<input type="checkbox"/>
Second Level Space Only Applicable For Space Only Packages. Only Applicable To Permitted Areas		US\$ 250		<input type="checkbox"/>

*4m Maximum Height Build Applies. Second Level Not Available.

Stand Build Packages (Minimum 9m ²)	Size (Insert)	Cost Per m ² (Circle As Applicable)	Cost (Insert)	Select
Shell Scheme Package Includes Rear & Side Walls, Fascia, Electrics, Wall Security And Lighting.		US\$ 545		<input type="checkbox"/>



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