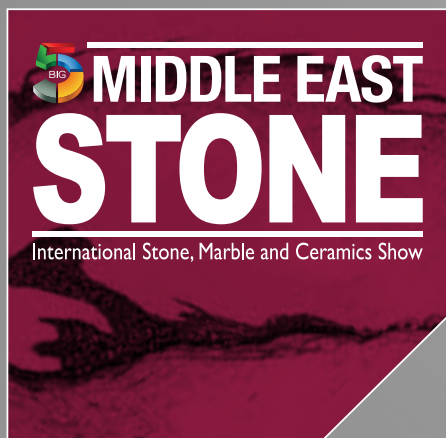




4-6 September 2018
Dubai World Trade Centre

middleeaststone.com

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**GROWTH IN
PARTICIPATION**

+35%

**MENA'S LARGEST DEDICATED EVENT FOR THE
NATURAL STONE, MARBLE
AND CERAMICS COMMUNITY**

SUPPORTING PARTNERS



ORGANISED BY

dmg events
middle east, asia & africa

MARKET STATISTICS & GROWTH DRIVERS



US\$5 Billion
regional stone import value



20% of global demand
GCC's share in the global stone
market



178.6 Million
regional stone import value in sqm



US\$100 Billion
estimated value of projects in
airport upgrade and
development



US\$65 Billion
estimated value of projects in
healthcare industry's
infrastructure



US\$178.8 Billion
estimated value of projects in
building hospitality, leisure and
recreational establishments

MAJOR ONGOING MEGA PROJECTS IN THE MENA REGION

MOROCCO

Rabat Grand Theater

Estimated project value: **US\$460mn**

Morocco's tallest tower

Estimated project value: **USD\$375mn**

Anantara Al Houra Resort

Estimated project value: **US\$300 mn**

Morocco Mall

Estimated project value: **US\$200 mn**

EGYPT

Capital City Project

Estimated project value: **US\$45 bn**

Cairo Metro Line

Estimated project value: **US\$3.5 bn**

Affordable Homes Program

Estimated project value: **US\$40 bn**

UAE

Nakheel Mall

Estimated project value: **US\$326.69 mn**

DAMAC Towers by Paramount – Business Bay

Estimated project value: **US\$1 bn**

Palm Tower Hotel & Residences – Palm Jumeirah

Estimated project value: **US\$256.44 mn**

Bulgari Resort & Residences Dubai

Estimated project value: **US\$448.41 mn**

Deira Islands Mall – Deira Island, Dubai

Estimated project value: **US\$ 1.8 bn**

The Tower at Dubai Creek Harbour

Estimated project value: **US\$ 1bn**

SAUDI ARABIA

Dahiyat Al Fursan, Riyadh

Estimated project value: **US\$ 20 bn**

Mall of Saudi, Riyadh

Estimated project value: **US\$ 3.2 bn**

Holy Haram Mosque Expansion (Holy Mosque), Makkah

Estimated project value: **US\$ 17.24 bn**

Abraj Kudai Development, Makkah

Estimated project value: **US\$ 3.5 bn**

KAAR – Mixed Use Development, Makkah

Estimated project value: **US\$ 1 bn**

Heart of Jeddah – Jeddah City Centre

Estimated project value: **US\$ 4.2 bn**

Kingdom Tower – Kingdom City, Jeddah

Estimated project value: **US\$1.2 bn**

Expansion of Prophet's Mosque, Medina

Estimated project value: **US\$ 6.73 bn**

QATAR

Lusail City Development Project

Estimated project value: **US\$45 bn**

Msheireb Downtown Doha Regeneration Project

Estimated project value: **US\$4.5 bn**

FIFA World Cup Stadium

Estimated project value: **US\$8-10 bn**

Hamad International Airport Expansion

Estimated project value: **US\$ 15.5 bn**

Doha Metro Project

Estimated project value: **US\$36 bn**

New Port Project

Estimated project value: **US\$ 7.4 bn**

Economic Zones

Estimated project value: **US\$3.2 bn**

EXHIBITOR PROFILE

Middle East Stone is your premier B2B platform to access the MENA region's US\$5 billion stone procurement market.



FINISHED AND UNFINISHED STONE

Artificial Stone | Bricks/briquettes/brickstrip | Cast stone Decorative stones | Finished stone building products | Finished stone design & artistic items | Granite, Granite blocks | Limestone | Marble, Marble blocks | Natural stone for interior use, facades & exterior use | Natural Stones | Onyx | Sandstone | Semi-finished stone products | Slate | Soapstone | Terrazo | Travertine



CHEMICALS, MACHINERY & TOOLS

Abrasives | Adhesives | Block cutting machinery | Coatings | Construction tools | Diamond saw & sockets | Diamond tools | Edging and finishing machines | Fixing, maintenance, preservation & restoration of natural stone | General machinery, tools & equipment | Granite gang-saw | Miscellaneous workshop equipment | Sawmill tools | Surface finishing machinery | Surface polish | Surface processing machines | Transport, handling & lifting machinery & equipment | Waterjets | Workshop & stone equipment



GEMS & MINERALS

Meteorites
Mineral Crystals
Precious stones
Quartz
Rough gems



TILE

Ceramics
Glass
Metallic
Mosaic
Porcelain



DESIGN

Custom stone flooring design
Engineering stone
Façade design
Kitchen & bathroom design
Landscaping design
Marble Agglomerates



QUARRYING

Crushers & Quarries
Handling of raw materials
Mineral production & processing
Quarry machinery

2017 FACTS AND FIGURES

253

exhibitors

26

exhibiting countries

8

country pavilions

+35%

more participants YOY

70

visiting countries

14,000

gross sqm

VISITOR PROFILE

Meet buyers from the region's very lucrative market and do business with procurement executives from its mega project developments, including architects, interior designers, contractors, real estate developers and stone import specialists among many others.



A SELECTION OF BUYERS WHO ATTENDED MIDDLE EAST STONE 2017:

• Architect	Mumbai, India	A. Noormohamed and Sons	• Chief Executive Officer	Dubai, UAE	EMAAR
• Project Manager	Abu Dhabi, UAE	Abu Dhabi Municipality	• Projects Manager	Dubai, UAE	Emkaan
• Architect	Dubai, UAE	Al Futtaim Carillion	• Senior Projects Manager	Abu Dhabi, UAE	GASCO
• VP, Development Projects	Dubai, UAE	Al Ghurair Properties	• Project Manager	Abu Dhabi, UAE	Gen. Secretariat, Executive Council
• Projects Manager	Dubai, UAE	Al Jassim Group	• Procurement Manager	Abu Dhabi, UAE	Ghantoot Landscaping
• Vice Chairman	Dubai, UAE	Al Rostamani Group	• Senior Architect	Dubai, UAE	KEO International Consultants
• Senior Project Manager	Abu Dhabi, UAE	Al Jaber Building	• Architect	Riyadh, Saudi Arabia	Ministry of Health
• Chief Executive Officer	Riyadh, UAE	Alrumeih Group	• Vice President	Abu Dhabi, UAE	Mubadala Investment Company
• Chairman	Manama, Bahrain	Ameeri Industries Co.	• Senior Projects Manager	Dubai, UAE	Nakheel PJSC
• Procurement Director	Dubai, UAE	ASGC	• Projects Manager	Dubai, UAE	Nasco Contracting
• Chief Executive Officer	Doha, Qatar	Atiaf Projects	• Architect	Abu Dhabi, UAE	National Consulting Office
• Architect	Al Khobar, Saudi Arabia	AXES Architecture Office	• Senior Architect	Abu Dhabi, UAE	Pascall + Watson
• Procurement Team Lead	Dubai, UAE	Belhasa Projects	• Architect	Dammam, Saudi Arabia	Red Circle Designs
• Project Manager	Abu Dhabi, UAE	DAR	• Chief Executive Officer	Al Salmiyah, Kuwait	Reefa for Gen. Trading & Contracting
• Senior Estimator	Dubai, UAE	Desert Group	• Project Manager	Sharjah, UAE	Road Transportation Authority
• Vice President	Dubai, UAE	Dubai International Financial Centre	• Chief Executive Officer	Makkah, Saudi Arabia	SAGR Consulting Engineers
• Chief Executive Officer	Dubai, UAE	Dorchester Investment Group	• Architect	Sharjah, UAE	Sharjah Municipality
• Project Engineer	Dubai, UAE	Dubai Contracting Company	• Chief Executive Officer	Dammam, Saudi Arabia	Takween
• Sr. Mgr Govt. Procurement	Dubai, UAE	Dubai SME	• Chief Executive Officer	J. Al Shatti, Oman	Tameer Integrated Projects
• Sr. Mer/Export Logistics	Sharjah, UAE	Emirates Global Aluminium	• Chairman	Dubai, UAE	Tatweer

2017 VISITOR FACTS

20,335*
total participants

87%
of visitors have purchasing
authority

15%
of visitors are Government
procurement officials

49%
of visitors are Directors, General
Managers & C-level Executives

40%
of visitors revisited across
4 days

80%
of visitors have a buying
capacity of over US\$100,000

93%
will visit again
in 2018

*Total number of participants in Middle East Stone and crossover from INDEX Design Series



TESTIMONIALS

"The showcase was excellent! It's the best place to meet new vendors and forge healthy relationships for future dealings. This exhibition is one of a kind."

SAANY YOUSUF MULLA

Procurement Team Lead, Belhasa Projects - UAE

"The show was great as it showcased new companies in the market. I also attended many sessions at The Stone Conference and found them very interesting and beneficial as they offer CPD points."

MAE ADEL

Architect, UM Design - UAE

"I had a very productive visit at the show and met with existing and new potential suppliers, both local and international, for our projects in Saudi, Egypt and the UAE."

OSAMA EZZIT

Owner, OEA Design Build – Saudi Arabia

"Middle East Stone was an amazing show, I got a chance to meet many suppliers and manufactures of stone & marble products from across the globe under one roof. I highly recommend people to attend this exhibition."

MOHAMMAD HASHIM KHAN

Project Manager, Global Landmark General Contracting and Transportation

"It was extremely important for our business to be part of this exhibition dedicated to the stone market where we operate in. The quality of visitors was exceptional and it was a perfect meeting place for the stone industry."

FABRIZIO NICOLI

Commercial Director, FLA Middle East

"As exporters, it was very important for us to be at the show as it is here where we get to meet potential customers from the GCC and other countries. The show also helped nurture our relationships with our current clients as well as suppliers."

BARRY ELZEIN

Purchasing Manager, Sun Italia Marble

"We had a really good show as Portuguese marbles were very well appreciated in this region. The market here is massive and it was very important for us to be part of the show."

NELSON CRISTO

International Relationship Director, Assimagra

"Our goal in exhibiting was to increase our exports and expand with the growing stone market in the region. Our delegation of 15 Brazilian companies were very happy with their participation and we have got 15 more companies in our waiting list to exhibit for next year. It is a very important market for us and we are definitely participating in the years to follow."

MARCELO DOMINGUES

Analyst, Abirochas



YEAR-ROUND MARKETING AND PROMOTION

Reap the benefits of a comprehensive, customer-driven and multi-channel marketing campaign developed to reach your target audience.



EMAIL MARKETING

Reach out to over **200,000 industry contacts** in the GCC region



PRINT ADVERTISING

30+ print ads in industry publications ensuring visibility to regional industry contacts



PR & MEDIA COVERAGE

An extensive public relations campaign reaching out to your core audience with a targeted editorial value of **US\$200,000**



SHOW ROOM CAMPAIGN

NEW! Point of sale display in cooperation with stone, kitchen and bathroom, stone and granite showrooms strategically located in the UAE



TELEMARKETING

A team of experienced and multi-lingual telemarketers to call **10,000 professionals** prior to and during the event



DIRECT MAIL

Post cards to over **5,000** identified stone buyers in the region



SMS

More than **150,000 SMS invites** to targeted professionals in the GCC



DIGITAL ADVERTISING

A **multi-platform** digital marketing campaign creating content and communities your key buyers want

The
STONE
CONFERENCE

The Stone Conference offers a 3-day program alongside with the exhibition which offers a premier knowledge sharing platform to all attendees.

CPD
CERTIFIED
Construction CPD
Certification
Service

20+

CPD Certified sessions

20+

professional development hours

30+

industry experts

10

accredited sessions by
Marble Institute of America



Meet top industry influencers and professionals

More than 30 industry experts will deliver presentations, panel discussions and case studies covering a wide spectrum of topics in the stone industry



Gain continuing professional development points

Ensure to be competent in your profession by participating in the free-to-attend and CPD-certified sessions



Gather market insights and information relevant to your business

Engage with industry peers, exchange knowledge, share best practice, forge partnerships and discuss issues of common interest such as cutting-edge technologies and advancements in the market, insider experience, knowledge and forecasts in the stone industry

DON'T MISS

THIS OPPORTUNITY TO GROW
YOUR BUSINESS!



SPACE ONLY
(minimum booking of 18 sqm)
\$430 PER SQM



SHELL SCHEME
(minimum booking of 9 sqm)
\$490 PER SQM

**FOR GENERAL ENQUIRIES PLEASE
CONTACT US ON:**

📞 : +971 4 445 3739

📠 : +971 4 438 0361

✉ : info@middleeaststone.com

🌐 : middleeaststone.com

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An international exhibitions and publishing company, dmgevents Middle East and Asia has operated in the Middle East since 1995. With more than 40 market-leading exhibitions for the global energy, construction, coatings, hospitality and interior design industries, dmgevents organise many of the world's most important events including ADIPEC (global energy industry), The Big 5 (construction industry), INDEX (interior design industry) and The Hotel Show (the hospitality industry).

Spanning the globe's emerging markets, dmgevents organise events across the Middle East, North & East Africa, South East Asia and South America. The events attract more than 250,000 customers every year and provide opportunities for trade professional to do business, network and learn. For more information visit www.dmgeventsme.com

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