



One Stop Solution

In co-operation with



Sultanate of Oman
Ministry of Housing



Sultanate of Oman
Ministry of Commerce &
Industry

Interior Design, Décor & Furniture Expo 2014

03 – 05 February 2014

Oman International Exhibition Centre, Muscat, Sultanate of Oman



POST SHOW REPORT 2014

Organized by



Introduction



IDF Oman 2014 - Interior Design, Décor & Furniture Exhibition opened its doors from 03-05 February, 2014 at the Oman International Exhibition Centre and was officially inaugurated by His Excellency Sheikh Sa'ad bin Mohammed bin Said Al Sa'adi, Minister of Sports Affairs accompanied by Ministry officials, members of the diplomatic forces, media and top business people.

The show was organized by Al Nimr Expo in cooperation with the Ministry of Housing and the Ministry of Commerce and Industry.

Oman's continuous development in the construction and the real estate sector, has witnessed the launch of numerous commercial, residential & tourism projects, thus creating a demand for interior & outdoor design, décor & furnishings. IDF Oman has created a perfect platform for visitors to network with exhibitors showcasing advanced solutions and innovative products and services.

The exhibition focused on accessories, art, bathroom, décor, furniture and furnishings, interior design, kitchen, lightings, luxury life style, surfaces & finishes, textiles and carpets, with a special section on commercial interiors and fit out, outdoor design & build and renovation. This exhibition was a 'one stop solution' to meet the visitor's interior design, décor and furniture

requirements.

More than 90 local and international firms exhibited from countries like Austria, Belgium, Egypt, Finland, Indonesia, Iran, Italy, Bahrain, Kingdom of Saudi Arabia, Lebanon, Malaysia, Pakistan, Scotland, Turkey, United Arab Emirates, United Kingdom and the United States of America.


At the visitor level, the show was successful in drawing more than 3,000 professionals from Oman, GCC, Middle East and Other International countries. Professionals from the private and public sectors, government officials, VIP's, interior designers, architects & key decision-makers were all available to network, learn about new products, and conduct business deals during IDF Oman.

Special highlights of IDF Oman was the Italian Pavilion managed by MEDINIT SRL featuring top 30 Italian companies from diverse interior design sectors; The Pavilion was represented by showcasing a Red Ferrari to justify Italians as one of the finest and niche designers in the world. Visitors also had a chance to own a Naqsh Fine Art for free on visiting the Naqsh Gallery stand at the expo.

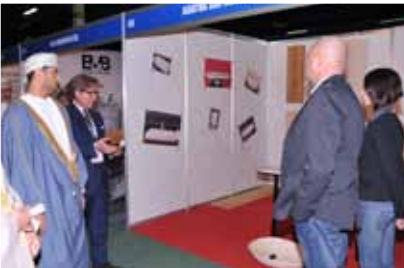
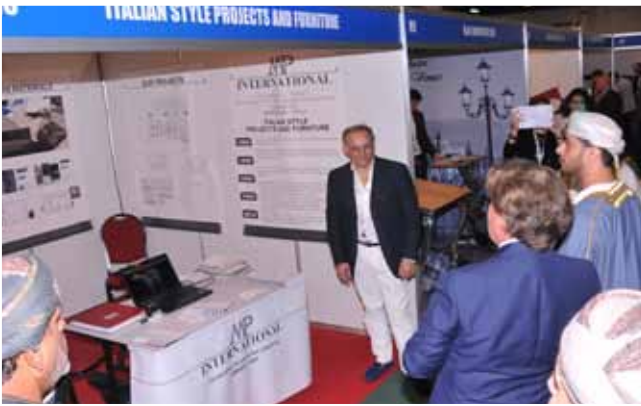
The response to IDF Oman 2014 has been overwhelming. In spite of being in its first edition, the show has surpassed all expectations.





 Naqsh Gallery brought the chance for visitors to own a Naqsh Fine Art for free through a raffle draw

Italian Pavilion



IDF Oman Sponsors & Partners

Without our sponsors and partners who provided us with support in many various levels, an event of this nature could not exist. We wish to acknowledge their Support and extend our gratitude.



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Special Thanks to AlFardan Motors L.L.C. for showcasing the Ferrari California 30

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Testimonials

As an individual working alone on my set up, I found the whole process to be smooth and staffs were most helpful. The quality of attendees was excellent and I came away having made contact with a lot of potential clients in Oman, and other participants at the exhibition. Altogether, it was a very worthwhile experience.

Carrie Wareham, Owner | Black Sheep Art Studio | UAE

As the only UK exhibitor there we were impressed with the quality of visitors and hope to have had made some useful contacts for future business in Oman. The staff on the ground was extremely helpful and made the experience enjoyable.

Simon Shuck, Owner | Inspired by Design | United Kingdom

We considered it a great privilege to participate in the first IDF Expo in Oman. The three days were full of encouraging meetings with both Omani and international clients. It was also exciting to “educate” the young consumers about the role of original, contemporary art in interior Design. We are looking forward to being back next year.

Matti Sirvio, Director | ARMOA | Finland

We were satisfied about the exhibition. We had the chance to meet very interesting potential clients. With a couple of them we are already developing some business.

Pia Colzani, Export Manager | DL Décor | Italy & UAE

The IDF was a great success. Being in its 1st Edition, exhibitors collectively professed great satisfaction with their stands, and all the support they received from the organisers. Personally for Interpool, I think it was collectively worth our while, being there. The investment will pay off eventually. The IDF gave us a platform to get up close with the trade. It put us in front of our customers. It helped us gauge the market, understand the trend & taste the local flavour. This wouldn't be possible through any publicity or marketing exposure. It was a perfect blend of all things put together. We return back to base, with our hands full, lots to learn, plan, study and return next year to score that perfect 10, at IDF 2015.

Oswald Behram, Chief Cue Officer | Interpool | UAE

Joining the first IDF Oman was truly a very fruitful experience for our team at Naqsh Gallery. It gave us the right exposure which we needed in order to introduce our products to the Omani market. The attendance was more than we expected and we got a lot of very interesting leads which can help us jumpstart our sales and marketing activities in Oman. Naqsh Gallery will not hesitate about joining the forthcoming IDF exhibition. It's worth all our time and effort.

Vijay, CEO | Naqsh Gallery | Kingdom of Bahrain

The exhibitor's detailed requirements before and during the IDF Exhibition 2014 in Muscat were well organized within a smooth operation with an adequate foot fall that allowed us to be kept busy with inquiries from visitors. Commercial property developments being our particular target market, we were well pleased with the attendance by colleagues and potential clients within the hospitality and corporate sectors. With the proper continuing event marketing from Al Nimr, we look forward to the IDF in 2015 where we are confident of even higher visitor participation.

Christopher Broadbent, Senior Director | Design Work Portfolio | UAE

IDF Oman 2014, one stop solution about Interior Decoration and Furniture Exhibition in Oman that you must visit. This was my first exhibition in Oman, good market opportunity, good result and good event management”.

Fernanda Reza M, Owner | Promosia | Indonesia

SFO were proud to be associated with the IDF Show. As one of the largest players in the Office Furnishing, Fit out and design market segment in Oman, it is only logical for SFO, a front-runner in the country to participate in the IDF Show.

Peter Dowdy, Business Development Manager | SFO | Oman

Al Nimr Expo gave us a good platform to exhibit our products attended by industry professionals and others. Their cooperation and exuberance to make every stall impressive was commendable. We would look forward for similar exhibitions in future.

Anand DK, COO | International Furniture Factory | Oman

As SSI, we would like to thank you for your initiative in organizing the IDF. It was a good platform for us to advertise our services. The response received was good and I think we had over 200 people visit us...so rest assured, we will be there next time too....!!!
Once again, thank you for IDF.....let's make it BIG.....

Surinaa Triveen, Managing Director | SSI Oman LLC | Oman

It was a great pleasure to participate in IDF 2014. The exhibition was well organized and arranged. The exhibitors were well chosen and experienced in the market. Everyone was surprised to see the French Signature.. Design Company based in Muscat. We hope that High number of the visitors we met will follow us and become very soon our potential clients...

Ness Ourabah, Owner | Platinum Design | Oman

This was my first show in Oman, having previously shown in Abu Dhabi and Dubai. I was pleasantly surprised at the number of visitors, many of whom were professionals and keen to have information on my rugs. If this interest transpires into orders, then the visit will have been more than worthwhile.

Jean, Owner | Jean Moncrieff | Italy & United Kingdom



Marketing & Promotion

A wide ranged marketing and PR campaign guaranteed the success of IDF Oman 2014. Below is an outline of the main areas of marketing and PR activity.

Direct Mail

Invitations were distributed to all targeted visitors including ministries, trade bodies, embassies, association members and internally sourced lists. These were released approximately 3 weeks prior to the exhibition. Further were also sent to exhibitors for distribution to their clients.

Email & Fax Marketing

IDF Oman 2014 e-marketing & fax campaign included regular email shots to our extensive sales prospects and visitor prospects databases. Targeted emails and faxes sent for each day of the exhibition.

Flyer Distribution

IDF Oman 2014 visitor campaign included Flyer distribution to corporate sector in Muscat, the parking lot during office hours and the restaurants, the distribution count was 150,000.

Radio Advertising

IDF Oman 2014 was supported by a radio advertising campaign in English & Arabic on Hi FM & Hala FM. The advertising campaign included **200 radio spots** running seven days before the event as well as the all three days of the event.

SMS Campaign

IDF Oman 2014 visitor campaign included SMS campaign which went to over 50,000 contacts. The SMS shots were sent to our visitor data prior and during the event.

Newspapers

Coverage in local media proved to be highly effective in generating awareness of IDF Oman 2014.

Publications came in;

English Newspapers	Arabic Newspapers
Times of Oman	Al Shabibah
Oman Observer	Oman Daily
The Week	Al Watan
Muscat Daily	Al Roya



Marketing through Media Partners

Media Partner	E-Banner	Magazine Ads	PR
Dossier		✓	✓
TradeKey	✓		✓
Landscape ME	✓		
Textiles Para El Hogar	✓		
Timber Design & Technology	✓	✓	✓
AEC Online	✓		✓
Design 42day	✓		
Stone Times	✓	✓	
Build Avenue	✓		✓
Business Vibes	✓		✓
Divine Pearl Magazine	✓	✓	
BNC Networks	✓		
Archello	✓		
Omanproductfinder.com	✓	✓	
Il Foglio Del Mobile	✓		
Furniture & Accessories Europe			✓
South East Asia Furniture		✓	
Intelligence Partners			
Ventures ME	✓		
MEFMA	✓		

Event Details

Event Type	Trade
Website	www.alnimrexpo.com/idfoman
Number of Exhibitors	92
International Exhibitors	59
Local Exhibitors	33
Participated Countries	17
Total Size of the Show	1339 Sqm of space in the exhibition hall
Exhibition Profile	Accessories & Art Bathroom & Kitchen Furniture & Furnishings Interior Design & Décor Lightings Luxury Life Style Surfaces & Finishes Textiles & Carpets Commercial Interiors & Fit-Out Outdoor Design & Build Renovation

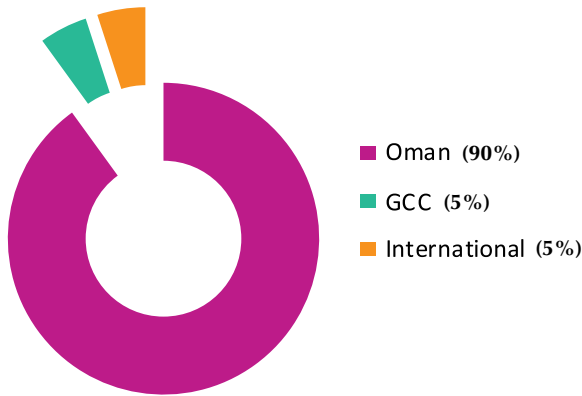
Exhibitor's Statistics



International Participation



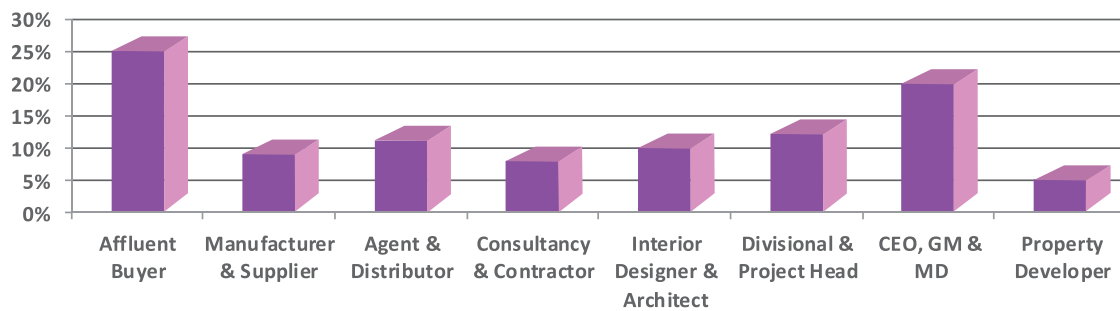
Visitors' by Region



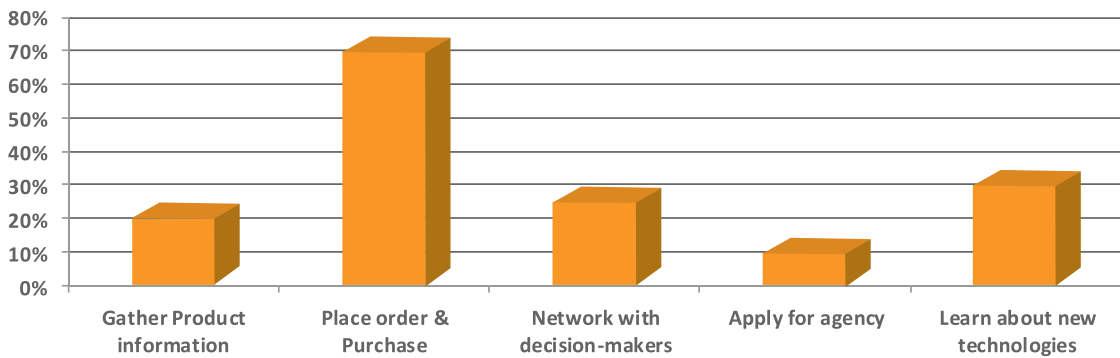
Visitor Details

Number of Visitors	2650
Media Present	50
Trade Visitor	75%
Public Visitor	25%

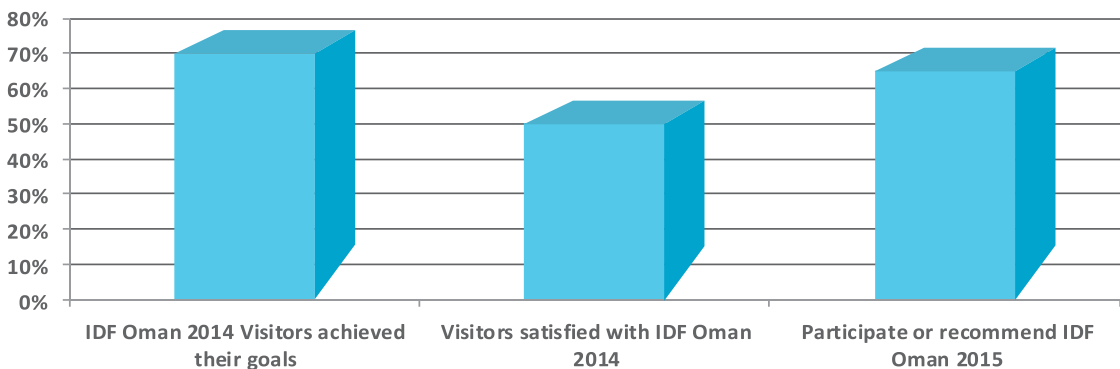
Visitor's Profile



Reasons for Attending IDF Oman 2014



Survey Result for Visitors





One Stop Solution

Interior Design, Décor & Furniture Expo
17 - 19 February 2015
Oman International Exhibition Centre

For stand reservations & other Information
on IDF Oman 2015 Please contact:

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Email: idf@alnimrexpo.com

www.alnimrexpo.com/idfoman

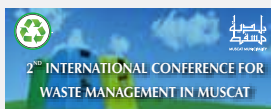
المنبر animr EXPO

Exhibitions • Conferences • Event Management

Exhibitions



Conferences



AWARDS WON



Global HR Excellence Award (2013)
HRD Expo Oman - HR Event of the year (India)



CMO Asia-Event Industry Award (2012)
Most Admired Event in the Middle East (Singapore)



Al Roya Business Award (2012)
Best Business Enterprise-Private Sector (Oman)



Oman Web Award (2011)
Best Website In Event Management Category (Oman)

AL NIMR INTERNATIONAL EXHIBITION ORGANIZERS

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Member of



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