

UNDER THE PATRONAGE OF HE THE PRIME MINISTER AND MINISTER OF INTERIOR, SHEIKH KHALID BIN KHALIFA BIN ABDULAZIZ AL THANI



200+
EXHIBITORS &
CO-EXHIBITORS

POST SHOW REPORT FOR BYH 2022

📍 QNCC - DOHA, QATAR

📅 28 - 30 MARCH

🕒 10:00 AM - 10:00 PM

THE SPECIAL EDITION



ORGANIZED BY:

NeXTfairs
تواصل الغد | CONNECTING TOMORROW

www.buildyourhouseqatar.com





OFFICIAL PARTNER



SUSTAINABILITY PARTNER



THE PREMIER EXHIBITION FOR QATARI NATIONALS

DESIGN

BUILD

& RENOVATE

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TESTIMONIALS



SULTAN RASHED AL GHAFERI
HEAD OF HOUSING LOANS
DEPARTMENT
QDB

THE CORPORATION WAS GREAT AND AMAZING, AND I APPLAUD YOU FOR THE WORK COMPLETED. WE WISH TO WORK TOGETHER IN ALL UPCOMING EVENTS.



ENG. MAJED AL ONAZI
LOCAL HOUSING DEPARTMENT
MINISTRY OF SOCIAL DEVELOPMENT
AND FAMILY

IT WAS AN EXCELLENT EXPERIENCE FOR US. THIS IS OUR THIRD TIME PARTICIPATING. BYH EXHIBITION BENEFITS LOCALS WHO WISH TO BUILD THEIR HOUSES. I WOULD DEFINITELY RECOMMEND OTHERS TO VISIT THE EXHIBITION.



ENG. SAFAA HANAFI
CO-FOUNDER
JMT DESIGN & BUILD

THE FOOTFALL WAS MORE THAN EXPECTED. ALL VISITORS SHOWED INTERESTS IN THE SERVICES AND PRODUCTS WE OFFERED.



EHAB MOURAD
BUSINESS DEVELOPMENT
MANAGER
QATAR FOAM

OUR EXPERIENCE WITH BUILD YOUR HOUSE CONTINUOUS AS THIS IS OUR THIRD TIME OF PARTICIPATION, WHICH HAS ALWAYS BEEN A UNIQUE AND POSITIVE EXPERIENCE.



ENG. AHMED ABEID
GENERAL MANAGER
BEYOOT

IT WAS A GREAT EXPERIENCE FOR US, WITH THIS BEING OUR SECOND PARTICIPATION. BUILD YOUR HOUSE HAS ALWAYS BEEN AN EXCELLENT PLACE TO MEET NEW CLIENTS AND COMPANIES.



IBRAHIM AL JANAH
INSPECTOR
KAHRAMAA

THE NUMBER OF VISITORS WAS MORE THAN EXPECTED. MOST IMPORTANTLY, THEY CAME TO BENEFIT AND NOT JUST LOOK AROUND.



AHMAD MATAR
MANAGING DIRECTOR
LA FAMILIA LIVING

WE ARE VERY HAPPY WITH OUR PARTICIPATION AND THE INTERACTION WE HAD WITH BOTH VISITORS AND EXHIBITORS.



FARAJ AL MARRI
MANAGING DIRECTOR
SHTRA

OUR EXPERIENCE IN THE THIRD EDITION OF BYH WAS VERY RICH AND BENEFICIAL. I SAW THAT WE GAINED MORE THAN WE EXPECTED DURING THIS EVENT.



OKSANA HREBENYUK
PROJECT MANAGER
BOTTEGA DESIGN

WE ARE VERY SATISFIED THAT WE MET A LOT OF TARGETED CUSTOMERS. IT WAS GOING VERY WELL.



REEM MASOUD
HEAD OF INTERIOR DESIGN
DEPARTMENT
LIVING SPIRIT

IT WAS A VERY GOOD EXPERIENCE, AND WE ARE LOOKING FORWARD TO THE FORTH EDITION.



MOHAMMAD ATEYA
GENERAL MANAGER
GREENIQUE

IT WAS A VERY POSITIVE EXPERIENCE, AND WE ARE VERY HAPPY WE PARTICIPATED IN THIS EDITION. HOPEFULLY WE WILL BE PARTICIPATING IN FUTURE EDITIONS, AS WE WERE ABLE TO REACH A LARGE NUMBER OF VISITORS AND KNOW WHAT THE MARKET DESIRES.

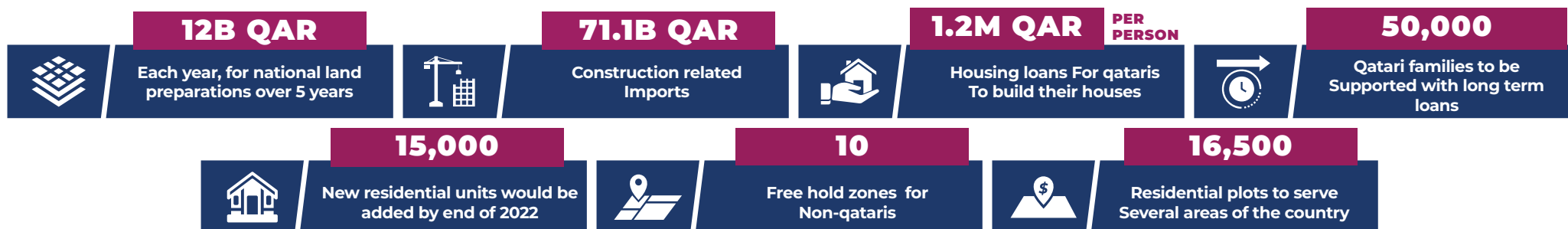


YOUSUF AL HASHEMI
OWNER
MOUNT ICE

IT WAS A VERY SUCCESSFUL EXPERIENCE. WE SAW THAT THE NUMBER OF VISITORS BEING QUITE HIGH. WHAT MAKES THE THIRD EDITION SPECIAL IS THE LARGER NUMBER AND VARIETY OF EXHIBITORS.

GOVERNMENT SUPPORT

BYH 2022 received strong and continuous support from Qatar government, which is crucial for the exhibition to remain its leading role in connecting consultants, contractors and suppliers in residential design & building industry with Qatari homeowners, as well as to enables Qatar's society to improve their standards of living, while stimulating economic growth.



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
Sustainability Partner	Qatar General Electricity and Water Corporation - Kahramaa
Supported by	Ministry of Municipality
Supported by	Ministry of Commerce and Industry
Supported by	Ministry of Social Development and Family
Supported by	General Directorate of Civil Defence
Supported by	Qatar Chamber
Development Sponsor	Qatar Development Bank
Official Bank	Commercial Bank of Qatar

OFFICIAL PARTNER	SUSTAINABILITY PARTNER	SUPPORTED BY	DEVELOPMENT SPONSOR	OFFICIAL BANK
 قطر تستحق الأفضل Qatar Deserves The Best	 المؤسسة العامة للكهرباء والماء Qatar General Electricity & Water Corporation	   	 بنك قطر للتنمية QATAR DEVELOPMENT BANK	 البنك التجاري COMMERCIAL BANK

OPENING CEREMONY

Under the patronage of The Prime Minister and Minister of Interior, His Excellency Sheikh Khalid bin Khalifa bin Abdul Aziz Al-Thani, BYH 2022 was inaugurated by The Minister of Commerce and Industry, H.E. Sheikh Mohammed bin Hamad bin Qassim Al Abdullah Al-Thani, along with the presence of other dignitaries, ambassadors and leadership of various industry sectors.



H.E. SHEIKH MOHAMMED BIN HAMAD
BIN QASSIM AL ABDULLAH AL-THANI

MINISTER OF COMMERCE AND INDUSTRY



EXHIBITION FACTS & FIGURES



9 MINISTRIES &
ADMINISTRATIONS



50 CONSULTANTS



50 CONTRACTORS



60 SUPPLIERS



31 SMART HOMES &
GENERAL SERVICES



200+ EXHIBITORS &
CO-EXHIBITORS



11,200m² EXHIBITION
SPACE



3 EXHIBITION DAYS



40 WORKSHOPS &
SESSIONS



3 FEATURED
PROGRAMS



30 SPONSORS &
PARTNERS



453M DEALS
VALUE

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



67% MALE
VISITORS



33% FEMALE
VISITORS



92% QATARI
VISITORS



11.4K TOTAL
PARTICIPANTS*



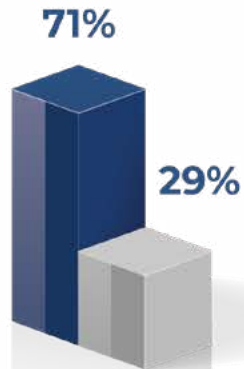
10.3K VISITORS**



VISITORS SURVEYS

Is this your first time to visit BYH exhibition?

■ Yes ■ No



How would you rate the overall organization of BYH 2022?

■ Very Successful

92%



Number of Exhibitors:

94.4%



Quality of Exhibitors:

92%



Overall Exhibition:

95.2%



Variety of Exhibitors:

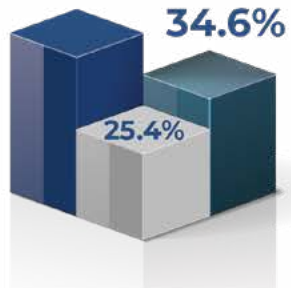
86.2%



How much time did you spend at the show?

■ 1-2 Hours ■ 2-3 Hours ■ 3-5 Hours

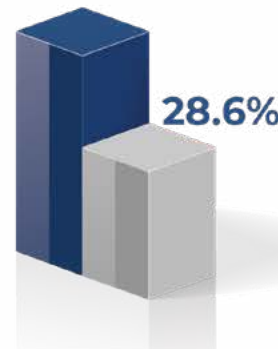
40%



Did you place an order in the exhibition?

■ Under Discussion ■ Yes

71.4%



Are you planning on attending the show in the upcoming years?

■ Yes

90%



EXHIBITORS SURVEYS

How would you rate the overall success of your exhibit at BYH 2022?

92.4%



How would you rate the overall traffic?

91%



Do you feel that you attained your targets and objectives at BYH 2022?

94%



At next show do you plan to

■ Maintain current size of booth
■ Increase your booth space

56%

44%



New Contacts

Competition

Company / Product Recognition

Sales & Leads

New Product Introduction

How would you rate the exhibition facilities?

Were NeXTfairs staff courteous and friendly?

What were your objectives at BYH 2022?

88%

20%

65.3%

78.7%

45.3%

89.2%

97.3%



KNOWLEDGE SHARING CONFERENCE AND SMART & FUTURE LIVING CONFERENCE

Running over the course of the three-day event, the Knowledge Sharing Conference and Smart & Future Living Conference introduced practical insights and inspirational topics about design concepts, construction phases, licensing steps, implementation, and finishes, as well as smart technologies and sustainable living environment for building modern homes.

BYH Conference Partner AIA Middle East also brought 9 speakers who are experts in the industry to contribute to the prominent list.

GOVERNMENTAL

MINISTRY OF MUNICIPALITY

Panel Discussion - Latest Building Regulations and Licenses, Engineering Offices Classifications

MINISTRY OF SOCIAL DEVELOPMENT AND FAMILY

- 1- Designing The Future Housing For The Qatari Citizen Between Reducing Costs and Achieving Goals.
- 2- Continuous Maintenance of The Dwelling and Its Consequences For Its Permanence.

CIVIL DEFENCE

- 1- Technical Requirements 2022
- 2- Home Safety
- 3- Safety and Security



CONFERENCE PARTNER

PRIVATE & PUBLIC SECTORS

• TASMU PLATFORM

Tasmu Platform - Smart Enabler

• KI TECH | LUTRON ELECTRONICS USA

The Power of Artificial and Natural Light Control

• JACOBS

Smart Home for Assisted living

• MILESTONE SYSTEMS

Safe and Smart City with Milestone XProtect

• HONEYWELL

Security Building Systems Against Cyber Attacks

• HAGER GROUP

Smart Home Solutions

• BEYOND LIGHTING

Human-Centric Smart Lighting

• LILAC LANDSCAPE

Smart & Sustainable Building Technologies

• ADEPT TECH

Intelligent Home Security System

• PLANET IOT

Smart Buildings

• QATAR UNIVERSITY

Vital Dwellings

• VCU ARTS, QATAR

Interior Lighting Design Process

• JOTUN PAINTS QATAR

Simplifying Sustainability Through Paints and Coats

• BLUU DESIGN

The Relationship Between Architecture and Design from Client Brief to Build

• WE DO DESIGNS

Golden Number in Interior Design

• DESIGN HOUSE INTERIORS

Adding Personality to your Space

• ARAB ENGINEERING BUREAU, AEB

The Evolution of Houses' Architecture



KNOWLEDGE SHARING CONFERENCE AND SMART & FUTURE LIVING CONFERENCE

* View full list on the website

LEADING INDUSTRY SPEAKERS*:



MOHAMMED HASAN
AL NAIMI
MINISTRY OF MUNICIPALITY



IBRAHIM AL ABADDI
MINISTRY OF MUNICIPALITY



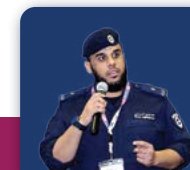
KHALIFA AL KHAYARINE
MINISTRY OF MUNICIPALITY



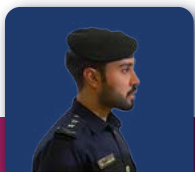
SAAD JASSIM AL MURAIKHI
MINISTRY OF MUNICIPALITY



SALAM MAHMOUD
MINISTRY OF SOCIAL
DEVELOPMENT AND FAMILY



LIEUTENANT / MUHAMMAD
IBRAHIM AL-MOHANNADI
CIVIL DEFENCE



FIRST LIEUTENANT / ENGINEER
ABDULRAHMAN KHALED AL-MUTAWA
CIVIL DEFENCE



LIEUTENANT / SABAH MARDI
AL-TOUMI
CIVIL DEFENCE



HOSSAM EL DIN MOSTAFA
EISSA
JOTUN PAINTS QATAR



DR. HAITHEM EL-HAMMALI
VCUARTS QATAR



MOZA AL-OBIDAN
QATAR UNIVERSITY



AMNA RAMADAN
ADEPT TECH



NASRINE AL-MUBARAK
WE DO DESIGNS



NIVINE DALLEH
BEYOND LIGHTING



RAMY ABBAS
HONEYWELL



AHMED HUSSEIN GAD
ARAB ENGINEERING BUREAU



MOHAMED EID
BLUU DESIGN



AHMED EL DIDI
BLUU DESIGN



ALI A. ALRAOUF, PROF
HBK UNIVERSITY



HUSSAIN KARKABA
HAGER GROUP



AYA NAFI
JACOBS



HAMAD MUBARAK AL HAJRI
LILAC LANDSCAPE



HATEM OMРАН
TASMU PLATFORM



JAWAD NASSAR
MILESTONE SYSTEMS

CAR RAFFLE DRAW

A special Raffle Draw with Grand Prize of Ford Ranger was held at Al Mana Automobile, to officially kick off the Marketing Campaign of Build Your House Exhibition 3rd Edition. Our lucky winner Mr. Sultan Al Kuwari arrived in the showroom with a big smile to receive the car key from BYH Team. Our social media influencer Abdelaziz Bin Suleiman reported the entire drawing process throughout this activation.

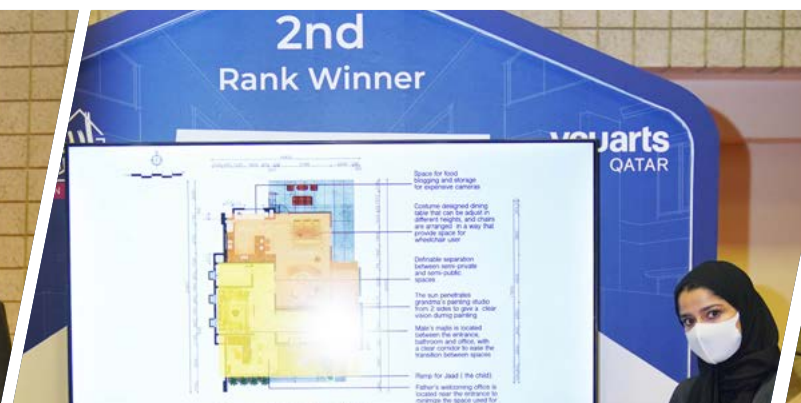


JUNIOR INTERIOR DESIGN COMPETITION

BYH Exhibition 2022 continued to support Qatar's future designers with its Junior Interior Design Competition, held in collaboration with Virginia Commonwealth University School of the Arts in Qatar (VCUarts Qatar). The winning artworks were showcased at the Competition stand.

The winning students also received their certificates at the Awards Ceremony on stage. They are:

First place: Jood Elbeshti
Second runner up: Noor Abdulmalik
Third place: Laura AlFardan



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 huge amount of topics on both online and print media platforms.



GOVERNMENT RELATIONS

Received tremendous amount of support on Social Media, Newsletters, Email Campaigns , Invitations, Website Listings and Banners from government entities, such Ministry of Commerce and Industry, Ministry of Municipality, Ministry of Social Development and Family, Ashghal, Kahramaa, Civil Defence, Qatar Chamber, Qatar Development Bank and Commercial Bank.



INFLUENCERS

Recruited 18 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

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



SMS CAMPAIGNS

Conducted 12 SMS campaigns and reached more than 380,000 local individuals.

MARKETING



WHATSAPP CAMPAIGN

Planned 2 Whatsapp campaigns reached over 75,000 local residents through 300 groups.



EMAIL CAMPAIGN

Addressed more than 50,000 trade professionals and visitors via targeted and personalized emails over the course of 3 months.



DIRECT MAILING

Targeting VIPs and local homeowners, more than 14,000 hard copies of invitations were sent out by delivery.



TELEMARKETING

18,000 local and international calls were conducted during 2 months of time for leads generation and promotion.



WEBSITE

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



MEDIA PARTNERS

Collaborated with 10 Leading Media Platforms through website event listings and banners, press releases, social media, newsletters and email campaigns on a weekly basis over the course of 2 months to increase and maximise visibility and reach.



SHOW CATALOGUE

Printed 3000 copies including all the directories of companies participating and distributed it during the show for visitors and exhibitors, and sent more than 20,000 digital copies through email campaign.

MARKETING GENERATED CONTENT



52,377,690

REACH IN PRINT MEDIA



100+

PRLs OVERALL COVERAGE
(PRINT & ONLINE)



260

PRINT COVERAGE



880

ONLINE COVERAGE



22300

EMAIL CAMPAIGNS



168

TV & RADIO

230

PRINT STORIES IN LEADING
PUBLICATIONS

- AL RAYA
- LUSAIL
- THE PENINSULA
- AL SHARQ
- GULF TIMES
- AL WATAN
- AL ARAB
- QATAR TRIBUNE

80

TV AND RADIO COVERAGE

- QTV
- QATAR RADIO
- QBS

INFLUENCERS

aa89qa

AishaQA



iiitfff

Issa
Al-Shamry



حنين الصيفي

Haneen
Al Saify



Alyazialkuwari

@alyazi_alkuwari

Alyazi
Al Kuwari



@sarah.alhail

Sarah Ali
Al-Hail



QTQQ91

Abdullah Bin
Nasser



حمد

@drifthamad

Hammad
Salem Al Marri



@iloveqatar

Khalifa
Al Haroon
Mr.Q



q.hbm

Hamad
Mubarak
Al-Fadala



@saoudalmaadeed

Saoud
AlMaadeed



@khalidjassim74

Khalid
Jassim



احمد باتو

Ahmed Pato



a.66626

Al Akaf



kqkk

Khaled Ali



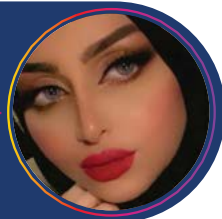
ghaza010

Mohamed
Hassan



@haneenalnaqdi7

Haneen
Al Naqdi



mfcqbtr
mfcqbtr_

Mabkhout
Almari

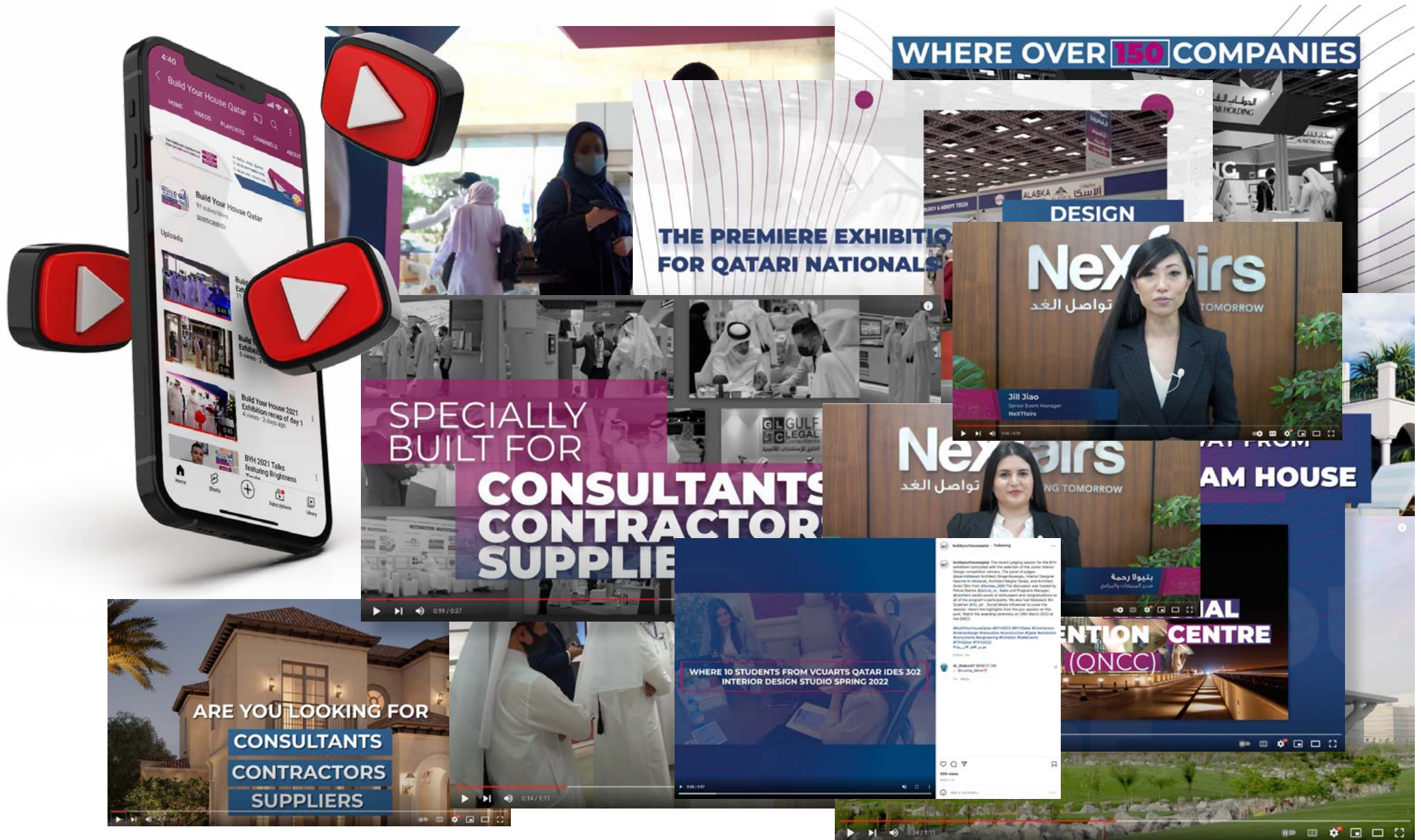


bin-7amad

Ahmed
Hamed



VIDEO PROMOTIONS



GOVERNMENT PROMOTIONS

ASHGHAL



ashghalqatar • Follow
 اندعوكم #البنك التجاري التجاري
 في المعرض ان بنك من 28 مارس في مركز
 برات
 8
 #B
 Bu
 Ma
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 Fro
 Te
 28
 30
 28
 30



cbqat • Follow
 cbqat It was a pleasure being the official Bank at the Build Your House Exhibition 2022, which was inaugurated by the Minister of Commerce and Industry, H.E. Sheikh Mohammed Bin Hamad Bin Qassim Al
 We
 events
 help o
 comers.

QDB



cbqat • Follow
 cbqat It was a pleasure being the official Bank at the Build Your House Exhibition 2022, which was inaugurated by the Minister of Commerce and Industry, H.E. Sheikh Mohammed Bin Hamad Bin Qassim Abdulah Al Thani at Qatar National Convention Centre.
 We are always keen to participate i
 events that support the economy a
 help our customers.
 606 views
 7 DAYS AGO
 Log in to like or comment.



QDBQA • Mar 27
 نعتز بكوننا الراعي التتوي لمعرض إبن بنك في السخنة الثالثة والمقام خلال الفترة
 30-28 مارس وذلك في مركز قطر الوطني للمؤتمرات QNCC

COMMERCIAL BANK

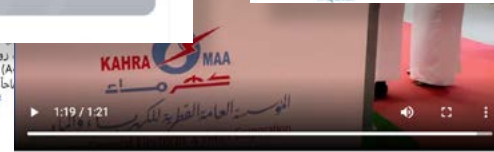


606 views
 7 DAYS AGO
 Log in to like or comment.



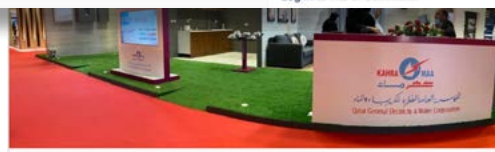
MOCI

KAHRAMAA



295 views
 7 DAYS AGO
 Log in to like or comment.

KAHRAMAA

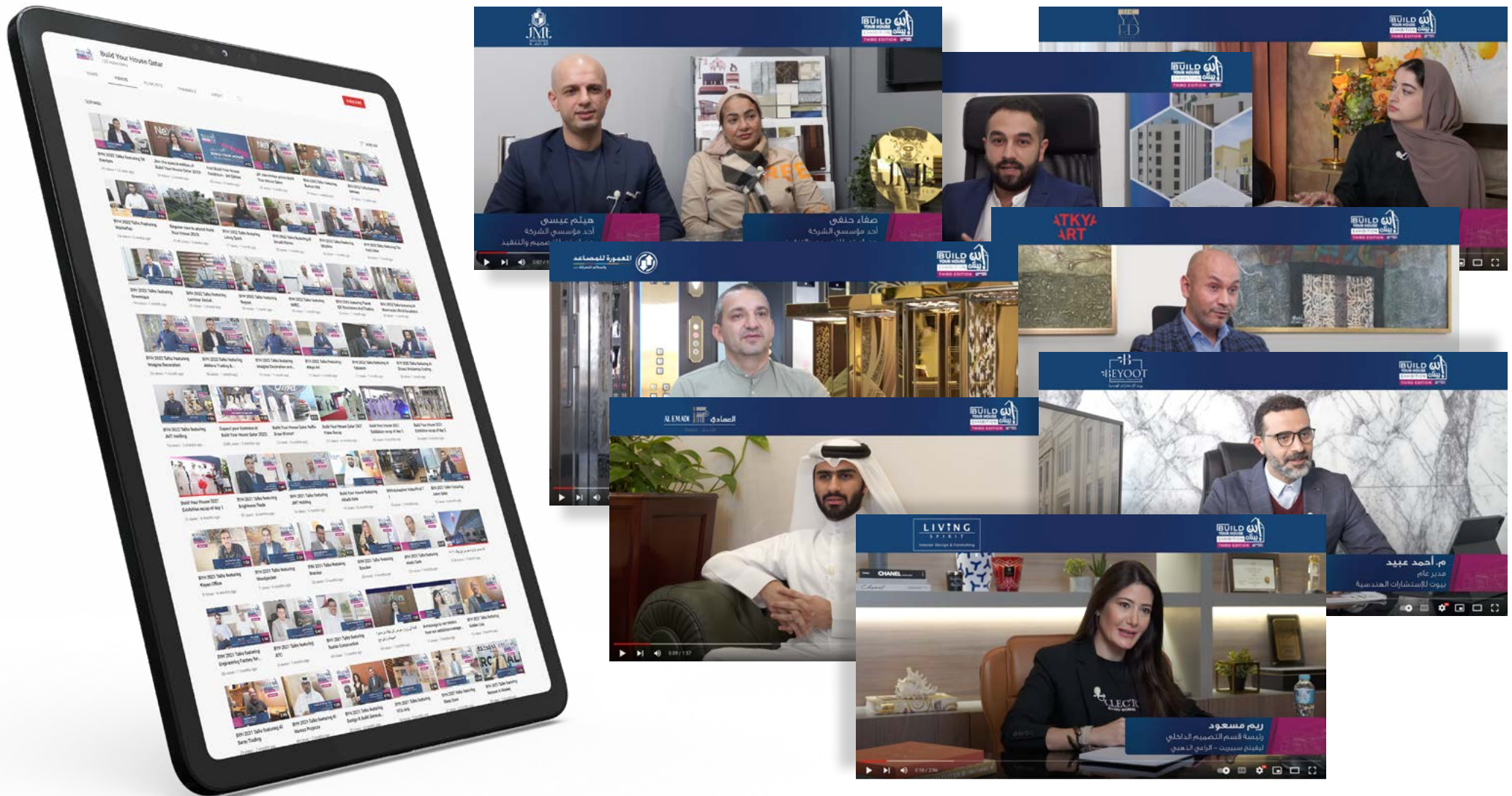


30 likes
 MARCH 29
 Log in to like or comment.

BYH TALKS PLATFORM

To provide an elaborative platform for the exhibitors who committed at an early stage, we offered BYH Talks as a powerful marketing tool for companies to share their profile and their point of view on the exhibition through a short video recording.

Together **25 exhibitors were interviewed** and conveyed their messages at **BYH Talks platform**, which were promoted on BYH social media channels.



VENUE BRANDING



Class Door Branding



VIP Majlis



Knowledge Sharing Conference



Indoor Signages



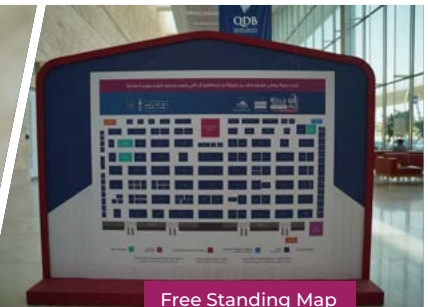
Inside Hanging Banners



Concourse Hanging Banners



Lollipop Designs



Free Standing Map



Entrance Arch & Flower Base Design



Free Standing Flags



Competition Area Design



Door Signage



Floor Stickers



DOCUMENTARY VIDEO



SCAN THE QR CODE
TO WATCH THE FULL
RECAP VIDEO



CERTIFICATES OF PARTICIPATION

* View full photo gallery on the website



GALLERY - VIP HIGHLIGHTS



GALLERY - HIGHLIGHTS OF STANDS



GALLERY - HIGHLIGHTS OF INTERACTION



PARTNERS & SPONSORS

<div>OFFICIAL PARTNER</div> <div> قطر تستحق الأفضل Qatar Deserves The Best</div>	<div>SUSTAINABILITY PARTNER</div> <div> المؤسسة العامة للكهرباء والماء Qatar General Electricity & Water Corporation</div>	<div>SUPPORTED BY</div> <div> وزارة التعليم Ministry of Education</div> <div> وزارة الصحة Ministry of Health</div> <div> وزارة التنمية الاجتماعية والأسرة MINISTRY OF SOCIAL DEVELOPMENT & FAMILY</div> <div> غرفة قطر QATAR CHAMBER</div>			<div>DEVELOPMENT SPONSOR</div> <div> بنك قطر للتنمية QATAR DEVELOPMENT BANK</div>	<div>OFFICIAL BANK</div> <div> البنك التجاري COMMERCIAL BANK</div>
<div>FOUNDING PARTNER</div> <div> TADMUR Trading WLL</div>	<div>PLATINUM SPONSOR</div> <div> THE YARD QATAR</div>	<div>GOLD SPONSORS</div> <div> ATKYA ART</div> <div> الحطاب القابضة AL HATTAB HOLDING</div> <div> LIVING SPIRIT Interior Design & Furnishing</div> <div> الصعادي للأحجار Stones</div>				
<div>SILVER SPONSOR</div> <div> JOTUN</div>		<div>LANDSCAPING SPONSOR</div> <div> السليطين للحدائق Alsulaiteen Gardens</div>	<div>COMPETITION EDUCATIONAL PARTNER</div> <div> vcuarts QATAR</div>	<div>CONFERENCE PARTNER</div> <div> AIA Middle East</div>		
<div>OFFICIAL MEDIA PARTNERS</div> <div> The Peninsula</div> <div> لوسيل</div> <div> الشرق</div>			<div>TALENT PARTNER</div> <div> T3INITY Talent Qatar</div>	<div>MEDIA PARTNERS</div> <div> Qatar LIVING.COM</div> <div> marhaba PRINT/ONLINE/SOCIAL MEDIA marhaba.qa</div>		<div>OFFICIAL ONLINE PARTNER</div> <div> I ♥ Qatar.net</div>
<div>PROPERTY PARTNER</div> <div> Qatar LIVING.COM PROPERTIES</div>	<div>HYGEINE PARTNER</div> <div> Boecker®</div>	<div>INSURANCE PARTNER</div> <div> السَّيْب تأمين وإعادة تأمين INSURANCE & REINSURANCE تَكَافُل - TAKAFUL</div>	<div>OFFICIAL FREIGHT</div> <div> BCC Logistics</div>	<div>VENUE PARTNER</div> <div> QNCC مركز قطر الوطني للمؤتمرات Qatar National Convention Centre</div>	<div>ORGANIZED BY</div> <div> NeXfairs تواصل الغد CONNECTING TOMORROW</div>	

ORGANIZER'S MESSAGE

RAWAD SLEEM



Co-Founder & General Manager
NeXTfairs

Dear **Valued Sponsors, Partners, and Exhibitors of BYH 2022,**

Thank you for all your continued support and contribution to making the third edition of Build Your House a huge success. Countless new milestones have been achieved as a result of the collective work and shared goal of delivering a spectacular event in only six months. Sponsored by and in partnership with the Ministry of Commerce and Industry, Ministry of Municipality, Ministry of Social Development and Family, Ashghal, Kahramaa, Civil Defence, Qatar Chamber, Qatar Development Bank and Commercial Bank of Qatar, VUCarts Qatar, AIA Middle East and many more, BYH 2022 has reinforced its foundation which has seen visible growth since its 2019 inaugural edition.

Under the patronage of The Prime Minister and Minister of Interior, His Excellency Sheikh Khalid bin Khalifa bin Abdul Aziz Al-Thani, BYH 2022 was honored to be inaugurated by The Minister of Commerce and Industry, Sheikh Mohammed bin Hamad bin Qassim Al Abdullah Al-Thani, along with the presence of other dignitaries and ambassadors.

Over 200 exhibitors and co-exhibitors from Qatar, Turkey, Portugal, Switzerland, and Oman presented their latest innovations and services for Qatari people to design, build, and renovate their homes over the course of three days from March 28th to March 30th at BYH 2022.

BYH 2022 managed to reach a total of 10,300 footfalls with 92% of Qatari citizens, while the exhibition generated an estimated 453 million Qatari Riyal deal value, thanks to our country wide marketing campaign that included both online and offline elements, as well as influencer broadcasting and intensive telemarketing. BYH has established a high benchmark as a local exhibition that helps Qatari society improve its standard of living while promoting economic growth.

Furthermore, over 30 industry experts were invited to speak at the Knowledge Sharing Conference and the Smart Future Living Conference, where they shared valuable insights on everything from the latest materials and technology in smart homes to everything related to residential design and construction with the audience.

By taking place during the FIFA 2022 World Cup, the third edition of Build Your House received a great amount of attention from countries who wished to expand their business and explore the Gulf region. It represents the beginning of the long international journey that BYH will incorporate in its future editions.

We wish that you would enjoy all these achievements as much as we do and that also have made a positive impact in your organization and enterprise.

STAY TUNED AND SEE YOU AT BYH 2023!



SEE YOU IN THE NEXT EDITION!

OF BUILD YOUR HOUSE EXHIBITION 2023

15-18 MAY 2023 | QNCC - DOHA, QATAR



BYHQatar



BYHQatar



buildyourhouseqatar



BuildYourHouseExhibition



OFFICIAL PARTNER



قطر تستحق الأفضل
Qatar Deserves The Best

SUSTAINABILITY PARTNER



المؤسسة العامة للكهرباء والماء
Qatar General Electricity & Water Corporation

CONNECTING TOMORROW

THROUGH FACE-TO-FACE MEETINGS
& INSPIRATIONAL EVENTS

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ORGANIZED BY:

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



**15 - 18
MAY
2023**

**QNCC - DOHA
QATAR**

**10:00 AM
TILL
10:00 PM**

SALES BROCHURE

FOURTH EDITION

**THE PREMIER
EXHIBITION FOR
QATARI NATIONALS**

**DESIGN
BUILD
& RENOVATE**



CONSULTANTS



CONTRACTORS



SUPPLIERS



SMART
SOLUTIONS



GENERAL
SERVICES

FEATURING 5 DEDICATED SECTORS

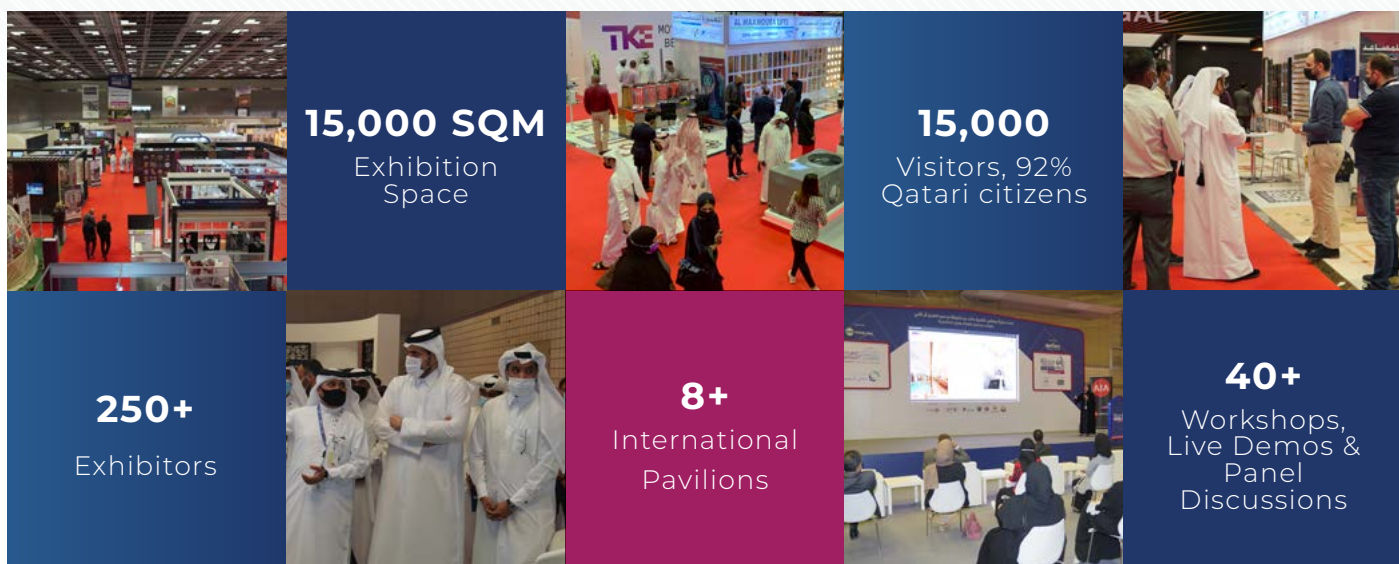
250+
EXHIBITORS

8+
INTL PAVILIONS



	DATE	15 - 18 MAY 2023 (4 DAYS)
	TIME	10:00 AM – 10:00 PM
	VENUE	QATAR NATIONAL CONVENTION CENTRE
	EVENT TYPE	B2C
	VISITOR'S PROFILE	QATARI NATIONALS, INVESTORS, DIRECT BUYERS
	FLOOR SECTORS	GOVERNMENT, CONSULTANTS, CONTRACTORS, SUPPLIERS, GENERAL SERVICES & SMART SOLUTIONS

BUILD YOUR HOUSE 4TH EDITION IS SPREADING GLOBALLY AND LARGER THAN EVER



Build Your House Exhibition has served as a crucial link between companies in the residential building industry and Qatari citizens who wish to build or modernize their homes. With no exception, BYH 2023 aims to carry on this vision to bring a broader range of products and services locally and worldwide to satisfy the same audience.

VISITORS RATING BYH 2022

83%

Will Revisit the exhibition

95%

Achieved Their Goals

30%

Placed an Order On-Site

92%

Overall Success



BUILD YOUR HOUSE 2023 – THE STRONGEST EDITION YET TO COUNT

Rooted in Qatar, BYH Exhibition began its journey in 2020 and has overcome a series of challenges and established its solid ground in the competitive exhibition industry. New milestones have been reached at each Edition through increased numbers of space, participants, and value of deals generated onsite.

BYH 2023 has increased its space by 50% to fulfil the market desire, with additional features created to stimulate the movement. Built on the Qatar National Vision 2030, BYH takes its role seriously as a leader in the roadmap toward Qatar becoming an advanced society by providing the annual exhibition platform for Qatari citizens to build high standard, sustainable and smart homes.

OVERALL EXHIBITORS PROFILES

BYH 4th Edition welcomes any business establishment size that wishes to meet end-users and provide its products and services for residential design and building projects. Additionally, due to the continuous growth of interests outside Qatar, BYH 2023 also offers an opportunity for B2B match-making linking local representatives and international companies seeking to expand.

The exhibitor profile for the 4th Edition will remain the same as follows:

CONSULTANTS

- 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

CONTRACTORS

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

SUPPLIERS

- 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

SMART SOLUTIONS

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

GENERAL SERVICES

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

*To view the full list, visit our website 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



15,000

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

CONTINUOUS SUPPORT FROM QATARI GOVERNMENT

Under the patronage of Prime Minister and Minister of Interior, H.E. Sheikh Khalid bin Khalifa bin Abdul Aziz al-Thani, all past three editions of Build Your House have received strong support from the ministries and leaders of Qatar. With the blessing, BYH 2023 will continue to thrive and maintain its relevance in contributing to the key housing sectors and overall economic growth in the country.



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 offer eligible persons the funds to buy or construct a home. The state has approved a budget to support long-term loans for more than 50,000 households, with loans up to QR 1.2 million per person, and 2,400 housing plots will be distributed in 2021.

A government grant of up to QR1 million is available to eligible individuals to reconstruct and renovate some constructed houses. It is granted to the property owner directly upon completion of each phase until the house is completed, with no administrative expenses.

Source – DOHANEWS



REAL ESTATE

Qatar has revealed plans to construct around 15,000 housing units in preparation for the FIFA World Cup in 2022.

Qatar completed nearly 4,800 residential units and 400 villas across the country, indicating a significant increase in the sector.

In total, 5,374 transactions totaling more than 25 billion QAR were reported. This represents a 5% increase over the previous year's 5,116 transactions.

Source – THE PENINSULA

Such strong government support for the construction sector and for Qatari citizens demonstrates the importance of participating in BYH 2023 4th Edition, in order to increase your sales and ROI, as well as to obtain a larger share in the competitive market.

WHY EXHIBIT

The 4th Edition of Build Your House targets a wider range of audiences to generate larger locally and internationally exposure. This premier exhibition designed for Qatari nationals to Design, Build and Renovate their houses guarantees high interest from homeowners who seek in-person contacts with a focused intention for deal signing.



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

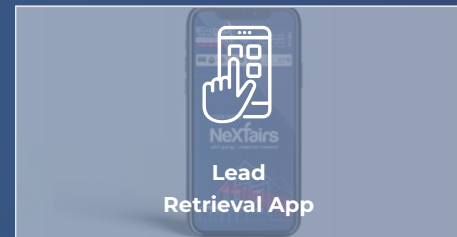
Be visibly active in Qatar market as it prepares for Qatar 2030 Asian Games

6

7

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

MARKETING BENEFITS



SCAN THE QR CODE
TO WATCH THE FULL
2022 RECAP VIDEO



PROGRAMS TO AMPLIFY YOUR REACH



Opening Ceremony



Panel Discussions
& Workshops



Technology Area
Live Demos



Best Stand Design



B2C Matchmaking



Junior Interior Design
Competition



Car Raffle Draw



Exhibitor's Certificates Awarding

OPTION 1 | PRE-BUILT BOOTH

Inclusions:

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



OPTION 2 | SPACE ONLY

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



OPTION 3 | COUNTRY PAVILION

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



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

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SAFETY MEASURE

BYH2023 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.