

In co-operation with



Sultanate of Oman  
Ministry of Transport &  
Communications



Sultanate of Oman  
Ministry of Commerce &  
Industry



**INFRA OMAN**

**Oman's 3<sup>rd</sup>  
International Exhibition  
For Infrastructure  
And Industrial Projects**

STRUCTURING THE  
**FUTURE**



**Power packed Networking Opportunity with Government Officials and Key Decision Makers**



**30 September - 02 October 2013**

**Oman International Exhibition Centre  
Sultanate of Oman**

[www.alnimrexpo.com/infraoman](http://www.alnimrexpo.com/infraoman)

# The Sultanate's Most Comprehensive Infrastructure Exhibition

After completing 42 glorious years of the Renaissance, the Sultanate of Oman is pushing ahead with its rapid development with the ongoing construction of major infrastructure projects in many parts of the country. More development projects, costing billions of dollars, are set to be implemented in the coming years as the Sultanate takes concrete measures to diversify its economy.

As infrastructure investments continue to grow, Infra Oman 2013 is your direct gateway to the opportunities in this sector, enabling your company to play a prominent role in the country's development. By bringing together all leading companies in the industry, ministry officials, CEOs and other senior managers, Infra Oman will serve as an ideal platform for networking with key decision makers, expanding your business contacts and strengthening your presence in Oman's vibrant construction market.

Participate in Infra Oman and showcase the difference that your company can make to the Sultanate's highly impressive infrastructure development. Book your stand today!

## Why exhibit at **Infra Oman**

- Introduce your new products, equipment and services directly to your target clients in Oman's construction sector
- Proudly showcase your company's ongoing infrastructure projects as well as your previously completed projects
- Boost your leading position in the market by highlighting your company's capabilities in infrastructure development
- Take advantage of the major opportunities as the Sultanate pursues massive infrastructure development nationwide
- Get the edge over your competitors with this excellent platform for effectively promoting your products and services



## Full Range of Marketing & Promotional Strategies

- Print Media** – Press releases, advertisements and feature articles in newspapers, weekly magazines and industry publications
- Online Media** – Press releases and blogs in popular portals and social networking sites as well as an event website
- Outdoor Media** – Mupies and billboards in strategic sites as well as distribution of thousands of leaflets all over Muscat
- Mailings** – Direct mailing and e-mail shots to thousands of industry professionals in our database as well as VIP invitations
- Radio & TV** – Radio spots to effectively raise awareness about the event and live TV coverage to reach targeted audience



# Insight on few of the infrastructure projects and developments

## 1. **Oman Vision 2020:**

The Eighth Five-Year Plan (2011 and 2015) expenditure has been hiked from US\$ 111.8 billion to US\$ 150 billion. Oman has allocated US\$ 6.5 billion a year to investment projects.

- Almost half of the country's 8th Five-Year Development Plan is committed to overhauling roads, ports and airports with the objective to link the three modes of transport to improve interconnectivity.
2. The Ministry of Transport & Communications has started an ambitious plan to complete several infrastructure development projects with a total estimated cost of US\$ 22.1 billion. US\$ 7.8 billion has been earmarked for road projects through the year 2013. US\$ 1.3 billion on projects to ease traffic problems within the city of Muscat.
    - US\$ 1.5 billion to be invested in 35km sea bridge connecting Masirah Island to the mainland.
    - US\$ 4.2 billion to airport expansion and construction 2 international airports under construction (Muscat & Salalah) 4 domestic airports (Sohar, Duqm, Ras Al Hadd and Adam).
    - US\$ 1.3 billion to the development of Oman's sea ports
  3. The GCC railway network is estimated to have a capital expenditure of US\$ 11.2 billion. The Sultanate's ambitious railway project is estimated to have a capital expenditure of US\$ 5.305 billion for the first 1,061km in the first phase of the project. Oman's railway will have a double line, preferably electric traction power, with a speed of 200 kph for passenger trains and 80 -120kph for goods trains.
  4. Oman to invest US\$ 2.9 billion in utility: Oman represents one of the fastest growing power and water sectors in the Middle East region with electricity and desalinated water demand expected to increase until 2017 at an average growth rate of about 9%.
  5. The Public Authority for Electricity and Water (PAEW) launches water projects worth US\$ 208 million.
  6. Oman government is planning to invest US\$ 7.5 billion for developing water transmission and pipeline network for the next twenty years under a long term master plan.
  7. Haya to invest US\$ 2.6 billion in the next 5 years, until 2018, to implement various sewage projects in the country.
  8. The Public Establishment for Industrial Estates (PEIE) is investing US\$ 304 million in three industrial estates – Rusayl, Sohar and Nizwa which will be completed by 2015.
  9. US\$ 260 million to develop and improve the infrastructure in several industrial estates in the future as it pays great attention to the industrial sector and the industrial zones.
  10. US\$ 4.42 billion spent on the Special Economic Zone at Duqm.
  11. US\$ 15 billion investment in Salalah Free Zone by 2025.
  12. Al Buraimi Industrial Estate has already attracted over US\$ 187 million domestic and foreign investment for industrial activities.
  13. Ministry of Health to build US\$ 1.48 billion medical complex in the Northern Coastal Region of Batinah
  14. US\$ 1 billion medical city project in Salalah to commence later this year.
  15. Total spending on building construction in Oman is expected to reach more than US\$ 27 billion by 2014.
  16. Government spending US\$ 208 million annually to implement housing projects.
  17. US\$ 1.2 billion for Omagine tourism, beach front cultural and residential project facing the Gulf of Oman
  18. US\$ 1 billion to be invested by Muriya Tourism Development Company in the next four years for tourism development projects.



## EXPO HIGHLIGHTS

Construction Requirements  
Hotel & Tourism Projects  
Power and Water Technologies  
Transportation and Logistics

Green & Future Buildings  
Industrial Free Zones  
Renewable Energy and Environment  
Infrastructure Projects - Roads, Airport, Railway & Ports - Build & Supply

Heavy Equipment and Technology  
Industry & Manufacturing  
Tools & Equipments

## Exhibition Profile

### 1. BUILDING & CONSTRUCTION

- Abrasives & Adhesives
- Cement & Concrete Products
- Electrical Products
- Formwork & Scaffolding
- Interior & Design Service
- Marble Finished Products
- Stone Products & Technology
- Air Conditioning Systems
- Ceramics & Tiles
- Elevators / Escalators
- Glass & Fibreglass Products
- Iron, Metal & Steel Products
- Paints & Coatings
- Software Solutions
- Aluminium & Steel
- Construction Tools / Supplies
- Fire Safety & Security Systems
- Hardware & Tools
- Kitchen Modules / Equipment
- Plastic Products
- Wood Products
- Building Materials
- Doors, Gates & Windows
- Flooring Materials
- Interior Furnishings
- Lighting Fixtures / Accessories
- Rubber Products

### 2. HEAVY EQUIPMENT & TECHNOLOGY

- Construction Vehicles & Equipments
- Loaders / Skid Loaders
- Cranes / Tower Cranes
- Machines & Plants
- Earthmoving Equipments
- Mining Machines
- Lifting Appliances & Conveyors
- Tankers, Trailers and Tractors

### 3. INFRASTRUCTURE PROJECTS

- Affordable Housing
- Civil Engineering
- Drilling & Dredging Companies
- Iconic Structures
- Manufacturing Facilities
- Tourism Projects
- Airport Construction / Expansion
- Coastal Management Consultants
- Future & Green Buildings
- Industrial Estates / Free Zones
- Marine Engineering
- Urban & City Planners
- Architectural Services
- Commercial Development
- Hospital Design / Construction
- Landscaping
- Quantity Surveyor
- Asphalt Plants & Machinery
- Contracting & Consulting
- Hotel / Resort Projects
- Luxury Residential Properties
- Sports Facilities

### 4. POWER & RENEWABLE ENERGY

- Bio Fuels
- High Voltage Equipments
- Renewable Energy Systems
- Transmission Equipment
- Cables & Cable Accessories
- Hydro Power
- Smart Energy Technology
- Voltage Regulators
- Generators
- Industrial & Power Automation
- Solar Panels & Technologies
- Valves & Control Systems
- Geothermal
- Power Plant & Switchgear Equipments
- Transformers
- Wires & Cables

### 5. WATER & ENVIRONMENT

- Desalination Equipment
- Pollution Control Equipment
- Solid Waste Management
- Water Pumps & Filters
- Fountains & Pools
- Pollution Control Systems
- Trash Collection
- Wind Turbines
- Hazardous Waste Clean-Up
- Purification / Filtration Systems
- Wastewater Treatment Systems
- Pipes & Plumbing
- Recycling Technologies
- Water Filtration & Purification Systems

### 6. TRANSPORTATION & LOGISTICS

- Airport Construction Services
- Designing / Engineering Services
- Port Builders & Contractors
- Road Construction Machinery
- Traffic Management Systems
- Airport Equipment & Security Systems
- Fare & Toll Systems
- Port Equipment Suppliers
- Road Signs
- Trains & Railways Systems
- Bridges & Tunnelling
- Highway Construction
- Public Transport Systems
- Ship Building & Repair
- Warehousing & Storage
- Cargo Loading Equipment
- Ports Authority Operators & Suppliers
- Railway Plans & Programs
- Transport Management

### 7. INDUSTRY & MANUFACTURING

- Artificial Lift Systems
- Manufacturing Equipment
- Data Storage Systems
- Oil & Gas Equipment
- EOR Technologies
- Petrochemical Plants
- Industrial Machinery
- Production Technologies

### 8. FIRE SAFETY

- Fire Alarm Systems
- Fire Fighting Equipments
- Marine Fire Protection
- Gaseous Suppression Systems
- Fire Suppression Systems
- Water Leakage Detection
- Kitchen Hood Systems
- Fire Trucks
- Voice Evacuation and PAVA Systems
- Gas Detection Equipments
- Vehicle Fire Protection

Note: The list above is not exhaustive and only gives examples of products, equipment, projects and services that will be displayed at Infra Oman 2013.

# Visitor Profile



## THE LARGEST GATHERING OF INDUSTRY PROFESSIONALS

- Building Material Manufacturers, Suppliers and Distributors
- Consultants – Architects, Engineers, Real Estate
- Contractors – Civil, Mechanical, Electrical, Plumbing, Pipeline
- Contracts, Procurement and Logistics (CPL) and Supply Chain Managers
- Facility Operators / Managers / Industry Professionals
- Investors – Government Pension Funds, Venture Capitalists, potential Private Local Partners
- Property Owners / Developers / Homeowners
- Public Sector Officials – Representing Ministries, Tender Boards, Municipalities
- Senior Management – CEOs, COOs, CTOs, Board Members

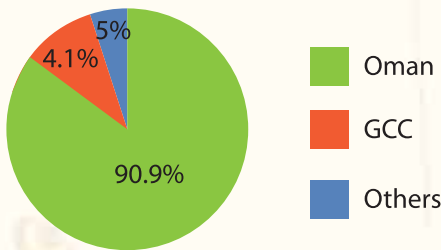
Infra Oman 2012 is the First exhibition in Oman to be BPA audited.

BPA worldwide confirmed and independently validated attendance, demographically and geographically coverage data based on verified registration of trade visitors at Infra Oman 2012.

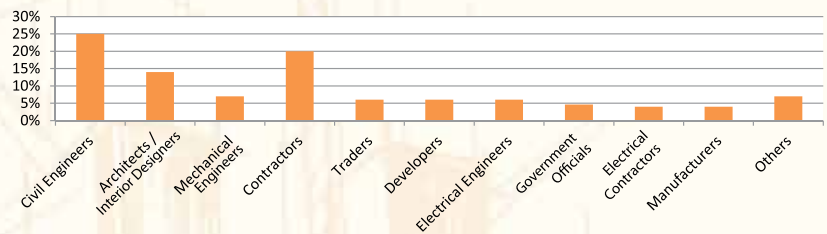
The audit gives the sponsors & exhibitors certified and accurate number of trade visitors to compare with other exhibitions and invest their money in the right event.

This will also help to prepare logistically from the right size of the booth to quantity of sales materials and demonstrate ROI based on the ratio of leads generated to total visitors.

### Visitors by Region



### Number of Visitors: 3,290



## Testimonials

### 1. Doka Muscat LLC - Mr. H. Hartung, Managing Director

"A very comprehensive exhibition especially in the light of the rapidly infrastructure development in many parts of the Sultanate of Oman. Validate B2B contractors as high ranking public decision makers."



### 2. LiuGong Machinery Middle East FZE - Mr. York Liang, President

"Infra Oman exhibition is a big event to help us to promote our brand image in Oman. The professional image of Liugong showed in the exhibition provides our potential partners more confidence to cooperate with Liugong. We found some potential partners and customers in the exhibition."



### 3. Embassy of the Republic of Italy - Dr. Ugo Falciola, Commercial Attaché, Embassy of Italy

"Infra Oman was a great opportunity for the Italian companies in the infrastructure sector and construction materials and we are confident that the event will lead to new business opportunities of mutual interest. We look forward to the next edition in order to ensure an increased participation from Italy."



### 4. Strabag Oman LLC - Mr. Stefan Altziebler, General Manager

"Infra Oman 2012 was good and highly informative. We must acknowledge the success of the exhibition by attracting all individuals and entities to participate with their latest products and services in the field of construction. We look forward for the next edition of Infra Oman."



### 5. Hewlett Construction LLC - Mr. Alan Cooper, Managing Director

"Hewlett exhibited at and sponsored the Infra Oman exhibition in October 2012. It served as the ideal platform for launching our business in Oman and allowed us to network with key decision makers and expand our business contacts within the construction market."

## Region's Largest Gathering of Industrial Professionals

The 2nd International Exhibition for Infrastructure and Industrial Projects emerged as the most sought-after event in the GCC construction annual calendar.

More than 175 local and international firms exhibited in Infra Oman 2012 and occupied more than 8,000sqm of space in the exhibition hall and the outside area around the exhibition centre.

The international participation beat all expectations with companies from more than 27 countries choosing Infra Oman as their first entry point to the most promising and lucrative construction market in the Middle East.








The show was inaugurated by **H.E. Dr. Rasheed bin Al Safi al Huraibi, Chairman of the Tender Board Oman**, accompanied by ministry officials, members of the diplomatic forces, media and top business people.



Several countries including Belgium, Malaysia, Netherlands, South Africa and Spain registered their first appearance at Infra Oman during the 2012 edition. The show, held from October 2 to 4 at the Oman International Exhibition Centre, has thus confirmed its position as a strategic platform for companies, government agencies and key industry players searching for networking and business opportunities.



### INTERNATIONAL PARTICIPATION

- |  |   |  |   |  |  |   |
|--|---|--|---|--|--|---|
|  Kingdom of Bahrain |  Belgium |  Canada               |  China                   |  Croatia                  |  France       |  Germany     |
|  India              |  Iran    |  Italy                |  Kuwait                  |  Lebanon                  |  Malaysia     |  Netherlands |
|  Qatar              |  Romania |  Russia               |  Kingdom of Saudi Arabia |  Singapore                |  South Africa |  Spain       |
|  Taiwan             |  Turkey  |  United Arab Emirates |  United Kingdom          |  United States of America |  Vietnam      |   |



On the second day **H.E. Dr. Ahmed bin Mohammed bin Salim al Futaisi, Minister of Transport and Communications** graced the exhibition with his presence



All the **major heavy equipment** dealers and brands participated in Infra Oman 2012, making it the perfect and only exhibition to showcase their machinery, materials and equipment for construction and infrastructure projects.



JCB together with Muscat Overseas presented the world famous "**JCB Dancing Diggers**" show as part of the Infra Oman exhibition. Although in great demand, the Diggers limit their appearances to only few shows a year.





## ABOUT SULTANATE OF OMAN

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 40 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2012.



## ABOUT THE VENUE

**OIEC (Oman International Exhibition Centre)** is the main venue for major trade fairs and exhibitions in the Sultanate of Oman, since 1985. The OIEC, located opposite Muscat International Airport, is close to major hotels and is just 20 minutes from the centre of the capital. For more information, please visit [www.omanexhibitions.com](http://www.omanexhibitions.com)

## ABOUT THE ORGANISER

Al Nimr International Exhibition Organisers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.



CMO Asia-Event Industry Award (2012)  
*Infra Oman - 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)



**For stand reservations or for details on sponsorship opportunities and other information on Infra Oman, please contact:  
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