

# BUILDEX

# بيلدكس

المعرض الدولي للبناء

International Exhibition for Construction

## Post Show Report

24 - 28 / 06 / 2021

Damascus Fairground, Syria

18<sup>th</sup>  
Edition





# BUILDEX

## المعرض الدولي للبناء

The International Exhibition for Construction - BUILDEX, one of the region's oldest exhibitions specialized in the construction and building materials sector, succeeded over its past 16 editions in enforcing its presence amongst the most successful international exhibitions in the construction sector. It is recognized as a major event in the Middle East and North Africa region that cater to the industry, where it became, before the war in Syria, the main gateway for many international companies targeting Syrian and neighboring markets.

The importance of The International Exhibition for Construction - BUILDEX originates from the fact that it represents the ideal platform for construction companies to capitalize on the promising Syrian market, by facilitating the productive exchange of knowledge between suppliers, manufacturers, buyers, importers, engineers, consultants, and decision makers.

### BUILDEX 2021 was sponsored by



## BUILDEX 2021 in numbers

- ❖ 225 local and international companies
- ❖ Hundreds of brands
- ❖ Over 35,000 specialized visitors

In its 2021 edition, BUILDEX hosted more than 225 companies from Syria, Arab countries, and other countries, with a Russian national pavilion, an Iranian national pavilion, and a significant Egyptian participation. The participating companies represented hundreds of topnotch local and international trademarks relating to all the different sectors of construction, forming the biggest construction hub witnessed in Syria in the last 10 years.



BUILDEX capitalized on the momentum and success it gained throughout its past editions and strengthened its position as the most prominent platform in Syria and the region and delivered on its promises by meeting the requirements of businessmen, architects, construction and engineering companies, and other entities/individuals aiming to get acquainted with the latest developments in the real estate and building sector in the Middle East alongside getting a chance to penetrate this huge market through the promising Syrian gateway.



### BUILDEX 2021 in numbers

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Throughout its 5 day span, BUILDEX hosted a number of specialized seminars, workshops, and lectures delivered by top industry leaders and experts, covering the latest innovations in products and techniques in the construction industry, providing professional development opportunities fitted for general maintenance and repair workers, pipe layers and fitters, paint workers, and other specialists concerned with the different aspects of the building and construction sectors.



BUILDEX was covered by a host of leading local, regional, and international media, both print and online media, and was accompanied by an extensive advertisement campaign to attract the maximum number of visitors including outdoor, print, radio, and TV ads.

## Exhibitors' Objectives of participating at BUILDEX 2021

- ❖ 54% increase sales volume
- ❖ 13% get new agencies
- ❖ 69% identify new clients
- ❖ 29% enter the Syrian Markets
- ❖ 25% sign contracts during the exhibition
- ❖ 56% promote trade marks
- ❖ 66% reinforce company position in the market
- ❖ 32% observe the market
- ❖ 46% promote new products or services
- ❖ 16% evaluate products



## Exhibitors Statistics

- ❖ 63% of exhibitors stated that the quality and specialization of visitors were good.
- ❖ 75% of exhibitors stated that their overall objectives had been met.
- ❖ 62% of exhibitors stated that the number of local and international visitors was good.
- ❖ 73% of exhibitors are intending to participate at BUILDEX 2022.
- ❖ 32% of exhibitors confirmed that they signed contracts at the exhibition.



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## BUILDEX visitors

BUILDEX is characterized as an attraction point for many economic personalities and officials such as ministers and ambassadors alongside other individuals who are interested in the field of building and construction, in addition to a vast diplomatic and media presence. BUILDEX, in its previous editions, saw recurring visits by many local, Arab, and international decision-makers and official delegations representing ministries, trade unions, businessmen, professionals and companies working in the field of construction and supplies from inside and outside Syria.

Over 35,000 visitors excluding officials and repeated visitors attended the 2021 edition of BUILDEX.

### Classifications of visitors which attended BUILDEX 2021:

- ❖ 48% Engineers, Contractors, Architects, Project Managers, Businessmen, Decision Makers (Managers, Company Owners, Partners)
- ❖ 34% Sales & Marketing, Agents, Distributors, Facility Management, Insurance, Real Estate Developers, Human Resources, Public Services
- ❖ 12% Official and Trade Delegation, Diplomats
- ❖ 6% Media, Publishing, Students





### What did they think about the show?

- ❖ 83% of visitors stated that their objectives had been met
- ❖ 85% of visitors appreciated the variety and specialization of exhibitors
- ❖ 79% of visitors appreciated the varieties and quality of exhibits
- ❖ 91% of visitors intend to visit the coming edition



### Specialized lectures and workshops

### برنامج المحاضرات

عنوان المحاضرة	اسم المحاضر	اسم الشركة	التوقيت	التاريخ
أهمية معالجة المياه وفوائدها	أحمد كنان الصواف	شركة بيور ووتر	7:00 – 6:00	الجمعة 2021 / 6 / 25
أحدث أنظمة ال VRF وربطها بالإنترنت	م. غيث الفرا	شركة الفرا	8:00 – 7:00	
أنظمة الجودة والإنتاج لمستلزمات التمديدات الكهربائية	م. يسار كيور	AV Nour	9:00 – 8:00	
إضاءات معمارية برؤية مستدامة	م. محمد عساف	محمد عساف	8:00 – 7:00	السبت 2021 / 6 / 26
انتقال الحرارة في المبادلات الانبوبية الآتية وتأثير سماكة الطبقة الحدية الصفائحية	م. معاذ السهلي	فيومي وزهرة	9:00 – 8:00	
لقاء حوار استثمائي بهدف شرح وتوضيح الفرص الاستثمارية في مجال عمل ومشاريع المؤسسة العامة للإسكان من خلال القوانين الناظمة لعمل المؤسسة وبرامجها الحالية والمستقبلية	المؤسسة العامة للإسكان	المؤسسة العامة للإسكان	7:00 – 6:00	الأحد 2021 / 6 / 27
آفاق التكيف الحديثة / VRF	م. احسان المقداد	Heatech	8:00 – 7:00	
توليد الطاقة عن طريق الموجات الصوتية والموجات البحرية	السيد غايي شرقي	شركة شرقي	9:00 – 8:00	

A specialized program of lectures and workshops took place beside the exhibition, delivered by prominent experts and lecturers on the international level.





## PR and Media campaigns

### Public Relations:

BUILDEX 2021 benefited from an extensive PR campaign that covered all Syrian provinces alongside numerous neighboring countries such as Lebanon, Jordan, Iraq, Egypt, and UAE, organized by its in-house PR team which has a solid relationship with local and regional media.

### International B2B Program:

A comprehensive B2B program was provided for all international participants, enabling these participants to network with selected private and public entities based on their specific requests or on our International B2B Program that matches companies based on common interest. Most of the participating parties signed MOUs and made deals with the corresponding entities they met with.



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## PR and Media campaigns

### Social media Campaigns:

A comprehensive social media campaign was conducted across a network of prominent pages and influencers to raise awareness of BUILDEX and enable visitors to pre-schedule their visit to the show.

### Direct Marketing:

Targeted mailings of visitor tickets were sent to over 350,000 potential clients across Syria encouraging people to schedule their visit to BUILDEX 2021.

### SMS and WhatsApp Campaigns:

More than 200,000 individuals from Syria, Iraq, Lebanon, Jordan and UAE were reminded to visit BUILDEX 2021 by SMS message



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## PR and Media campaigns

### Poster Campaign:

Posters promoting both the exhibition were placed in all participants outlets, universities and colleges and Syrian chambers of commerce and industries, municipalities, associations and unions, consulates to further increase awareness of the exhibition and to attract greater number of visitors.





## PR and Media campaigns

### VIP Invitations:

VIP Invitation Cards were sent to key decision makers and influencers in the region building and construction materials industry; including CEOs and Directors of major projects and government bodies and visitors attended BUILDEX for the past 4 years.

### Advertising & Magazine Inserts:

In addition to the advertisements published in the leading local and regional construction magazines, inserts were also distributed within many regional publications in order to further promote the event.

### TV & Radio Commercials:

An extensive campaigns were broadcasted in major TV & Radio stations.



**BUILDEX**  
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International Exhibition for Construction

See you at the 19<sup>th</sup> edition of BUILDEX  
14 – 18 / June / 2022



arabian group  
FOR EXHIBITIONS  
AND CONFERENCES  
المجموعة العربية  
للمعارض و المؤتمرات

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