



Under the Patronage of His Royal Highness Prince Misha'al bin Majed bin Abdulaziz, Governor of Jeddah

JEDDAH

URBAN DEVELOPMENT & REAL
ESTATE INVESTMENT EVENT

POWERED BY **CITYSCAPE**

2 – 4 NOVEMBER 2016

JEDDAH CENTRE FOR FORUMS
AND EVENTS, JEDDAH, KSA



POST SHOW REPORT 2016

SAUDI ARABIA'S PREMIER REAL ESTATE
INVESTMENT EVENT

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JEDDAH URBAN DEVELOPMENT AND REAL ESTATE INVESTMENT EVENT 2016

The Jeddah Urban Development and Real Estate Investment Event 2016 continued on its successful track as Jeddah’s premier real estate investment event, providing a world-class platform for real estate professionals to network and conduct business in one of the most rapidly developing real estate markets in the world.



Held under the patronage of His Royal Highness Prince Misha'al bin Majed bin Abdulaziz, Governor of Jeddah, the Jeddah Urban Development and Real Estate Investment Event reaffirmed its position as the prime location for developers and brokers to launch and showcase their projects to investors from the Kingdom.

2016 IN FIGURES



EXHIBITOR PROJECTS AND TESTIMONIALS

“ This event is considered the only real estate show in the Kingdom that brings together a diverse set of companies from around the world ” – Bassam Alhuthaify, Barcode Ltd



Jabal Omar Project by Jabal Omar Development Company

Jabal Omar Development Company is proud to present Jabal Omar project which aims to provide a unique spiritual experience of the holy city of Makkah Al Mukarramah.

JODC is an ongoing project, however, it currently has operating hotels such as the Hilton Suites Makkah, Hyatt Regency Makkah, Marriott Makkah, Conrad Makkah and soon, Hilton Makkah Convention Hotel.

“ Many thanks for the effort exerted in organizing this event. It was our pleasure to participate in such a successful show and we will definitely be here next year ” – Ahmed Fouad, CPC

Bayat Plaza by Sloanes Real Estate Brokers KSA

Bayat Plaza has taken a modern architectural design –both internally and externally– and placed it in a traditional market, which is in great need of pioneering developers to provide quality housing at affordable prices.

The sleek external architecture, unlike any building for miles around, holds within it over 272 stylish and modern apartments, duplexes and penthouses; designed to stand out from the crowd and boasting the finest finishes and material selections.



“ It is very necessary to introduce our project to new markets at the event as the most important exhibition in real estate ” – Barlas Yurtsever, Agaoglu Turkey



KAEC by Emaar, the Economic City

One of the most ambitious construction projects in the world is King Abdullah Economic City (KAEC), Saudi Arabia's megacity of the future. KAEC will offer visitors and real estate professionals attending the Event a chance to familiarise themselves with the opportunities available.

The city, which has the fastest growing port in the world, has been developed to leverage the central geographic location of the country as the maritime trade gateway to Europe, Africa and the Middle East. In addition, it will attract new companies and new non-oil industries to the country, including creating the Kingdom's first pharmaceutical cluster and the region's fastest growing logistics and manufacturing hub.

“ The event delivered beyond our expectations with good flow of visitors, many of them keen investors. The team from the organizers was very supportive throughout the process, helping us with the regulatory requirements ahead of the event ” – Amal Merchant, Tilal Properties



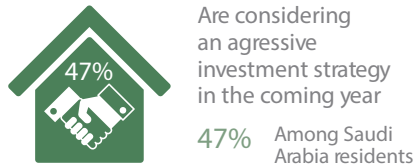
ATTITUDES TO REAL ESTATE INVESTMENT

FROM INVESTORS AND HOME BUYERS IN THE GCC AND EGYPT CONSIDERING REAL ESTATE INVESTMENT IN SAUDI ARABIA

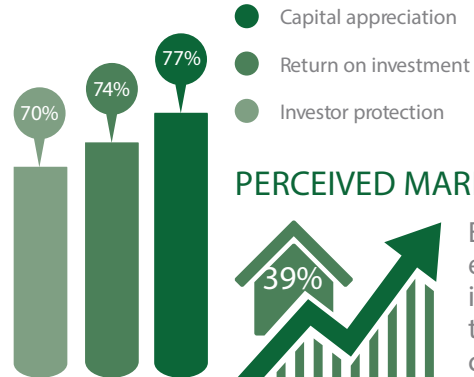
MOST ATTRACTIVE INVESTMENT CLASSES



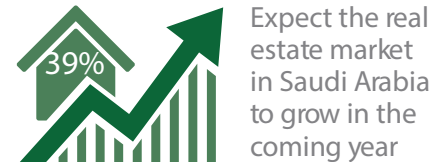
INVESTMENT STRATEGIES



KEY REAL ESTATE INVESTMENT DRIVERS

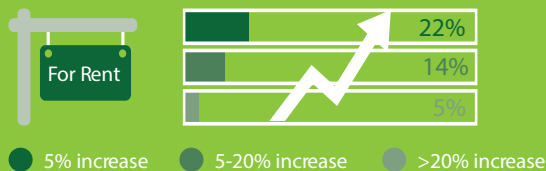


PERCEIVED MARKET GROWTH



EXPECTED RESIDENTIAL RENTAL PRICE MOVEMENT IN SAUDI ARABIA

Among Saudi Arabia residents



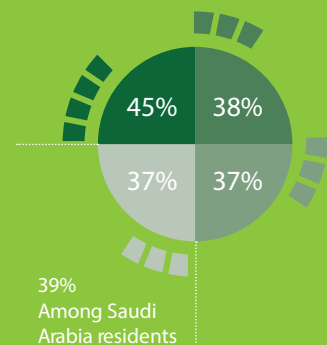
MOST IMPORTANT RESIDENTIAL INVESTMENT FACTORS



PREFERRED LOCATIONS FOR RESIDENTIAL PROPERTY INVESTMENT

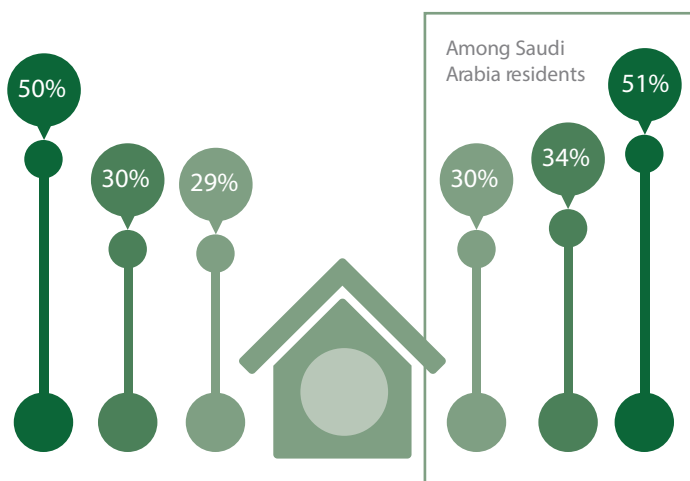
In close proximity to:

- Educational Facilities
- Healthcare Facilities
- Place of Work
- Place of Worship



BIGGEST MARKET GAPS

- Affordable housing
- Access to reliable brokers
- Smart/energy efficient properties



RESPONDENT PROFILE

Data collected by the Real Estate Barometer in partnership between YouGov and Cityscape amongst 684 respondents in the GCC and Egypt between 25 July and 8 August 2016.

Data is broadly representative of home buyers and investors in the GCC and Egypt who currently own a property or are willing to buy a property in the next year, who consider Saudi Arabia to be in their top three most appealing markets for real estate investment.



The Real Estate Barometer
مقياس سوق العقارات

YouGov
What the world thinks

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CITYSCAPE



TOP 10 VISITOR PROFESSIONS

- 34% Engineer/Construction/ Contractor
- 18% Consultant
- 16% Architect/Planner/Designer
- 12% Broker/Agent
- 10% Hotel/Leisure
- 8% Other
- 2% Retailer

TOP 6 REASONS FOR VISITING

- 48% TO KEEP UP TO DATE WITH MARKET TRENDS
- 34% TO COMPARE PROPERTIES/PROJECTS
- 32% TO NETWORK AMONGST THE INDUSTRY
- 28% TO SEE A PARTICULAR PROJECT/PROPERTY
- 19% TO BROWSE
- 8% TO SOURCE INVESTMENT OPPORTUNITIES

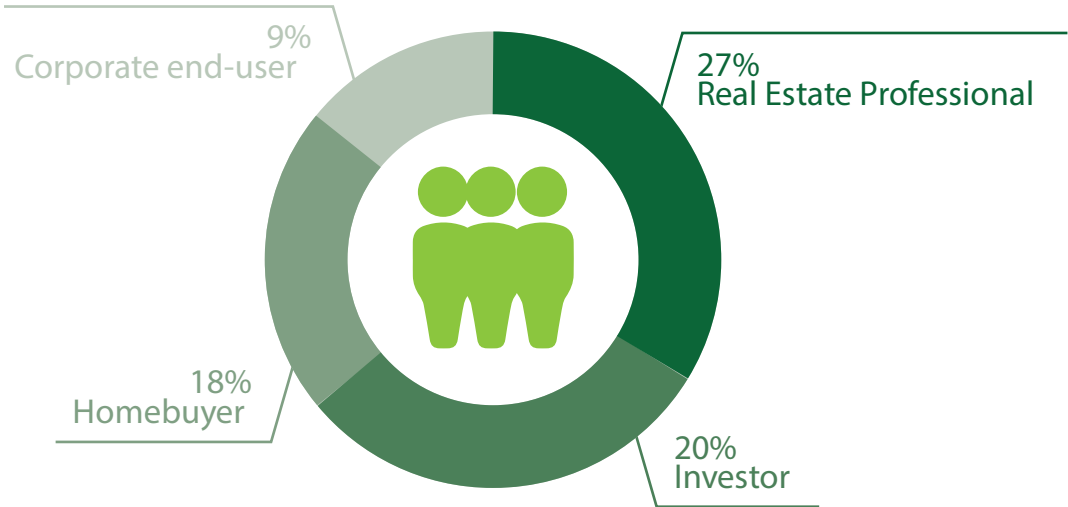
HOMEBUYERS' TOP REASONS FOR VISITING



PREVIOUS VISITS



VISITOR PROFILE



JEDDAH REAL ESTATE WORKSHOPS

The Jeddah Real Estate Market Overview Workshops, organised in association with JLL, took place on 2 November 2016, at the Jeddah Centre for Forums and Events with 12 speakers and 200 delegates attending from Saudi Arabia and GCC.

The Jeddah Real Estate Market Overview Workshops was hosted as a high-level, invitation-only seminar to facilitate the exchange of data and opinion as they relate to the Jeddah property market in particular and neighbouring cities.

The Workshops were chaired by Jamil Ghaznawi, National Director & Country Head – KSA, JLL.

The Jeddah Real Estate Market Overview Workshops delivered a high-profile platform for networking and information exchange. Speakers included visionary leaders market experts from around the world.

Main delegate profiles comprised of developers, investors, consultants and financiers.



Eng. Mohamed Salah Al Hindi,
CEO
Mfaz



Ozhan Kalkan,
Country Manager, UAE
REIDIN



Eng. Fadi Qassim,
CEO
Ewaan



Rob Jackson,
Regional Director
RICS



Jamil Ghaznawi,
National Director & Country
Head, KSA, JLL



Dr. Sobhi Agha,
CMO
SAB Holding



Eng. Jarallah Al Amrah,
CEO
Sumou



Usamah Al Senan,
CEO, Shamayel United
Development Company



Kailash Nagdev,
Managing Director, MENA
YouGov



Ziad Al-Bassam,
Vice Chairman, Jeddah Chamber
of Commerce and Industry
& CEO, Al-Bassam Group



Mounib Hammoud,
CEO
Jeddah Economic Company



Zuhair Hamzah,
CEO
SEDCO Development



“This was a thought-provoking and enriching event providing current updates on the growth of the Jeddah Real Estate Market. I have attended all prior ones and will surely attend the next event as well.” – Rohail Khan from Gulf International Bank



REAL ESTATE AWARDS JEDDAH 2016

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Real Estate Awards Jeddah 2016 was held on 2nd November, 2016 in order to recognize excellence in real estate development, design and architecture.

The Awards offer international architects and leading real estate developers, with projects based in Saudi Arabia, a prestigious platform from which to communicate a shared vision for the future, from culturally integrated city skylines to sustainable urban communities within the Kingdom of Saudi Arabia.



COMMERCIAL & MIXED USE PROJECT AWARD

Coastal Towers,
Emaar, The Economic City,
Bay La Sun, King Abdullah
Economic City, Kingdom of
Saudi Arabia



COMMUNITY & CULTURE PROJECT AWARD

Umm Al Momineen
(Streetscape),
Holy Makkah Municipality,
As Shouqiya, Makkah Al
Mukarramah, Kingdom of
Saudi Arabia



LEISURE & HOSPITALITY PROJECT AWARD

Royal Greens Golf Course,
Emaar, The Economic City,
Al Murooj District, King
Abdullah Economic City,
Kingdom of Saudi Arabia



RETAIL PROJECT AWARD

Mall of Hejaz,
EEC- Emaar Economic City,
Hejaz District - King Abdullah
Economic City



RESIDENTIAL PROJECT AWARD - BUILT

568 Al Zahra Residences,
Lifestyle Developers,
Jeddah, Kingdom of
Saudi Arabia



RESIDENTIAL PROJECT AWARD - FUTURE

Al Baydah (Sustainable
Model Village),
Omranियoun,
Al Baydha District, Makkah
Al Mokarramah, Kingdom of
Saudi Arabia

“It is with great honor we receive the award for the Commercial and Mixed-Use Project for the Coastal Towers Beachfront development in King Abdullah Economic City (KAEC). The award acknowledges our commitment to creating exceptional places to serve the business, residents and leisure demands of the Kingdom of Saudi Arabia.” – Michael J. Hernandez from Emaar, The Economic City

“We are thrilled and honored to receive this award. Lifestyle Developers is continuously striving to raise the standards and to make a difference. We uphold an infinite sense of responsibility in that our developments have a profound impact on the communities in which we build and we aim to create exceptional developments that will thrive both today and for years to come.” – Mr. Sultan Sobhi Batterjee from Lifestyle Developers

MARKETING CAMPAIGN 2016 IN NUMBERS



More than
75
newspaper and magazine adverts
across Saudi Arabia, GCC and
international publications



Over
100
TVC ads in 3 regional
TV channels



Over
11,000
invites via post



Over
700,000
email invitations sent



Over
1.9 million
SMS invitations sent to industry
professionals and private investors



More than
\$630,000
Total PR Coverage Value



Over
41,107
unique website visitors for
the duration of the year



More than
1,160
top job titles personally
invited by telephone

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AGAIN NEXT
YEAR!
1-3 NOVEMBER 2017
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