

Welcome to the

International Electrical & Home Appliances Fair, IEHAF 2016

It is thought and composed to be an Electronic & world class Brands gathering event that will bring under one roof, thousands of the biggest innovative and high-end quality electronics and home appliances, manufacturers, dealers, suppliers, businessmen looking for potential investment opportunities and consumers, all at the IEHAF first debut. As suppliers are on one hand looking to tap ever growing Saudi Arabia's consumer electronics



market and on the other hand end-consumers will experience the latest cutting-edge of the must have essential appliances and households that ensure safety, comfort and luxury which smart homes is all about.

The Saudi Market

AV Sales : USD 3.6bn in 2014 to USD 4.9bn in 2018

USD 8.1bn Electronics Market in KSA
USD 3.9bn Imports of Electric Home Appliances

Computer Hardware Sales: USD 2.3bn in 2014 to USD 2.7bn by 2018

A HUGE
INDUSTRY
CONTRIBUTES TO
ECONOMY OF
NATIONS

In addition, the remarkable Saudi market is well known with:

- Local representatives of strong global brands lead sales
- Hypermarkets poses strong competition to electronics and appliance specialist retailers
- Stronger growth expected for forecast period due to economic growth, A rise in home ownership and strong residential construction, and strong population growth.

Source: - Business Monitor International, Saudi Arabia Consumer Electronics Industry Update

Why Jeddah?

Jeddah is a Saudi city located in the middle of the eastern coast of the red sea known as the Bride of the Red Sea and is considered the economic and tourism capital of the country. It is ranked the second largest city after Riyadh in the kingdom, with the largest port in the red sea.

Jeddah is the main gateway to the two holy cities, Makkah and Madinah. It received about 18 million religious tourists in 2015 with a population of over 5 million inhabitants, and soon to open the largest airport in the country with total area 12.3km² (storage area 3.9km²).

It accommodates 65% of the incoming goods through ports in Saudi Arabia. It enjoys the latest generation of largest container vessels with a capacity of 65000 TEUs).

Jeddah is expected to receive approximately 25 million visitors yearly by 2025. The private sector accounts 45% of the total projects providing 80% of the investment. The occupancy rate of hotels has been noticeably higher than Riyadh city with 78% Vs 58



Exhibition Profile

- Home & Entertainment Electronics
- Smart Home "Control Devices"
- Audio Entertainment "HiFi— Loudspeakers and high performance Audio"
- Home Appliances (Large household appliances, small electric domestic appliances, built-in kitchen units , electric domestic heating systems) - TV's , Refrigerators, Washing Machines , Vacuum Cleaners, Microwaves , Coffee Makers ..etc.
- Cooling and Heating Systems
- Imaging, Photo , Video , MP3 , Computing , memory solution
- Electronic Games
- IP - Net Solutions - Navigation - Aerials - View Cams Systems - Alarm Systems
- Display Sys. , Lighting Sys.
- Telecommunication , Mobiles and Suppliers
- TV and Radio Stations - Professional Media Suppliers



Why Exhibit?

- Launched to be a strategic marketing platform for International brands from around the globe
- Outstanding opportunity for all international brands thru which they can directly engage with their targeted audiences
- Communicate corporate strategic messages and preserve their image
- Explores market trends and demands
- Conduct specialized and public product sampling
- Conduct market & end consumers' surveys
- Analyze & evaluate competition
- Get cost-effective marketing exposure and branding to your target audience
- Multiply your business opportunities and develop B2B, B2C, and M2M relationships.
- Position and profile yourself as an industry leader
- First and Only Electronics and Electrical Home Appliances Exhibition in Saudi Arabia to satisfy the tech savvy local population
- Access the most diverse and high-to-mid net worth local consumers under one roof
- Expand business to new untapped markets and increase business reach and volume
- Excellent platform for launching new products
- Get cost-effective marketing exposure and branding to your target audience
- Cross & upselling platform
- Buyers await this shopping bonanza for exclusive deals and bundled offers which will be exclusively available in the exhibition.
- Better know competing services providers, manufacturers and suppliers

Visitors Profile

This unique consumer show with participating biggest names in the retail sector & international brands, it will attract a wide range of consumers, including technology enthusiasts, students and regional traders and IT professionals. The event will attract visitors from all over the kingdom and GCC Countries.

IEHAF 2016 also attracts thousands of public visitors, looking for unique launches and special offers across the best technology, communication and entertainment & home appliances products.



Visitors Promotion Campaign

An elaborate and focused media plan ensures the presence of customers from the affluent Saudi market. And a comprehensive Arabic & English visitor promotion campaign will comprise of the following to ensure our targeted visitor attendance to the show.

- Radio Spots
- Newspaper & Magazine Ads
- Media partner editorial coverage
- PR Campaign & Social Media Campaign
- VIP invitees & Direct mail and SMS invitations
- Billboards & hoardings
- IEHAF official website & Email campaigns
- Press Conference & Interviews



Venue:

IEHAF 2016 will be held at Jeddah Centre for Forums & Events owned by JCCI, a well-established and purpose built exhibition venue in Saudi Arabia. Known for its high standards of service and sophisticated infrastructure, set-up and owned by the Jeddah Chamber of Commerce and Industry, the exhibition center is a multi-functional venue which offers around 40,000 sqm of total area.



This state-of-the-art facility has an air-conditioned event space of 10,000 sqm including a modern conference hall, restrooms, a well-furnished business center, mosque, car parking facility for visitors, exhibitors and many more such facilities.

With its convenient location, the Jeddah Centre for Forums & Events is advantageously situated from the nearby business centers, government offices, malls and government offices on Madina Road.

IEHAF 2016 Organized by:

National Exhibition Company (NEC)

NEC has been one of the market leaders in the events industry in Saudi Arabia for more than 15 years providing state-of-the art of events services.

NEC is specialized in organizing, managing and operating exhibitions, conferences, seminars, and touristic, entertainment & shopping festivals as well as managing exhibitions centers and their peripherals from hotels, entertainment parks and commercials offices.

One of our main objectives is to deliver the events to the highest level of business standards and make sure that the demands and objectives of our customers are met and fulfilled. NEC is one of the companies of "Marei Bin Mahfouz Group", which is a well-known group and one of the top 100 firms in Saudi Arabia since 1965 as well as it is the first Stock market registered & ISO 9002 accredited exhibition company in the kingdom.

Our strategy relies on dedicating maximum efforts to serve the national economy by providing an appropriate environment for the promotion of Saudi National Products locally and abroad, strengthened through the transfer of expertise, technology and investment as well as increasing the confidence of customers in events organized by NEC by taking special attention to investigate and conduct researches before and after all its events, such as feasibility studies, market analysis and categories of visitors to ensure the trust and satisfaction of clients.

To leverage our organizational capabilities in producing high standard events that serve the economic development in the kingdom, NEC has entered into a strategic partnership with Informa ME as one of world leading event's organizers. This partnership resulted in bringing the well-known real estate event "Cityscape" into Saudi Arabia.

