



معرض مسكن العقاري
Maskan Real Estate Exhibition

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The most important annual exhibition

For the Real estate, investment and financing companies

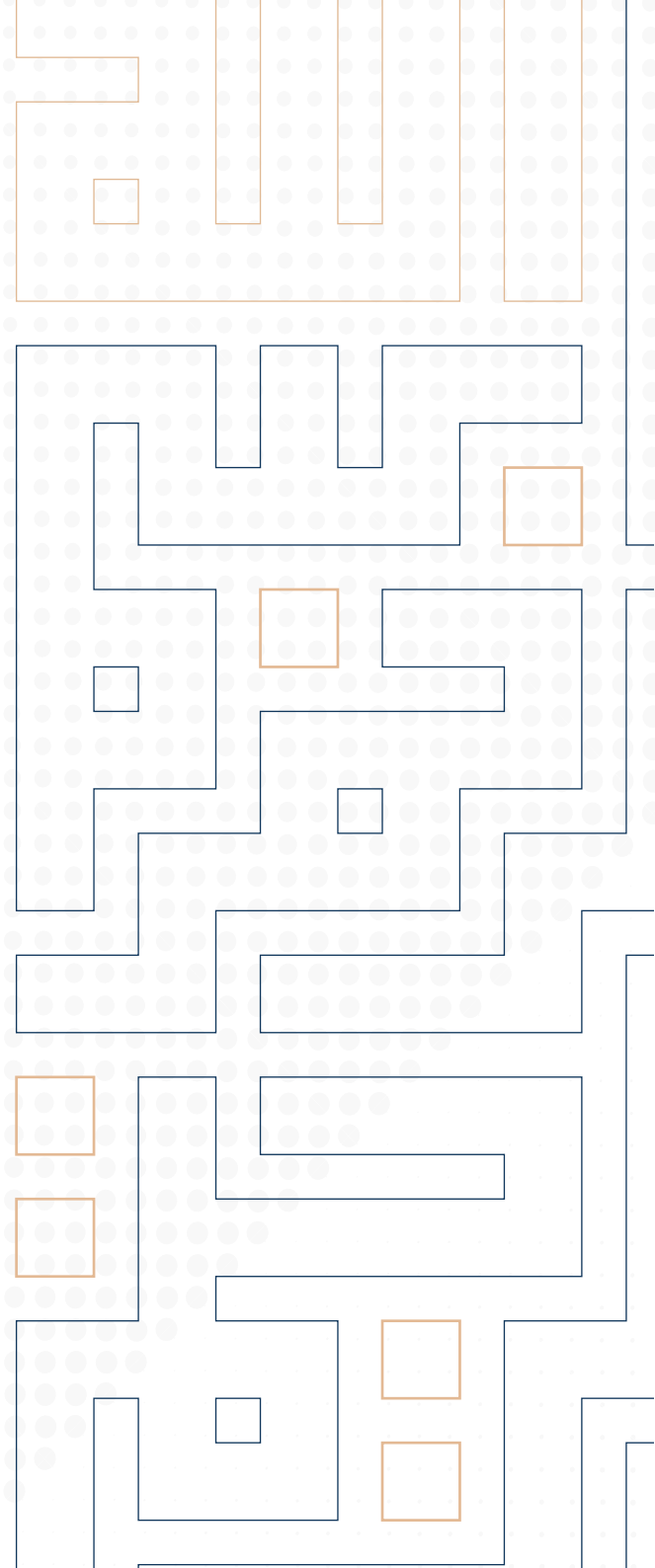
And everything related to housing

Residential Property Expo

The most important annual exhibition for real estate investment and finance companies and everything related to



الجامعة
الاسلامية
بمكة



Riyadh Front



معرض مسكن العقاري
Maskan Real Estate Exhibition

The Exhibition website



Click here



Start date

2023- 05 - 01

End date

2023 - 05 - 03



From 3pm to 10pm



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Maskan Real Estate Exhibition

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About the Exhibition

The Kingdom of Saudi Arabia provides permanent support to the housing sector, in addition to paying attention to the diversity of investment sources and The Kingdom's constant concern for people's ownership of houses.

The idea of the residential property fair came so that it makes it easier for the individual to own property according to his needs and gather everything related to housing in one place.





Our Vision

To be the pioneers in meeting the requirements of Individuals from infrastructure to real estate ownership.



Our Message








To be the first beneficiary destination In real estate services, provide concessional services in High quality .



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Why to choose Maskan Real Estate Exhibition ?

Goals:

- 01  Providing an integrated journey for the beneficiary starting with the idea until possession.
 - 02  The presence of developers and real estate investors from outside the Kingdom (KSA).
 - 03  Facilitate communication between contractors and infrastructure.
 - 04  Provide Interior Design consulting.
 - 05  Conduct workshops to address individuals and the business category.
 - 06  Launch of real estate investment funds.
 - 07  Organizing a real estate auction.
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01 ► Providing an integrated journey for the beneficiary starting with the idea until ownership.



02 ► Presence of developers and real estate investors from outside the Kingdom (KSA)

Real estate developers and investors from outside the Kingdom:

1. The exhibition provides a special area for real estate developers from outside the Kingdom.
2. Enable foreign investor to invest within the Kingdom.
3. Contribute to the diversity of real estate development within the Kingdom.
4. Contribute to reduce the cost of the property.
5. Linking external developers to in-house developers and leveraging their real estate development expertise.

03 ▶ Facilitate communication between contractors and infrastructure

Contractors' presence and infrastructure:

1. Support local industries and Saudi contractors.
2. Use the Saudi Contractors Authority to provide the beneficiary with the approved contractors in the Kingdom.
3. Provide engineering and architectural consulting to exhibition visitors.
4. Facilitate the process of communication between the beneficiary and contractors.

04 ▶ Provide Interior Design consulting.

Interior Designers Presence:

1. Provide consultations at Interior Design for exhibition visitors.
2. Exclusive discounts and offers for exhibition visitors

individuals workshops :

1. How to Own Your Dream Home ?
2. How to exploit spaces in housing ?
3. The importance of developing and improving financial management, tight planning, and setting basic priorities for the individual's housing.
4. Real estate brokers and the effective role in real estate settlement.

Business workshops:

1. Real estate development within Saudi Arabia.
2. The role of banks and real estate funds in supporting real estate development and real estate loans.
3. Real Estate Appraisal Authority.
4. Real estate brokerage and its effective role.
5. The role of white land in the real estate market.
6. (Wafi) Sales program on the map.
7. The role of technology in the future of real estate marketing.
8. Sustainability in friendly homes.
9. Ways to introduce modern technologies into housing

06



Launching real estate investment funds.

Real Estate Investment Funds:

1. Launch of real estate funds for Maskan Real Estate Exhibition.
2. Launch agreements serving individuals and the business category.

07

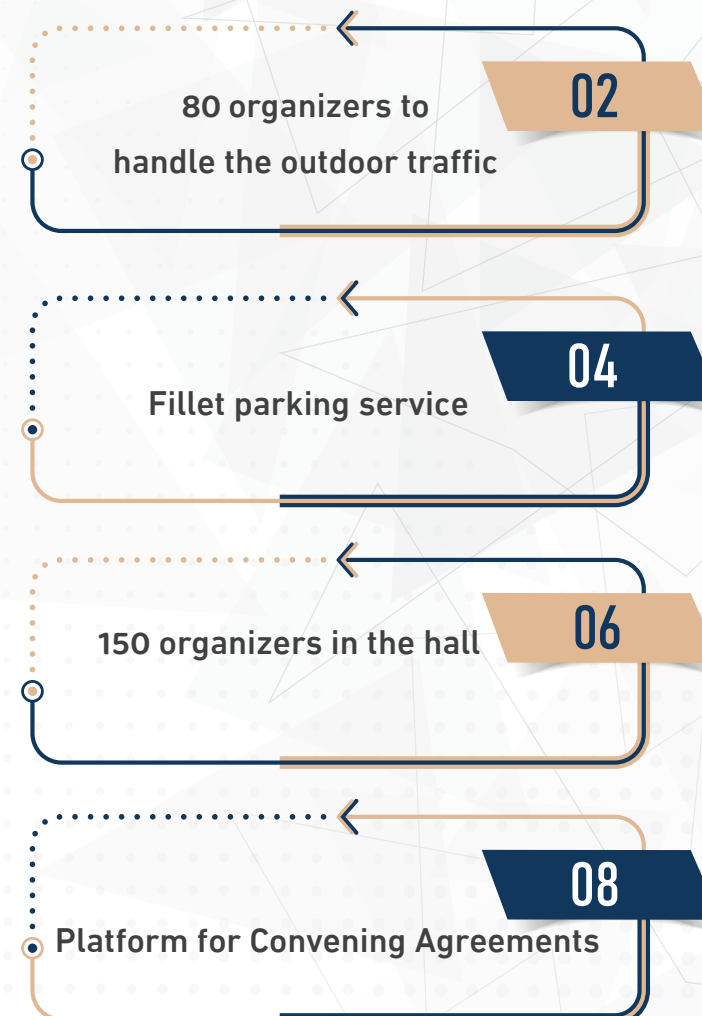
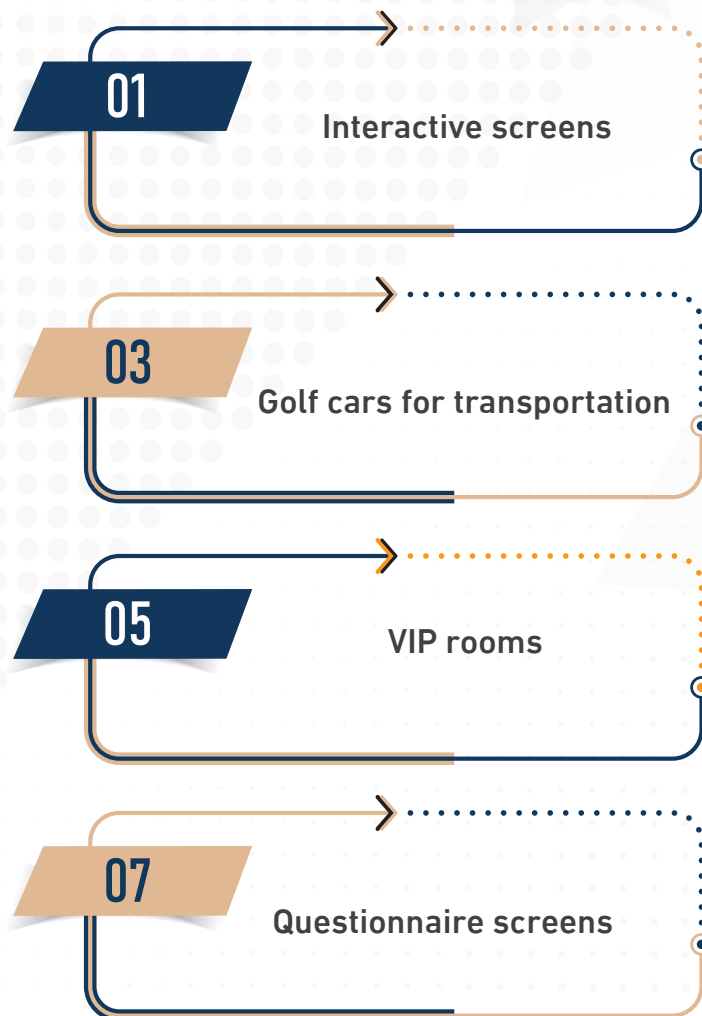


Organizing a real estate auction.

Benefits of a real estate auction:

1. The first auction of its kind (inside a real estate exhibition) and exclusive to the Maskan Real Estate Exhibition.
2. Special real estate auction under the supervision of the Ministry of Commerce dedicated to the Maskan Real Estate Exhibition.
3. Attracting investors from inside and outside Saudi Arabia.
4. Opening the door for foreign investment in Saudi Arabia.

Logistics services



Events:



Real Estate Exhibition



Workshops



Auction

Sections:



Developers' Area Funding
Channels Inside KSA

Developers' Area
Outside KSA



Contractor area infrastructure
& furniture makers



Auction Section
and Workshops



Exhibition Map



Benefits of sponsorship

Sponsoring the exhibition is one of the special benefits of the leading companies in the real estate, finance, and banking sectors in the Kingdom and the Gulf countries..as it is the largest annual real estate event in the Kingdom of Saudi Arabia in terms of size, attendance and media coverage..and the great attention, follow-up and attendance it receives from various (official) real estate and financial leaders and personalities. and private) in addition to its wide and strong marketing and media position among citizens interested in the real estate market, housing projects, financing programs, and everything related to housing.

Companies that obtain the privilege of sponsorship at all levels get a set of media and organizational advantages:

1. Free space in a special location of the exhibition according to the level of care...
2. Place the name and logo of the company on all different media and advertising materials that accompany the exhibition
3. Present a tribute shield at the official opening ceremony (high-profile official figure).
4. Highlight the names of sponsors/companies in extensive news coverage and press reports in all Saudi media and Gulf.
5. Allocate a set of official invitations to attend the official opening ceremony directed by sponsoring entities and companies to their major customers.
6. Place the name and logo of sponsoring entities/companies on the exhibition's website viewed by thousands of interested And followers of the Saudi and Gulf real estate sector.
7. Prioritize the allocation of seats at the front of the venue of the events accompanying the exhibition.

Benefits of diamond sponsorship

Sponsoring the exhibition is one of the special features of the leading companies in the real estate, finance and banking sectors in the Kingdom and the Gulf countries..as it is the largest annual real estate event in the Kingdom of Saudi Arabia in terms of size, attendance and media coverage..and the great attention, follow-up and attendance it receives from various (official) real estate and financial leaders and personalities. and private) in addition to its wide and strong marketing and media position among citizens interested in the real estate market, housing projects, financing programs, and everything related to housing.

Entities and companies that obtain the privilege of sponsorship at various levels get a set of media and organizational advantages:

1. Free space in a special location of the exhibition according to the level of care...
2. Place the name and logo of the company on all different media and advertising materials that accompany the exhibition
3. Present a tribute shield at the official opening ceremony (high-profile official figure).
4. Highlight the names of sponsoring entities/companies in extensive news coverage and press reports in all Saudi and Gulf media
5. Allocate a set of official invitations to attend the official opening ceremony directed by sponsoring entities and companies to their major customers.
6. Place the name and logo of sponsoring entities/companies on the exhibition's website viewed by thousands of interested and followers Saudi and Gulf Real Estate Sector.
7. Prioritize the allocation of seats at the front of the venue of the events accompanying the exhibition.
8. Provide a special platform to sign contracts and partnerships during exhibition events with media coverage and documentation
9. Allocate advertising space in the interactive screens located in the entrance of the hall which will consist of the attendance.

Maskan Real Estate Exhibition ٢٠٢٢-٢٠٢٣

The table below shows what has been done at and what will be done at Maskan Real Estate Exhibition 2023

To achieve the vision of 2030 by supporting Saudi labor and attracting foreign investment, the real estate home aspires 2023

Reach the largest number of beneficiaries and increase the number of visitors.

	Maskan Real Estate Exhibition 2022	Maskan Real Estate Exhibition 2023
sections	Real estate developers within the Kingdom	Real estate developers within the Kingdom
		Real estate developers outside the Kingdom
	Funding Channels	Funding Channels
	Honoring Platform	Contracting & Infrastructure
Logistics services		Furniture and Design Makers
		Real Estate Auction
		Workshops
		Honoring Platform
Media plan	Senior Business Reception Hall	Senior Business Reception Hall
		Deploy interactive questionnaire screens
	Television Channels	Gulf Cars for transportation
	Local newspapers	Interactive ground and wall screens
		Television Channels
		Local newspapers
		Influencers within the Kingdom
		Influencers outside the Kingdom

 **Sponsored by:**



وزارة الشؤون البلدية
والقروية والإسكان
Ministry of Municipal Rural Affairs & Housing

 **Idea and organization:**



SADAF صدف

Organizing Exhibitions and Conference
لتنظيم المعارض والمؤتمرات

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