



ITE Qatar
International
Trade Exhibition
2012



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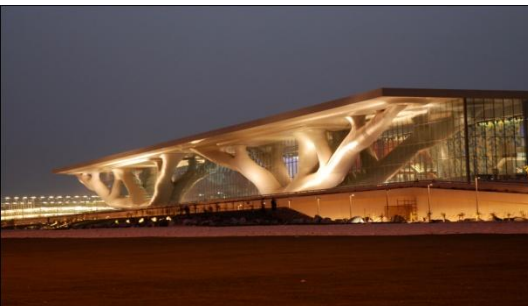
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Overview

Ideal place to gain a foothold in Middle Eastern market



Expo Features

- **Largest in region premium exhibition & business forum**
- **International hub for leading marketplace investors to meet top franchise systems**
- **New companies from more than 50 industry sectors looking for exclusive business partners or distributors**
- **Convergence of international business community in Doha**
- **Most comprehensive four day event in Qatar and Middle East, dedicated to developing entrepreneurship and creating sustainable partnership for wealth creation**





Expo Features

Mission

To bring together world leading business opportunities, franchise options and support services to an audience of successful and aspirant entrepreneurs who have the motivation and capital to invest in new business ventures.

Vision

To be the International Trade Expo of first choice in MENA. Become a central point for sourcing information, reviewing latest business trends, investment niches, technology tendencies, manufacturing innovations, distribution expansion & other opportunities open in Qatar & Middle East.





Market

Society that provides opportunities for all

Why Qatar?

- ❖ **World's number one fastest growing economy**
- ❖ **Culture of opportunity through government investments and participation of MNC's**
- ❖ **Over US\$140 billion invested by the government for expansion in various sectors**
- ❖ **Multi-ethnic population with high disposable income**
- ❖ **Over 400,000 high net worth individuals with more than \$2 trillion together available for investment in Middle East**



Qatar's Latest Initiatives

- ❖ Qatar Science & Technology Park (QSTP) to provide world class research facilities to companies like Microsoft, Rolls Royce, GE, Shell.
- ❖ QSTP to raise over \$100 million in venture capital fund & \$8 billion for research in healthcare initiatives.
- ❖ World class sports academy, Aspire, which houses the world's largest indoor sports dome.
- ❖ Qatar Airways aims to treble its fleet to 120 aircraft by 2015 & has placed over \$15 billion in aircraft orders to develop a cargo service.
- ❖ Qatar's successful 2022 world cup bid to accelerate large-scale infrastructure projects like Metro, Qatar-Bahrain causeway and etc.





Exhibitors & Visitors

Get connected to the world's most exciting businesses

Why Exhibit?

ITE QATAR 2012 aims to help exhibitors to:

- Identify business & trade opportunities
- Know the potential of their company for Investment
- Establish local contacts
- Build business alliances, appoint agents & expand franchising
- Explore joint venture opportunities on global level
- Launch new products to regional & global audience
- Show company's innovations
- Meet decision makers & network with high profile business professionals
- Reach out first-hand to real buyers or investors
- Test new markets
- Place direct investment



Why Visit?

At the **ITE QATAR 2012** visitors can:

- ❑ **Get access to hundreds of current international trade leads**
- ❑ **Compare licensee and distributor opportunities**
- ❑ **Compare business ideas and franchise opportunities**
- ❑ **Discover ways to generate additional income for existing businesses**
- ❑ **Find suppliers or partners for existing business**
- ❑ **Become an Agent**
- ❑ **Find international partners**

More than 10,000 ready-to-invest Qatari and Gulf entrepreneurs are expected.



- Manufacturers**
- Retailers**
- Importers**
- Vendors**
- Property Owners**
- Restaurant Owners**

- Franchisee & Business opportunity companies**
- Government Leaders**
- Trade Promotional Authorities**
- Trade Associations**
- Chambers of Commerce**

- Business Consultants**
- Service Provider Industry Representatives**
- Chief executive officers & senior managers of leading Qatari companies and holdings**

- Corporate Buyers**
- Marketing & Selling managers**
- Private Investors**
- Venture Capitalists & Business Developers**
- Media Representatives**



Sectors

Franchise Qatar / Infrastructure Qatar
Supply Qatar / Opportunity Qatar

Franchise Qatar

Face-to-face meeting that accelerate your expansion

- Surge in franchise sector across Middle East in past 15 years representing approx 70% of retail businesses.
- Huge potential for franchising opportunities in Qatar due to large demographic mix and bright economic future.
- Multi-ethnic population with high disposable income lends to an environment that's ready for new business ventures and budding enterprises.
- Over 400,000 high net worth individuals who have more than \$2 trillion together, are available in the region to invest in new businesses.





Franchise Qatar

Welcomes exhibitors representing following industries:

Retail: Supermarkets, Department stores, Clothing, Accessories, Kids products etc.

B2B: Business services (Accountancy, Law, HR, Marketing), Couriers, Property, Business training/coaching, Manufacturing etc.

F&B: Restaurants, Café's, Food products (Sweet, Baked products), Catering etc.

Beauty, Health and Leisure: Cosmetics, Spa, Beauty & Nail Parlors, Medical, Fitness & Sport clubs, Hotels & Motels, Travel agencies, Recreation etc.

Home and Garden: Maintenance, Pest control, Interior design, Furniture, Accessories, Home based franchise etc.

Services: Auto services (Rent & Repair), Training & Education, Event Management, Consultancy, Cleaning etc.

Media and Technology: Magazines, Prints, Signage, Internet, Telecommunication, Gadgets, Photography etc.



Infrastructure Qatar

Hub for information transmission and business exchange

Increasing attention to the non-oil sector. Heavy investment planned in key infrastructure facilities such as roads, ports, clubs, airports, rail networks and etc. **ITE QATAR** understands Infrastructure as the basic physical & organizational structure needed for the operation of a society. They are services and facilities necessary for an economy to function & essential to enable, sustain or enhance societal living conditions.

INFRASTRUCTURE QATAR includes facilities, production of goods & services, distribution of finished products to markets, as well as basic social services such as schools and hospitals, sports and hospitality.





Infrastructure Qatar

Welcomes exhibitors representing following industries:

Construction: Construction materials, Security & Safety, Engineering solutions, Architecture design, Landscaping, City beautification etc.

Roads & Transport: Equipment, Services, Materials, Management, Logistics etc.

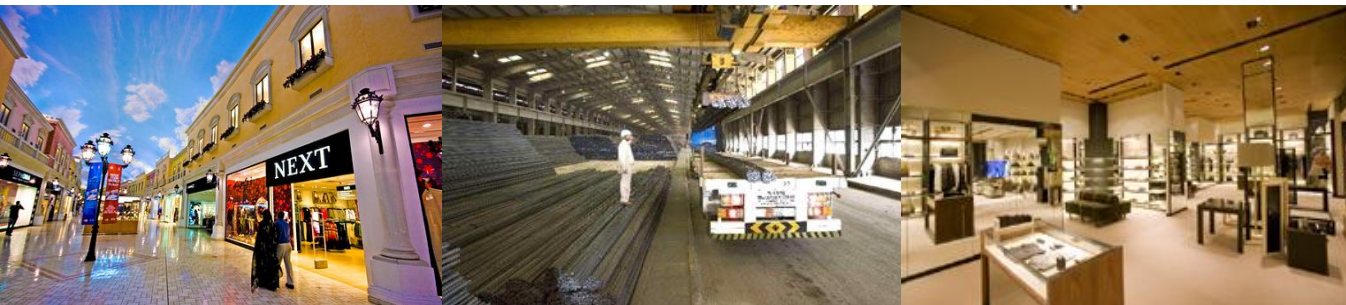
Tourism and leisure: Hospitality services & supplies, Hotel maintenance, Theme Parks, Tourism offices, E-tourism, Car rentals, Tourist transportation etc.

Education: Educational products, Teaching aids, Training supplies, Expertise, Distance Education, Special needs equipment and services, E-learning, Student programs etc.

Sport: Facilities, Sports engineering, Sport materials, Sport management, Sports medicine equipment, Laboratories & Professional Sports etc.

Tremendous opportunities for new products and services

- Increasing reliance on imports.
- Project requirements have risen by 365% from 2004 to 2008.
- Import of base metals, primarily iron and steel, required to keep pace with various energy sector, infrastructure and industrial projects.
- Market for retail space is booming as huge new malls and centers are being built requiring several consumers goods providers to populate them.





Supply Qatar

Welcomes exhibitors representing following industries:

Industry: Machinery, Spare parts, Raw materials, Equipment/Devices, Maintenance services, Training & Technical qualifications etc.

Technology: Electronics, Mechanical products, Air conditioning & Refrigeration systems, Telecom suppliers, Hardware, Technological solutions, Internet services, Programs, Engineering services, Latest in Computer Field etc.

Media: Inks, Colors, Paper products, Information support, Artistic production, Advertising, Technical equipment, Public Information, Television, Radio, Magazines etc.

Design: Furniture & Accessories, Interior Design, Decoration materials, Illuminations, Home Electronics, Advanced Home services, Antiques etc.

Fashion: Clothing, Footwear & Leather goods, Accessories, Cosmetics/Perfumes, Personal Entertainment, Home Health etc.

Opportunity Qatar

Smart innovations to create the future

- Over the next decade, introduction of fresh & creative business concepts blended with thousands of newly built facilities and projects will set the stage for a great revolution of neo-consumerism.
- Brand new ideas, designed to deal with local industrial needs, service issues, culture and sensitivities to its taste, style or religious needs are welcome to showcase at **ITE QATAR 2012**.

OPPORTUNITY QATAR exhibition sector aims to showcase new inventions, business model technologies & products, of companies and individuals willing to make the new products a reality. It is the best platform for encouraging ideas & new markets penetration.





Events

A base for meeting, cooperation and exchange



Corresponding Events

ITE QATAR 2012 will feature

- **Extensive choice of expert advisors**
- **Informative seminar programme featuring experts from the International Franchise and Trade Associations, members from the legal & finance professions, business advisers.**
- **Presentation areas will enable exhibitors to showcase their franchise, license, brand and business concept**
- **Will enable exhibitor's to heighten exposure to more than just their booth space & allow to increase their lead generation & conversion rate.**

ITE QATAR 2012 International Conference and seminars will compliment the exhibition with high-powered sessions of in-depth presentations by distinguished speakers.

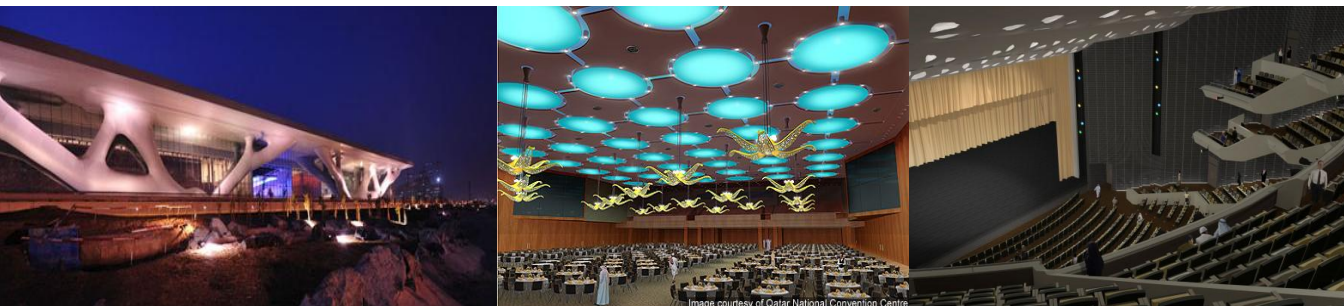


Venue

Boasting iconic design and cutting edge facilities

ITE QATAR 2012 will be held on an area of 15,000 sq meters at the Qatar National Convention Center in Education City, one of the facilities of Qatar Foundation for Science, Technology and the Development of Society.

- First of its kind being built to gold certification of U.S. Green Building Council's Leadership in Energy and Environment Design (LEED).
- Architecture is centered on a steel replica of the Sidra tree, an icon in Qatari history and culture & the symbol for Qatar Foundation.
- Facilities include 40,000 m² of exhibition space, Conference hall for 4,000 delegates, Banquet space for up to 10,000 in exhibition halls, Luxurious lounges, Hospitality suites, Business centre, Media rooms, which are all available within its 177,000 sq meters space.





Organizer

Main powerhouse behind the concept



Organizer

Qatar Promotion Board (QPB) W.L.L. is 100% Qatari investment company established in 2004 with a capital of 150 million Qatari riyals.

QPB believes in the important role of the private sector in achieving the vision of Qatar 2030 goals. It took the initiative to organize the **International Trade Exhibition** which will contribute to transform Qatar by the year 2030 into a well-developed nation that is able to achieve sustainable evolution. The company has already invested more than 500 million Qatari Riyals in the industrial, energy sector, construction, agriculture, interior design, and education. QPB is one of the top private companies in Qatar today.

Chairman of **Qatar Promotion Board** is Mr. Yousef Bin Ahmed Al-Kuwari, a well-known Qatari businessman locally and internationally.



Qatar Promotion Board

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