

GULF NEWS 

 **INDIA**
PROPERTY SHOW

10th – 11th JUNE | HALL NO – 05
DUBAI WORLD TRADE CENTER
DUBAI

100+

DEVELOPERS

Be part of India's biggest property show
in the Middle East

ABOUT UAE

Over 3,420,000 Indian expats are estimated to be living in the UAE, which is over 38 percent of the total population of the UAE. Indian contact with the emirates that now constitute the UAE dates back several centuries, as a result of trade and commerce between the emirates and India. The UAE has experienced a tremendous increase in the population of resident Indians who initially migrated to the country as a result of opportunities in petroleum. Now, Indians are key to the UAE's construction, retail, financial services, healthcare, manufacturing and transport sectors. A sizable minority of Indian migrants are involved in professional services and entrepreneurship. Accelerated recovery from the Covid-19 pandemic spearheaded by the opening of Expo 2020 Dubai is set to deliver strong economic growth in 2022 and into 2023. In its latest economic outlook report, the DED predicts GDP will grow by 3.1% this year and by 3.4% in next year. Real estate activities also achieved a growth rate of 2.4% during Q1 2021, compared to Q1 2020, contributing to 8.7% of real GDP. UAE government took immediate precautionary measures to ensure the safety of both citizens and businesses. That is why Dubai has been and continues to remain one of the top five global cities for entrepreneurs. The Dubai government is generously supporting businesses by offering simultaneous packages along with a 25-98% reduction in the costs of doing business

MAXPO
Real Estate Exhibition Organizing

MAXPO Exhibitions, for more than a decade, has been conceptualizing and establishing Exhibitions, Trade-shows and Business Events across the globe. The vision of the Company is to ensure persistent commitment to achieving excellence and innovation through quality events and brilliant business expanse. Our prime focus is on lifting the SMEs and in raising the corporate companies by creating business-centric avenues where they can exhibit their products, find exposure to technological advancement, gain an edge over competitors and get ready for global challenges. The events and shows organized by MAXPO have succeeded in delivering excellent return on investments for all the stakeholders and built long term professional relations with all clients and ensured optimum customer's satisfaction for everyone that has partnered with our Company. With a team of energetic, committed and focussed individuals, Maxpo has recurrently delivered world-class and incomparable services to its clients and with its vision, it is recognized as a leader in Trade Shows and Event Management

GULF NEWS 
PRESENTS

The GULF NEWS is the only largest circulated English daily published from Dubai. Launched in 1978, and is currently the largest English language news brand publisher in the Middle East. It is also home to the most visited news website in the UAE. GN Media is also the home of a contract publishing division, and a magazine arm that publishes, among other titles, GN Media is also the owner of getthat.com, a major portal in the UAE for buying or renting property, Gulf News attract a wide range of dynamic, cosmopolitan and influential audience. So when you pair your brand with GN with our reach and content, the result are powerful and effective.

“BE A PART”

- **SELL PROJECTS**
- **BUILD CAPITAL**
- **FIND PARTNERS**
- **GROW YOUR BUSINESS**

If you are a real estate Developer from India with a keen interest in Exploring New Market opportunities and expanding your client base, India Property Show is the place to be in 2023. To be held in Dubai, this two day Mega-Exhibition of properties promise to get you one-on-one with high-net worth customers and investors on a global platform



A photograph of the Dubai skyline at sunset, featuring the Burj Khalifa as the central focus. The sky is a mix of blue and pink, and the city's lights are reflected in the water in the foreground.

“INVESTMENT”

WHY SHOULD NRIs INVEST IN INDIA

The NRIs see investing in Indian real estate as a profitable investment opportunity that will give them a good return on their money and help them diversify their investment portfolio. NRIs in the Middle East have shown a marked preference for investing in large cities across India. Recent trends show that NRIs are seeking spacious, smart, modern spaces that support the 'new normal' lifestyle in terms of flexibility or energy efficiency. They prefer well-connected and self-sufficient gated communities with open spaces that are close to the city. There are nearly 25 million NRIs and 30 million Overseas Citizen of India (OCIs), making overseas Indians the world's largest diaspora. In fact, at nearly \$85bn annually, India is the highest recipient of remittances globally. The steady flow of remittances has also played an important role in financing of the trade deficit. NRIs, based on their life goals, require a very differentiated investment advice. There is also an increasing preference among NRIs for second homes, which are now viewed as investments that can provide a steady income stream. Government reforms such as RERA Act (Real estate regulatory authority) have also infused confidence in NRI's

An aerial view of a city skyline at sunset, featuring a prominent skyscraper on the left and a red overlay box containing text. The sky is filled with soft, golden light and scattered clouds. The city below is illuminated by the setting sun, with light trails from traffic on a major road visible in the foreground.

HIGH NETWORTH EXPATRIATES

- ❖ Meet potential HNI buyers & investors
- ❖ Liquidate your project to affluent NRI
- ❖ Brand visibility
- ❖ Boost your International Sales
- ❖ Opportunity to Showcase Current Projects
- ❖ Upcoming Projects
- ❖ Direct Sales Platform
- ❖ International Branding Exposure
- ❖ Cost effective for networking & advertising

INTEGRATED MARKETING

REACHING THE RIGHT PEOPLE

Leveraging media to ensure maximum awareness and increased footfalls in a significant forte of India property show. If the past decade is any yardstick, the 2023 Expo will be an even bigger property showcase and is guaranteed to attract even more genuine home buyers this year.

- ❖ Exclusive advert space in Gulf News
- ❖ Web advertising and online publicity
- ❖ Flyer insert campaign in leading publications
- ❖ 5,00,000 highly personalized invitations by mail
- ❖ Branding in key outdoor locations
- ❖ Social media connectivity via groups on various social media platforms
- ❖ Radio advertisement for over 1000 spots in leading radio stations
- ❖ Personal invitations to VIPs & Government Officials
- ❖ Promotional Campaign in Malls , multiplex, Restaurants, Supermarkets
- ❖ Print ads in Gulf News
- ❖ TV
- ❖ Radio



"SPONSORSHIP"

BENEFITS & OFFERS

PLATINUM SPONSORSHIP

- Investment – 35,000 USD
- Premium stall space at the entrance
- Company branding in all the marketing collaterals (Print / TV / Outdoor activities)
- Pre-event social media coverage (Facebook/ Twitter / Google+ / LinkedIn) highlighting the company profile and project details
- Company logo will be highlighted under the tagline mention
- Exclusive venue branding (Registration desk / Maintenance / Box branding/ Hi-tea area branding / Standees at various places)

VALUE ADD-ONS:

- You get Full page advt in gulf new paper @ Dubai during the event .
- Additional Tables, Chairs, Lights etc.
- Lunch for the exhibitors during the event
- Visitor database sharing

GOLD SPONSORSHIP

- Investment – 30,000 USD
- Premium stall space at the entrance 18 sq mtr
- Company branding at all the marketing collaterals (Print media/ TV partners/ Outdoor activities)
- Pre-event social media coverage (Facebook/ Twitter / Google+ / LinkedIn) highlighting the company profile and project details
- Company logo will be highlighted under the tagline mention
- Exclusive venue branding (Registration desk / Maintenance / Box branding/ Hi-tea area branding / Standees at various places)

VALUE ADD-ONS:

- You get half page advt in gulf new paper @ Dubai during the event .
- Additional Tables, Chairs, Lights etc.
- Lunch for the exhibitors during the event
- Visitor database sharing

SILVER SPONSORSHIP

- Investment – 25,000 USD
- Premium stall space at the entrance 18 sq mtr
- Company branding at all the marketing collaterals (Print media / TV partners / Outdoor activities)
- Pre-event social media coverage (Facebook / Twitter / Google+ / LinkedIn)
- highlighting the company profile and project details.
- Exclusive venue branding (Registration desk / Maintenance / Box branding/ Hi-tea area branding / Standees at various places)

VALUE ADD-ONS:

- You get quarter page advt in gulf new paper @ Dubai during the event .
- Additional Tables, Chairs, Lights etc.
- Lunch for the exhibitors during the event
- Visitor database sharing

PREMIUM STALL

- 12 Sqmtr Advt Package USD 14500+RERA
- 12 Sqmtr Only Stall USD 12500+RERA

NORMAL STALL

- 9 Sqmtr Advt Package USD 8500+RERA
- 9 Sqmtr Only Stall USD 7500+RERA

Proptech Conference & Awards 2023

1. The Role of Government in The Propelling Proptech Sector:

- The Steps to be taken
- Workable Strategies
- Future Tech Planning for flourishing the real estate sector

2. Real Estate Entering Metaverse

- The Transformation Strategy
- The Planning for the journey of change
- Opportunity pursuit in the limitless world
- Is digital real estate beyond metaverse?
- Unlocking the opportunity of Metaverse for real estate investment

3. The Technology Shift in Real Estate

- How Technology will help build a sustainable Real Estate Future

4. Role of AI & Data Analytics in Real Estate

- How AI will change communication with customers?
- How technology has been leveraged by real estate to execute & translate Designs?
- And is it translating to a cost-effective real-time execution?
- Why do developers need to adapt technology to stay relevant in the era of millennial investors?

5. Panel Discussion on Digital Shift in Real Estate & Property Management

6. Real Estate Crowdfunding: Token to create an ecosystem

- How Crowdfunding can shape future investments in real estate?
- Detail discussion about benefits and opportunities it brings for real estate
- Can technology make investment convenient, transparent, and efficient with digital platforms

7. Proptech Global Landscape: Pursuit of Venture Capital

- Recent geographic hotbeds in Proptech?
- Sector Focus Cutting -Edge Technology
- Venture Capital Role in Driving a Shift in Technology across the built environment

8. Upheaval The Real Estate Platforms: From Old Ecosystem to Transformed Ecosystem

- Unfolding Portals Urge of Buying, Selling, and Managing Property
- Creating the need for digital platforms in Real Estate
- Method of tuning brokers and customers together through online platforms

9. A Blueprint for way ahead & enclosures



INDIA PROPERTY AWARDS – 2023 DUBAI

How one can participate in India Property Awards?

Participating in these awards involves a very simple process of filling a nomination form which requires your information for further process. The reputed real estate experts will thoroughly examine the entire data of candidates on different parameters to find out the selective ones. After that, an unbiased research and survey will be conducted to verify the background of the participant organizations. The jury members will finally decide the award winners based on different parameters.

The Opportunity

An exclusive opportunity for you to promote and raise the profile of your brand alongside the glamour of the premium awards ceremony that focuses on "QUALITY", which is integral to your brand's growth. The event will capture and showcase the value and quality of your brand and showcase it to a premium audience in an ultra-premium setting! You will also benefit from the exclusive opportunity to network and entertain prospective clients in the real estate sector.

AWARDS

- Best Residential Real Estate Developer of the Year - Affordable Housing
- Best Residential Real Estate Developer of the Year - Luxury Housing
- Integrated Township of the Year
- Best Real Estate Developer of the Year - Commercial
- Best Environment Friendly Project of the Year - Residential / Commercial
- Best Real Estate Consultants of the Year - Residential
- Most Admired Real Estate Brand of India
- CSR Initiative of the Year by a Real Estate Firm
- Innovative Real Estate Marketing Campaign of the Year
- Award for Timely Delivery & Customer Satisfaction in Real Estate
- Best Real Estate Company to work with
- Lifetime Achievement Award for Excellent Contribution in Real Estate Sector
- Special Achievement Award for Outstanding Contribution to the Real Estate Sector in India
- Best Emerging Residential Real Estate Developer of the Year - Affordable Housing
- Best Emerging Residential Real Estate Developer of the Year - Luxury Housing
- Best Most innovative project of the year
- Best Smart project of the year

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GLIMPSES FROM THE PAST

TO KNOW MORE

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