



ديكو بيلد  
DECOBUILD

معرض الديكور والتمميم  
ومواد البناء  
Decoration, Interior Design  
& Building Material Exhibition

# Post Show Report 2022



Dubai World  
Trade Center



20<sup>th</sup> - 23<sup>rd</sup>  
OCTOBER 2022



decobuildDXB



decobuild



decobuild



Decobuild Exhibition



Decobuild Exhibition





# The Ultimate Interior Design & Building Material Destination

Decobuild is an annual decoration, interior design and building material exhibition. The exhibition presents elite industry experts of building and construction materials, contracting, engineering consulting firms, interior design, furniture, banks and property finance, projects management, swimming pools & landscaping, aluminum & glass, and governmental establishments involved in housing, to showcase the best products and solutions for residential, commercial, hospitality and real estate developers.

The show aims to exploit the huge potential offered by the UAE market for building materials and interior design, and to create partnerships between the national housing establishments, organizations and the private sector.

It's an ultimate destination to source suppliers & network with industry professionals during four full-packed show days.



# A Glimpse Of Decobuild 2022



Exhibitors

+ 90



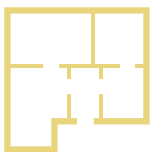
Visitors

+ 10,000



Workshops  
& Seminars

+ 20



Exhibition Space

5000

86 %

Of exhibitors closed deals or made sales

76 %

Exhibitors' retention rate for the past 3 years

71 %

Of visitors said they met qualified suppliers

66 %

Of visitors are returning visitors

52 %

Attended at least one workshop



VIDEO

WATCH



# A Glimpse Of Decobuild





# Everlasting Trading

## Demand



Residential Interior & Exterior



Office Design



Hospitality Design



Retail Design



Government Bodies Involved In Housing



Smart Homes Technologies & Appliances



Project Management



Engineering Consultancies



Banks & Property Finance Institutions



Fit-out Contractors

Industry Sector



Furniture & Textiles



Lighting



Building Materials



Home Accessories



Kitchen & Bathroom

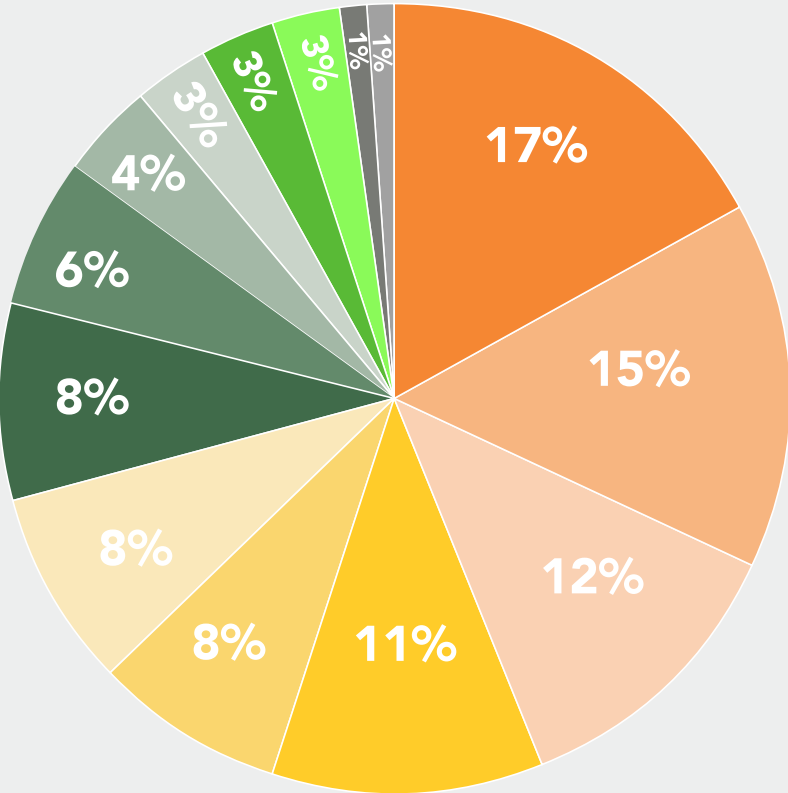
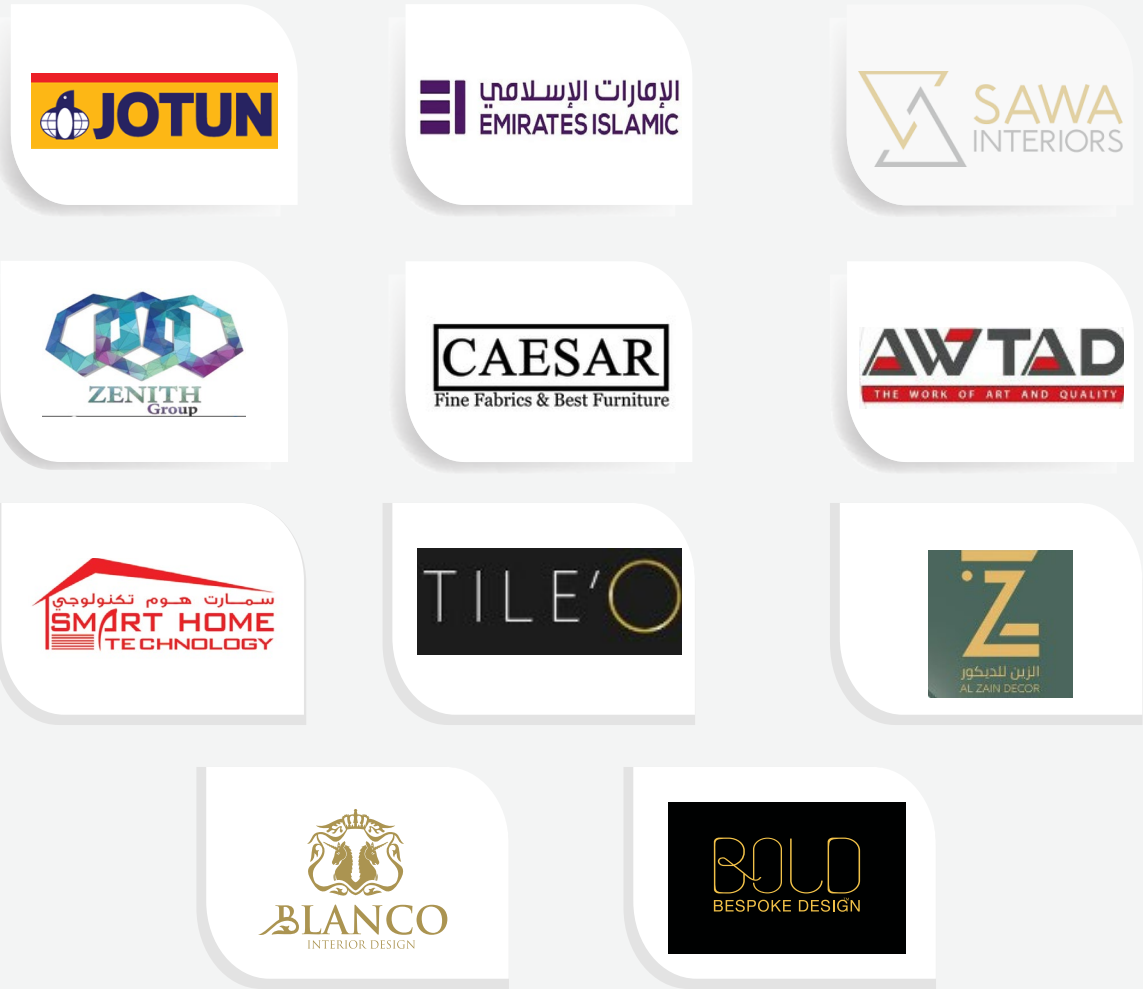


Surface & Flooring

Product Sector



# Exhibiting Categories



- Building Material Paints **17 %**
- Interior Design **15 %**
- Engineering Consultancy **12 %**
- Contracting Companies **11 %**
- Aluminum - Glass - Doors - Kitchens **8 %**
- Smart Homes - Elevators **8 %**
- Furniture - Textiles - Curtains **8 %**
- Landscaping - Pools **6 %**
- Ceramic & Sanitaryware **4 %**
- Gov. Housing Bodies **3 %**
- Lighting - light Design **3 %**
- Project Management **3 %**
- AC - MEP **1 %**
- Banks - Property Finance Bodies **1 %**



## Visitors Demographics

32 % 

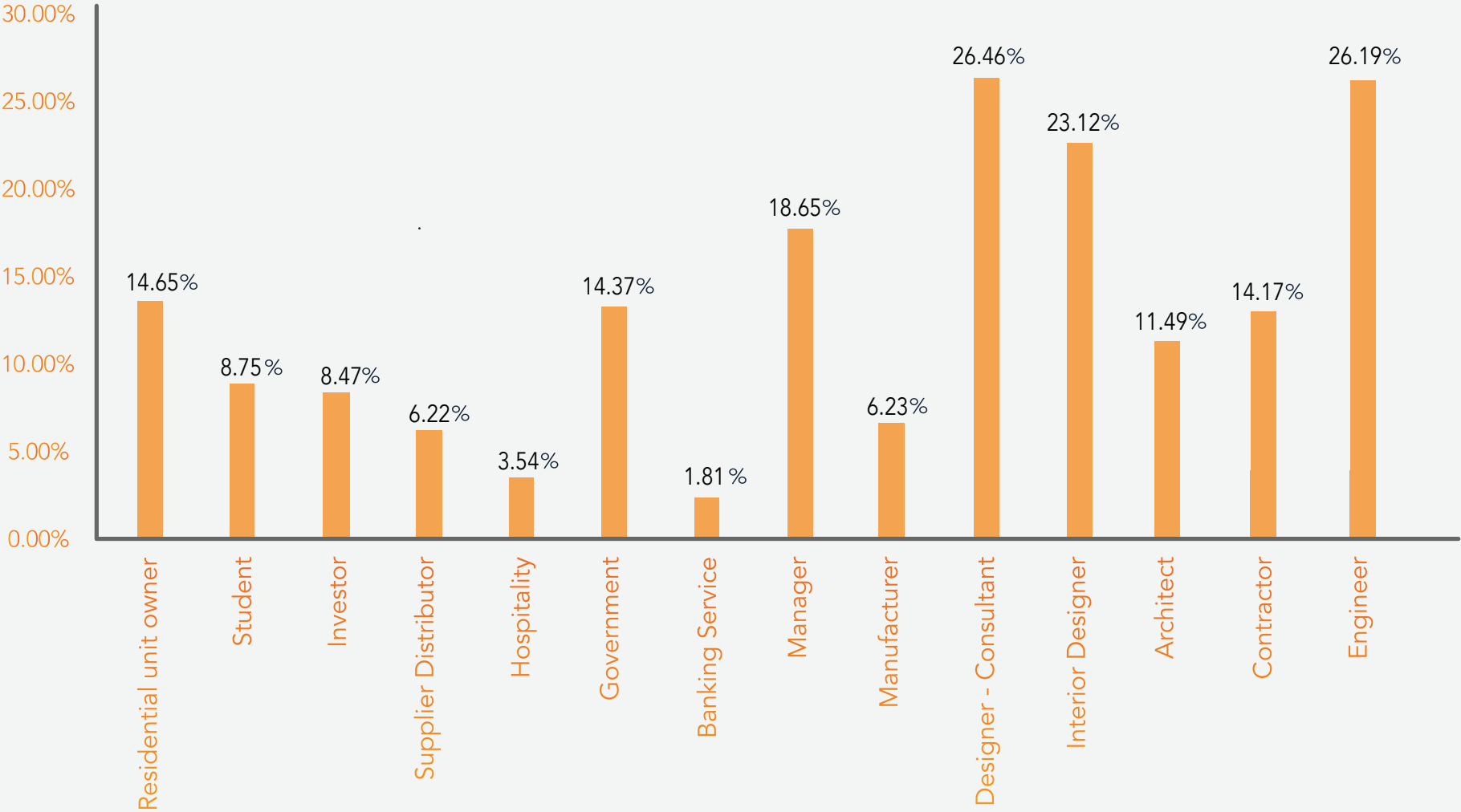
68 % 





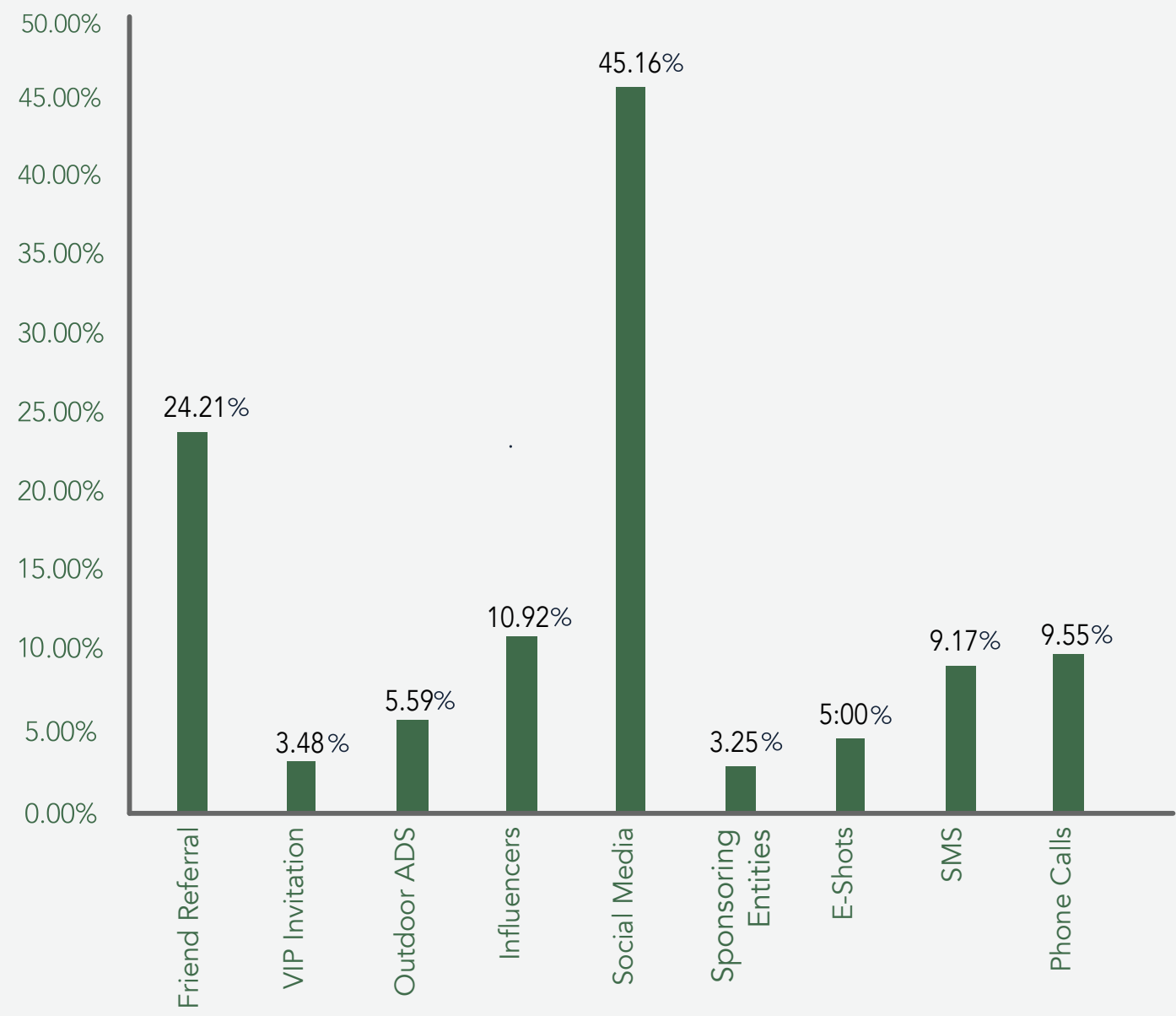


# Visitors Profiles





# Found Out About Decobuild



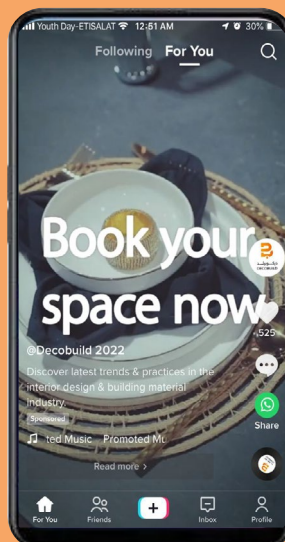




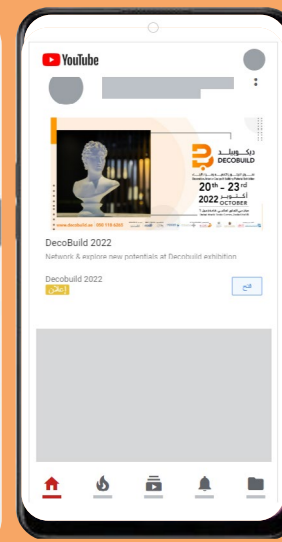
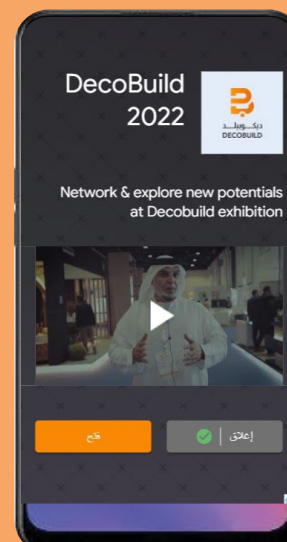
NABD Application



Social Media



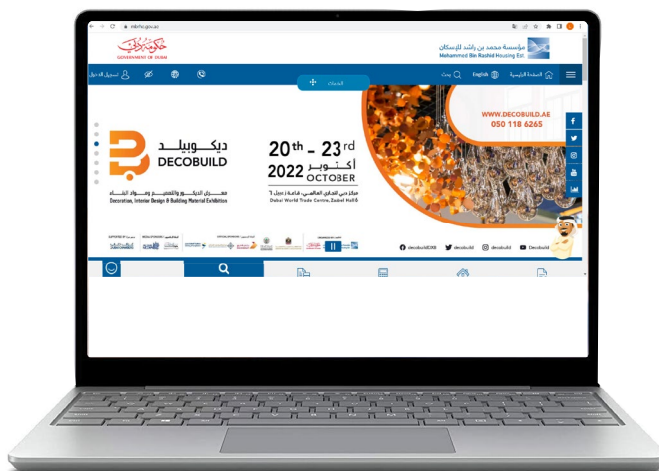
Google ADS



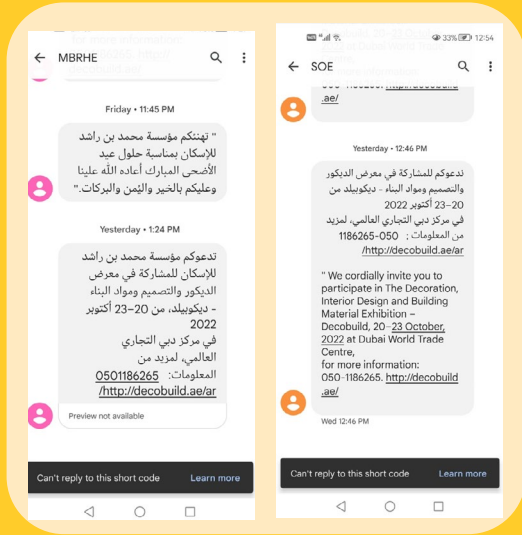
Sponsors IG



E-banner AD



Comprehensive Marketing  
& PR Campaign



SMS Campaign



UAE Barq



TV Coverage

## PR Campaign



Al Bayan Newspaper



Al Ittihad Newspaper



Teller Report

# Comprehensive Marketing & PR Campaign





Outdoor AD - LED Screen/JBR



Lampost  
Business Bay



LED Screen  
Jumeriah Street



LED Screen  
Sheikh Zayed Street



On-site Branding

**Comprehensive Marketing  
& PR Campaign**



# Comprehensive Marketing & PR Campaign

## Influencer Marketing



Eng. Tarek Al Hammadi



Munther Al Muzaki



Jasem Al Hindasi



Eng. Adnan Al Minhali



Khalid Al Matroshi



Eng. Aliaa Al Lootah



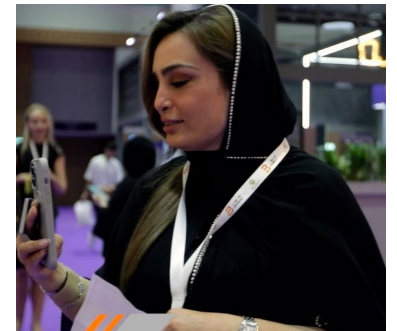
Eng. Sima Al Mansoori



Eng. Amna Al Rumaithi



Eng. Manar Al Ali



Eng. Zainab Al Baqees



# Latest Industry Insights From The Experts

1

Rights and duties  
in housing construction contracts

2

Fundamentals of Lighting Design

3

Settlement of construction  
contracts disputes

4

How to choose your colors?  
Be inspired by Jotun!



Eng. Kinan Sawan



Eng. Ezzat Al Barodi



Eng. Tarek Al Hammadi



Eng. Nour Al Jabri



Workshop by  
Rawana Flowers



Workshop by  
Jotun Paints

# Get In Touch

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