



kuwait

build & design week

8 - 11 February 2023

Kuwait International Fair, Mishref

2023 Event Brochure

**Your Destination for Kuwait's Build
and Design Markets**



www.kuwaitbulldesignweek.com

The largest build, construction and design event in Kuwait

Welcome to Kuwait Build & Design Week, formerly known as Kuwait Building Show. We are happy to announce the significant rebranding of the event to cater to the growing building, construction and design industries of Kuwait.

The 4th edition will host 4 specialised co-located events including the existing Build & Construction and Interior Design & Furnishing. In addition are the Pool, Garden & Outdoor Living Show and the Business Village which caters to the B2B segment of Kuwait Build & Design Week.

“

Every year, Kuwait Building Show always exceeds our expectations in terms of the quality and quantity of visitors who attend the event, we will definitely participate again in 2023.”

**Abir Hachem, Operations Manager, Al Barq
Technical Company**

”





Access the growing GCC Construction & Design Markets

Welcome to Kuwait Build & Design Week, formerly known as Kuwait Building Show. We are happy to announce the significant rebranding of the event to cater to the growing building, construction and design industries of Kuwait.

4th

Edition

200+

Exhibitors

7,000+

SQM Exhibition Space

6,000+

Professionals & Consumers

150+

VIPs & Press

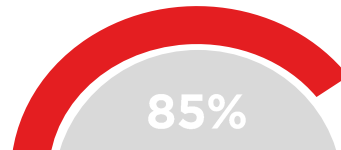
4

Days

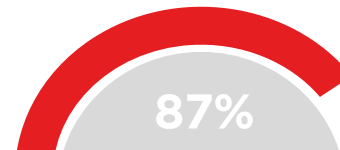
Where innovation and design trends come together in one place

Kuwait Build & Design Week is the only event of its kind in Kuwait where broad selections of build, construction and design products are available in one select venue. This is where you can engage with clients, expose your brand, create awareness and sell you products to direct buyers. As the largest build, construction and design event in the country, we attract over 2,000+ decision makers and 4,000+ consumers in just 4 days. Make sure to position your brand at Kuwait Build & Design Week and meet thousands of attendees from Kuwait and beyond.

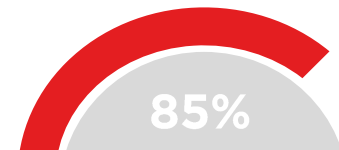
Exhibitor Survey



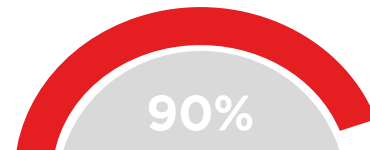
of the exhibitors rebooked onsite during the event



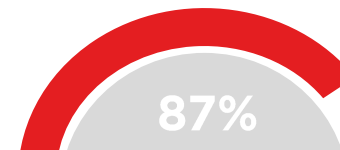
said that the visitor quality of visitors are good to excellent



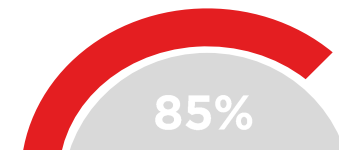
said that the event managed to meet their expected outcome



of the exhibitors rebooked onsite during the event



said that the visitor quality of visitors are good to excellent



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Why Exhibit?

Kuwait Build & Design Week is a must-attend event that provides an ultimate opportunity for exceptional and innovative manufacturers, suppliers and service providers to get international exposure and win business.



Showcase the most advanced and innovative products & services to captive audience



Promote limited edition products, premium brands & services



Brand awareness and visibility for creative products and trending brands



A brilliant global display platform for buyers and sellers



Meet and engage with new and existing customers



Position your brand to targeted audience

Our key to your success at Kuwait Build & Design Week

Our events comprehensive marketing campaigns draws significantly on the resources of ATEX International Exhibitions, as well as on key event partners and supporters. Our marketing campaigns reach. Our marketing promotions will initiate 6-7 months before the event and will involve the following media platforms:



Email Campaigns



Media Partnership



Social Media



Press Releases



Print Advertising



Radio / TV



SMS / WhatsApp



Online Advertising



A Unique Marketplace for Business Professionals and Consumers

Kuwait Build & Design Week features 4 unique co-located events catering to the build, construction and design industries of Kuwait and surrounding GCC countries.




build
& construction

Build & Construction showcases the leading innovations in the construction industry from local and international companies.




interior design
& furnishing

Interior Design & Furnishing caters to the Kuwait's growing decor and furnishing markets with endless possibilities of reinventing your home or office space.




pool, garden
& outdoor living

Pool, Garden & Outdoor Living showcases the best products in private and public outdoor spaces, from pools, gyms and recreational areas to garden and landscaping innovations.




business
village

Business Village will cater to the business-to-business aspect of Kuwait Build & Design Week hosting hundreds of international companies in one place.



The leading build and construction event in Kuwait

Build & Construction has been the most important event in Kuwait for the build and construction industries for 4 years. Over thousands of attendees gather every year to conduct business and learn new market trends from industry experts.

Kuwait's construction industry is growing at a rapid pace and is projected to be valued at \$9.19 billion by 2028 . As the largest build, construction and design event in the country, we attract over 2,000+ decision makers and 4,000+ consumers in just 4 days.

Position your brand at Build & Construction, part of Kuwait Build & Design Week, and meet thousands of attendees from Kuwait and beyond.





Exhibitor Profile

Build & Construction features the leading local and international companies who manufactures or supply products such as:

- Building Materials
- Construction Equipment and Technology
- Mechanical, Electrical & Plumbing (MEP)
- Heating, Ventilation & Air Conditioning (HVAC)
- Engineering
- Real Estate
- Energy & Power
- Security
- Financial Institutions

Who Visits Build & Construction?

- CEOs & Directors
- Distributors / Agents
- Engineers
- Project Managers
- Purchasing Managers
- Quantity Surveyors
- Direct Buyers & Consumers
- Real Estate & Property Developers
- Government & Ministries

●● interior design ●● & furnishing

One-stop shop for Kuwait's growing design market

Kuwait's spending budget on mega projects, including housing units and real estate is currently valued at US\$202bn.

Interior Design & Furnishing caters to the growing design and furnishing market in Kuwait offering a place to source the best products in services in the industry.

Exhibit at Interior Design & Furnishing, part of Kuwait Build & Design Week, and offer your products and services to thousands of attendees at the event.





Exhibitor Profile

Interior Design & Furnishing showcases premium quality products, brands and service locally and internationally:

- Interior Design & Fit Out
- Retail & Commercial Spaces Design
- Workspace Design
- Home & Office Furniture
- Kitchen & Bath
- Wallpapers & Paints
- Lighting
- Art & Décor
- Carpets & Textiles

Who Visits Interior Design & Furnishing?

- Retailers
- Interior Designers
- Distributors/Wholesalers
- Project Managers
- Purchasing Managers
- Hotel General Managers
- Hotel/Restaurant Developers/Business Owners
- Direct Buyers & Consumers
- Real Estate & Property Developers

●● pool, garden ●● & outdoor living

Kuwait's only dedicated event for leisure and recreation

Pool, Garden & Outdoor Living showcases the best products in private and public outdoor spaces, from pools, gyms and recreational areas to garden and landscaping innovations.

Kuwait has over US\$325bn worth of active projects with over 60% allotted to real estate, housing, hotels, outdoor parks and recreation areas.

Tap into Kuwait's growing market by exhibiting at Pool, Garden & Outdoor Living, part of Kuwait Build & Design Week, and build meaningful connections with potential business partners and buyers at the event.





Exhibitor Profile

Pool, Garden & Outdoor Living offers the largest platforms to source hundreds of innovative products and service:

- Pools & Piscine
- Plants & Gardening
- Landscaping
- Outdoor Lighting
- Structures and Fences
- Flooring & Decking
- Gym & Fitness Equipment
- Playgrounds
- Outdoor Recreation

Who Visits Pool, Garden & Outdoor Living?

- Distributors/Wholesalers
- Project Managers
- Purchasing Managers
- Hotel General Managers
- Gym Owners
- Direct Buyers & Consumers
- Architects
- Engineers
- Real Estate & Property Developers



A dedicated business-to-business platform for international manufacturers

The Business Village is a dedicated event for international manufacturers, suppliers and service providers who are looking to find local agents and clients in Kuwait and surrounding GCC countries.

The Business Village will also feature multi-tracked industry talks, live product demonstrations and hands-on training by industry experts.

Find new customers for your company by exhibiting at the Business Village, part of Kuwait Build & Design Week. Discover unparalleled business opportunities and increase your brand awareness in the GCC, inquire about exhibiting today.



Exhibitor Profile

The Business Village is especially organised for international manufacturers, suppliers and service providers who are look to find business partners and clients in the GCC, the event will showcase the following products and services:

- Building Materials
- Construction Tools, Machinery & Technology
- Energy & Power
- Mechanical, Engineering & Plumbing
- Coverings & Surfacing
- Architecture, Building Interiors & Finishes
- Heating, Ventilation and Air Conditioning
- Security
- Facilities Management

Who Visits The Business Village

- Distributors/Wholesalers
- Project Managers
- Purchasing Managers
- Hotel General Managers
- Gym Owners
- Architects
- Engineers
- Real Estate & Property Developers
- Government Ministries & Associations





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Showcase your most
advanced and
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& services to captive
audience

Book your stand today!

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