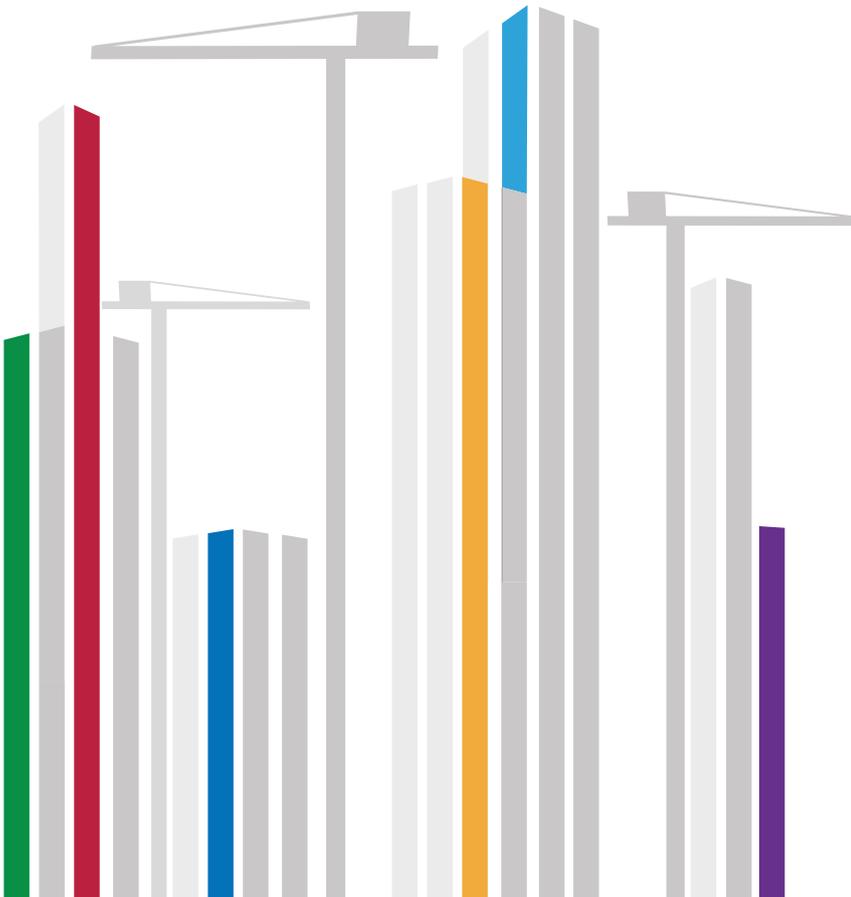




TOWER TECH
Tower Building Technology Exhibition



**THE 5TH
INTERNATIONAL
EXHIBITION FOR
TOWER BUILDING
TECHNOLOGIES**

26 - 28 NOVEMBER 2013
DOHA EXHIBITION CENTER

QATAR

The Host Country



Qatar is one of the world's most dynamic and fastest growing economies. As per preliminary estimates of GDP from Qatar Statistics Authority, *Qatar's economy grew by 6.2% (real GDP growth) in 2012, and the nominal GDP reached 11.2% for the same period. This represents an increase of 3.91% in 2012 compared to 2011.

Building and construction is the third largest industry sector in Qatar and is continuing to witness extraordinary growth. As gas revenues continue to provide the country with ample funds, Qatar is poised to plough back a huge percentage of its



future income into infrastructure development and construction projects. The planned construction projects in infrastructure, real estate and tourism will sustain the expansion of the sector for at least another decade.

The current status of the construction industry in Qatar shows that of the vast number of projects moving forward in the country, 191 projects are classified as 'major', with a combined value of US \$82.5 billion. The projects range from real estate and civil infrastructure to leisure and entertainment.

Qatar has been identified as one of the busiest construction areas in the world. The country's construction sector is set to reach QAR33bn (\$9.06bn) by 2013, with over 800 new towers slated to go up in Doha over the next 10 years.

The Qatari government's ambitious infrastructure development agenda is expected to sustain the strong momentum of Qatar's construction sector, which enjoyed significant growth in 2012.

*SOURCE: TRADINGECONOMICS.COM / QATAR STATISTIC AUTHORITY



QATAR 2022

The vision of His Highness Sheikh Hamad Bin Khalifa Al Thani, Emir of the State of Qatar and Her Highness Sheikha Moza bint Nasser has brought Qatar to the attention of the international community. As the 2022 FIFA World Cup host, Qatar is planning massive renovations and new construction in all sectors. Qatar's government plans to spend \$100 billion on infrastructure projects by 2015. The country will construct a \$25 billion rail network, \$15 billion airport, \$6 billion deep water seaport, \$1 billion for a crossing to link the new airport with projects in the northern part of Doha, and a further \$20 billion for the construction of new roads.

Why

TOWER TECH 2013?



The Gulf region, and Qatar in particular, witnessed an unprecedented wave of tall building construction in recent years. Hundreds of tall building construction projects are planned to take place in the region during the coming decade. These projects are constantly in need of imported technologies and equipment.



To meet these great demands, we launched the TOWER TECH exhibition. It is a platform to promote new tower building technologies, where participation is only accessible to companies with history, tradition and international fame.

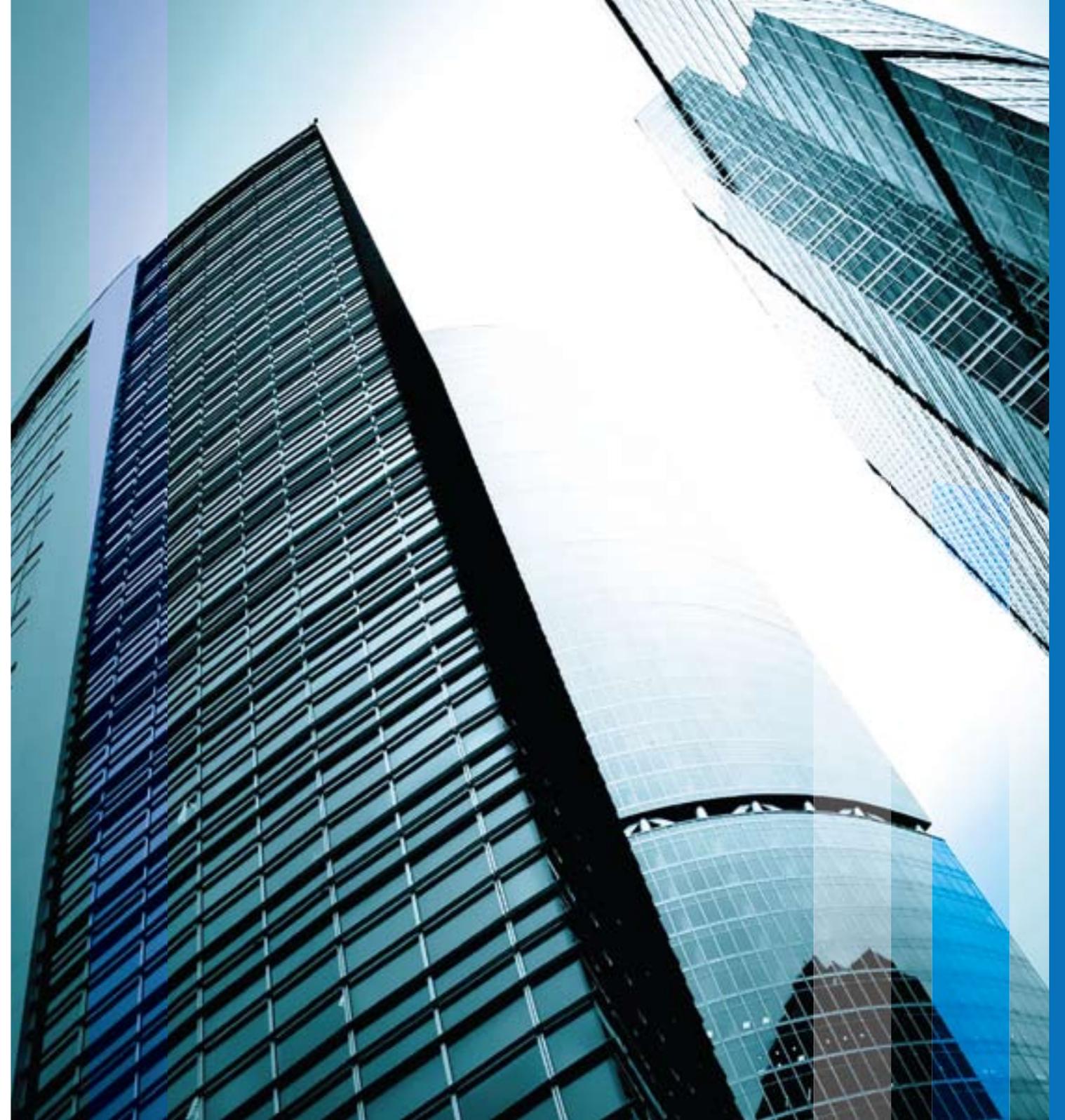
TOWER TECH is not an exhibition, it is a forum to inspire and develop the tower building technologies sector in the Middle East and Gulf region. The positive marketplace conditions give exhibitors unique opportunities to network and sign major contracts.

TOWER TECH focuses on bringing together the world's top manufacturers and exporters, to meet with 7,000 eager trade visitors, buyers and decision-makers from the entire Middle East. Both parties are seeking to conduct thriving business deals and sign contracts. The exhibition also presents products and services, technologies and innovations, trends and tendencies for trade markets.

TOWER TECH

Exhibit Profile

- Building and construction machinery
 - Chemicals for the building industry
 - Earth-moving and lifting equipment, machinery and vehicles
 - Energy saving systems
 - Equipment and tools for the building industry
 - Elevators
 - Finishing materials and products
 - Glass construction
 - Information centres/data banks/technical press
 - Internal partitions
 - Locking and covering systems
 - Technical machinery installation and maintenance
- Natural stones
 - Paints and coating
 - Parking area shades and covers
 - Prefabricated construction systems and products
 - Real estate/planning offices/service organisations
 - Soil structuring
 - Safety systems
 - Steel structures
 - Swimming pools
 - Technologies and components for civil engineering works
 - Ventilation systems
 - Water and sewage treatments
 - Windows and doors



Who will Visit

TOWER TECH?

- Architects/civil engineers
- Bathroom accessory dealers
- Building consultants
- Building contractors
- Building maintenance, repairs and restoration contractors
- Ceiling suppliers
- Cement merchants
- Ceramics/marble dealers
- Concrete contractors
- Decorators; interior and exterior
- Earth-moving equipment dealers
- Government officials
- Insurance company executives
- Landscape developers
- Prefabricated housing contractors
- Park designers
- Piping contractors

Promotional Campaign

A dedicated international and regional marketing campaign utilising leading industry publications, street signage, targeted visitor mail outs, newsletters, a website and press conferences will be launched to advertise the event. TOWER TECH will be promoted to trade visitors throughout the region, including: Egypt, Bahrain, Iraq, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen through the following means:

- 25,000 complimentary visitor tickets and 15,000 VIP tickets will be mailed directly to trade visitors in the GCC.
- A regional & international VIP Buyer Program will run in parallel with official trade missions, through GCC syndicates and Chambers of Commerce.
- Pre-show and post-show coverage in the official trade journals for TOWER TECH.
- A buyer's guide on the TOWER TECH website.
- Editorial and advertisements in local and international trade journals.
- Editorial and advertisements in key newspapers in the GCC.
- Posters and billboard advertising on Doha's streets.
- Pre-show press conference.
- TOWER TECH show updates mailed directly to potential visitors and delegates.
- Regional trade show visits.



**For more information,
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