



POST-SHOW REPORT 2013

28 – 31 October 2013 | Intercontinental Hotel Muscat, Sultanate of Oman



Your Elite Business Destination

The Organizer



SHOW PROFILE



- Date : **28 – 31 October 2013**
- Venue : **Intercontinental Hotel Muscat**
- Exhibition Hours : **3:00 p.m. to 9:30 p.m.**
- Event Type : **Country Trade Exhibition, B2B and networking event**
- Chief Guest : **His Excellency Khalil Bin Abdullah Bin Mohammed Al-Khonji**
Chairman, Oman Chamber of Commerce and Industry
Her Excellency Paola Amadei
Ambassador of Italy

ABOUT THE EVENT



The inaugural edition of Italian Solo Exhibition aimed to serve as a platform for Italian product exporters, manufacturers, suppliers, dealers and service providers to introduce and familiarize products of Italian origin to the rapidly increasing market of Oman and showcase Italy as a promising and prominent partner for new business alliances.

It was also intended as a venue for entrepreneurs to expand their business. On a larger scope, it aimed to serve as a stepping stone and gateway to strengthen trade relations between Italy and Oman.

Italian Solo Exhibition 2013 is the first country exhibition organized by Omanexpo in collaboration with Easy Business LLC. It was a successful four-day event that saw interest from the trade and industry professionals, local and international individuals alike.



SHOW HIGHLIGHTS

- Inaugural edition of the show
- The first and only all-Italian trade exhibit in Oman
- Visitors were allowed to purchase products on-site
- Supporting bodies included the Italian Embassy, Oman Chamber of Commerce and Industry and Turin Chamber of Commerce

EXHIBITOR AND VISITOR INFORMATION



Number of Exhibiting
Companies

25



Exhibit Area:

800 square
meters

Number of Visitors

over
1,000
quality, high-level trade visitors



WHO EXHIBITED?

A&V Fashion Group
Antonio Aiuto SRL
Asset G.E.I.E.
Brunello S.p.A.
Capellini Architects
Carbonteam SRL
Eastproject
Electra SRL
Fratelli Graziani

Giorgio Tesi Group SRL
Gruppo Dimensione Osp.ital
I.M.D. SRL
Italian Stone Project (I.S.P.)
Maison Claire
Maligno Group
MGM Marbles and Stones
Piemonte Agency for Investments,
Export and Tourism

Quadro SRL
Risalta SRL
Ronca 1862 SRL
Studio Doppio
Synergy Advertising & Publishing
TEGEA
Variazioni
Zucchetti Group & Zucchetti Axess

WHAT WERE EXHIBITED AT THE SHOW?



- Textile, Fabric and Fashion Apparel
- Food and Processed Food Products
- Sweets and Confectionery
- Spices and Food Ingredients
- Home Decorative Items and Lighting
- Luxury Shoes and Footwear
- Perfumes and Eau de Toilette
- Interior Design and Outdoor Decor
- Wooden and Aluminum Windows and Doors
- Silver Products
- Ceramic and Marble
- Marina and Shipyard
- Aquaculture
- Civil Engineering Companies
- Construction
- Landscaping and Plant Nursery
- Architectural Firms



SHOW RESULTS



Easy Business clients
attended more than

1,500

B2B meetings



53

53 delegates representing
different countries were in attendance

(Oman, UAE and Middle East, USA, etc.)

- 3 Italian companies are planning to open a new production unit in Oman
- 6 Italian companies have signed a distribution agreement with an Omani agent
- 4 Italian companies have signed a joint venture with an Omani partner

MEDIA CAMPAIGN



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ABOUT THE ORGANIZER



Easy Business LLC is a group of experts and professional advisors.

Easy Business LLC has been working in Oman for the last 2 years providing:

- Growth opportunities for Omani companies that wish to invest and create partnerships in Italy, as well as business opportunities for Italian companies willing to set up their company in the Sultanate through cooperation with Omani institutions and partners.
- A unique opportunity for entrepreneurs of both countries to select new suppliers, meet potential customers, innovate and internationalize their companies

Easy Business assists their clients during all steps of their business activities from the research for a local partner or investor to the definition of the distribution agreement, or settlement of a new company in the Sultanate.

In 2012, the company organized several business missions, bringing in the Sultanate over 70 businessmen, representing about 30 Italian companies, interested to explore business opportunities in the Sultanate.

For more information, visit www.easybusinessinoman.com.

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ABOUT THE ORGANIZER



International Association
of Exhibitions and Events
Member

Omanexpo is the pioneer event management company in Oman and the Sultanate's leading organizer of major trade shows, exhibitions and conferences. Its primary objectives are to effectively connect buyers and traders, promote business and trade involving local and international companies, and facilitate the introduction of new products, equipment and technologies into the market.

Its events have been specially developed to support the continued growth of various types of industries that include: Automotive, Building and Construction, Food, Health and Medical, Hotel and Hospitality, and Oil and Gas.

Omanexpo is part of the SABCO Group, a leading business house that owns direct and associate businesses consisting of a commercial center, a media company, a communications and entertainment solutions provider, and a property development and asset management company, all of which are leaders in their respective fields.

Omanexpo is active in the global exhibition industry as a member of UFI-The Global Association of Exhibition Industry and the International Association of Exhibitions and Events (IAEE).

For more information, visit **www.omanexpo.com**.

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