



POST SHOW REPORT

SHARJAH REAL ESTATE

EXHIBITION

22 - 25 JANUARY 2025
EXPO CENTRE SHARJAH

ORGANIZED BY



حكومة الشارقة
دائرة الأراضي وال不动产
Government of Sharjah
Real Estate Registration Department



مجموعات العمل
Business Groups
مجموعة قطاع العقارات
Real Estate Sector



LEADER
EVENTS MANAGEMENT

GENERAL SNAPSHOTS



15,089

VISITORS



+110

EXHIBITORS



+10,000

SQM
EXHIBITION SPACE



+29

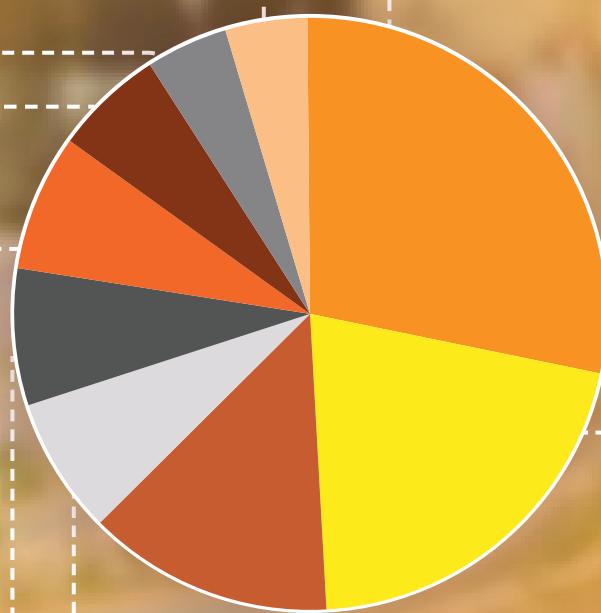
SPEAKERS



4.3Billion AED

THE VALUE OF CONTRACTS AND BOOKINGS MADE
DURING ACRES EXHIBITION

EXHIBITOR CATEGORIES



5%

Real Estate
Management Services

5%

Security and Safety
Solutions Companies

6%

Facility Management

7%

Local Industrial
Developers

28%

Local Property
Developers

21%

Brokers

13%

International
Companies

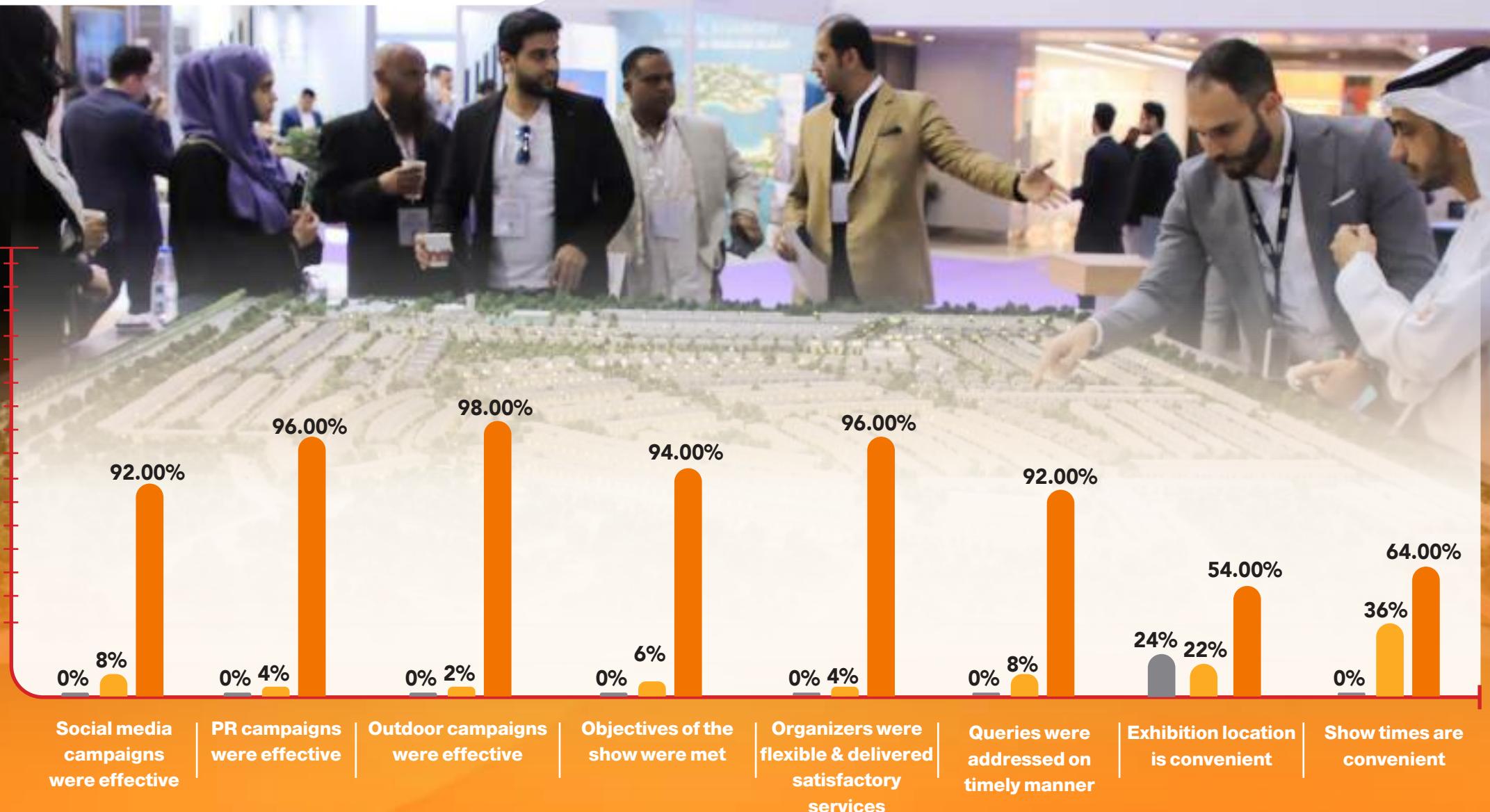
8%

Legal Consultancies &
Training Institutes

7%

Proptech & Investors
Services Companies

EXHIBITOR SATISFACTION SURVEY



IDEAL

ADEQUATE

INAPPROPRIATE

SOME OF THE PARTICIPATING COMPANIES



VISITORS DEMOGRAPHICS



TOTAL NUMBER OF VISITORS

15,089 VISITORS

77%

Male

23%

Female



NATIONALITIES

16.81%

16.34%

12.16%

10.43%

7.10%

4.29%

2.54%

India

UAE

Egypt

Syria

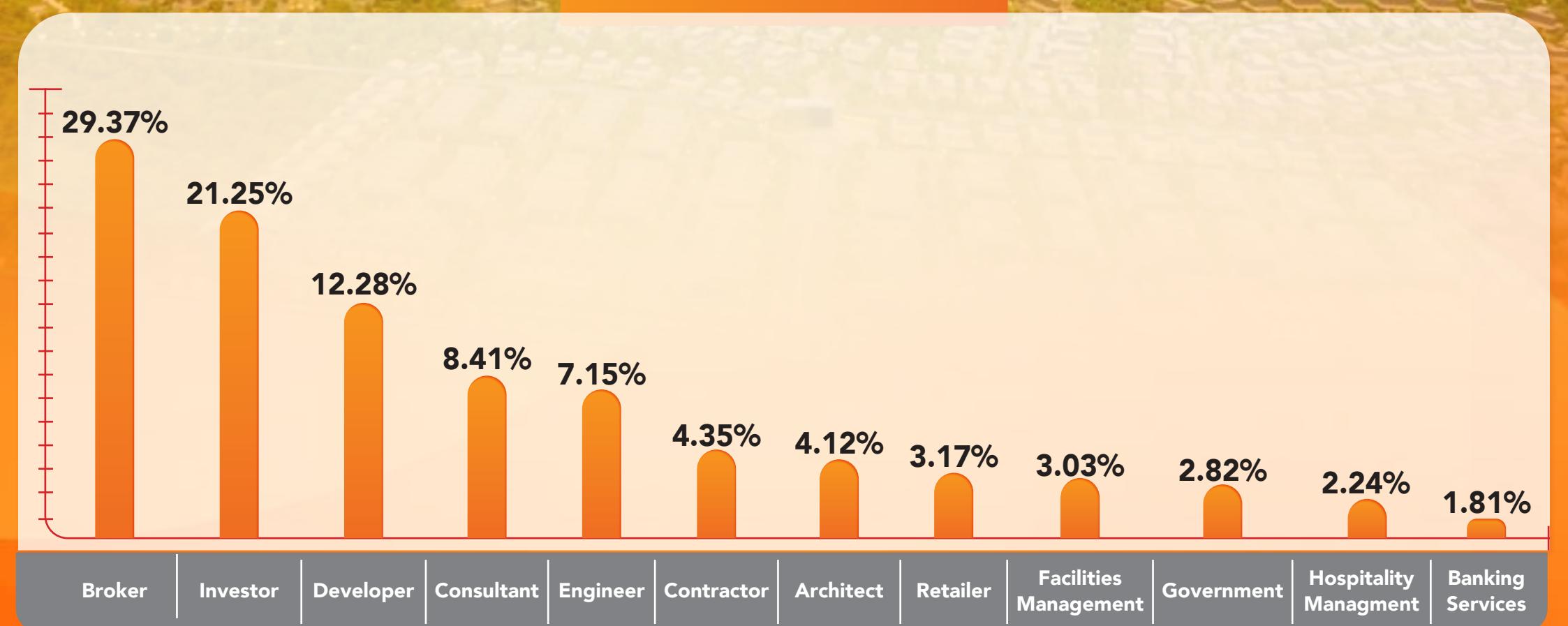
Pakistan

Jordan

Sudan



PROFESSION



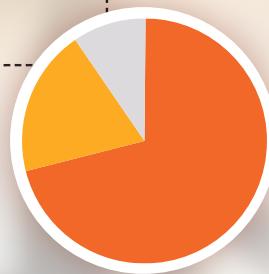
Broker 29.37% | Investor 21.25% | Developer 12.28% | Consultant 8.41% | Engineer 7.15% | Contractor 4.35% | Architect 4.12% | Retailer 3.17% | Facilities Management 3.03% | Government 2.82% | Hospitality Management 2.24% | Banking Services 1.81%

UPDATED VISITOR SURVEY



Location of the exhibition is convenient

UNSATISFIED 10%

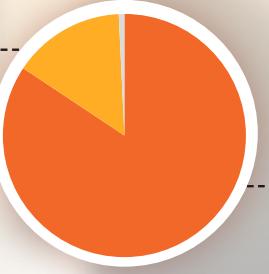


AVERAGE

SATISFIED 71%

Timing of the exhibition is convenient

UNSATISFIED 1%

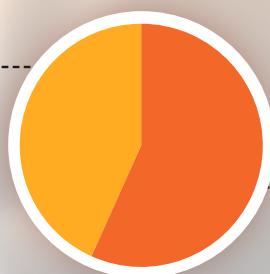


AVERAGE

SATISFIED 84%

Have you visited this event in the past?

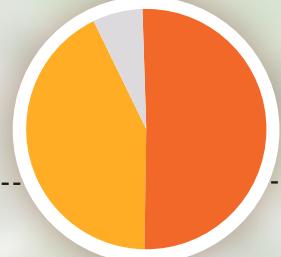
RETURNING VISITORS 57%



NEW VISITORS 43%

Did the event meet your expectations?

BELOW EXPECTATIONS 7%



MET EXPECTATIONS 42%

EXCEEDED EXPECTATIONS 51%

Will you visit the event again next year?

PROBABLY NOT 3%

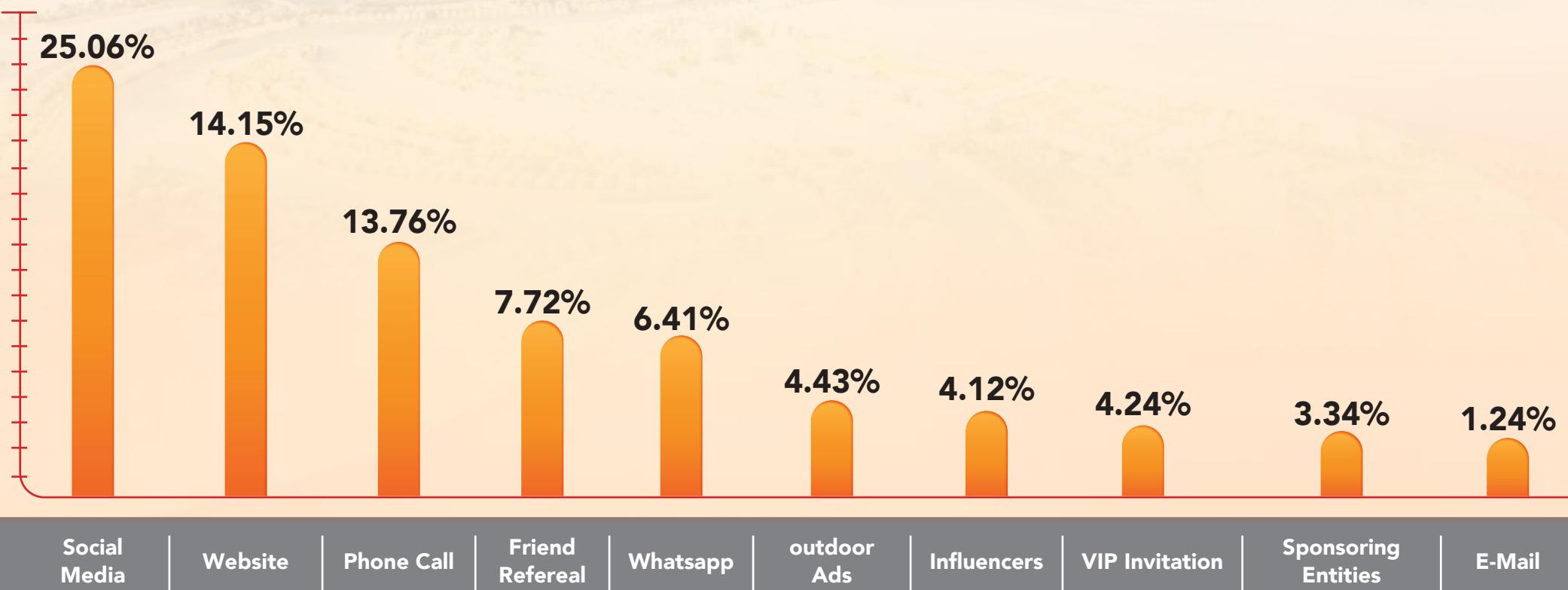


MIGHT 34%

PROBABLY 63%



HOW YOU KNEW ABOUT ACRES



WORKSHOPS



19 WORKSHOPS AND PANEL DISCUSSIONS



SEPARATING BUYERS FROM TOURISTS



Georg Ortner

Real Estate Expert & IEREI Faculty

REGULATING REAL ESTATE DEVELOPER
BUYER RELATIONS IN SHARJAH



Jaber Al Ansari

Arbitrator at Sharjah International Commercial
Arbitration Centre - Tahkeem

SUSTAINABLE REAL ESTATE
BUILDING FOR THE FUTURE



Yasser Khalil

Chief of Urban Planning Engineer in Ajman
Municipality & Planning Department

THE IMPORTANCE OF INSPECTING
THE PROPERTY BEFORE PURCHASING



Mohamed Shaat

Real Estate Expert and IEREI Faculty

REAL ESTATE INVESTMENT STRATEGIES
MAXIMIZING ROI



Ismail Al Hammadi

Founder & CEO of Al Ruwad Real Estate

HOW TO PROTECT YOURSELF FROM
REAL ESTATE SCAM



Akhmed Idigov

Real Estate Expert & IEREI Faculty

AI FOR INVESTORS AND
REAL ESTATE BROKERS



Dr. Nour El Deen El Serougy

Real Estate Expert & IEREI Faculty

REAL ESTATE IN THE AGE OF DIGITAL MARKETING AND SOCIAL MEDIA



Sankar Ramesh

Performance Marketing Lead

PARAMETERS OF EVALUATING DIFFERENT OFFPLAN OFFERINGS



Jalpa Gajaria

Real Estate Expert & IEREI Faculty

INVEST SMARTLY IN REAL ESTATE



Mohamad Hallak

Real Estate Expert & IEREI Faculty

THE IMPACT OF BLOCKCHAIN AND CRYPTOCURRENCY ON REAL ESTATE



Fazulul Rahman

Founder & Chairman of Hey Group of Companies

ATTRACTING INVESTORS THROUGH CONTENT CREATION AND SOCIAL MEDIA



Mohammed Alhaj

Real Estate Expert & IEREI Faculty

IMPORTANCE OF ESG IN REAL ESTATE SECTOR



Sam Thomas

Real Estate Expert & IEREI Faculty

STRATEGIES FOR DEALING WITH DIFFICULT PERSONALITIES



Prof. Jeevan D'Melloh

Real Estate Expert and IEREI Faculty

CULTURAL AWARENESS AND ITS IMPORTANCE IN SALES



Duaa Maurad

Real Estate Expert & IEREI Faculty

THE FUTURE OF URBAN LIVING: SMART CITIES AND REAL ESTATE



Waqar Hasan

CEO - Itihad Community / IREM Instructor

PANEL DISCUSSIONS



EMIRATI WOMEN .. A DISTINCTIVE FOOTPRINT IN REAL ESTATE SECTOR



Latifa bin Haidar

Founder of Baytukum



Mariam Alqubaisi

Realty Consultant



Amel Al Aboodi

Founder of Mawj Platform



Amal Obaid Hadid

Head of Media - RERD

AML/CFT OBLIGATIONS ON THE REAL ESTATE SECTOR



Ammar Al Zaabi

Director of Policy and Risk Department
Ministry of Economy



Rula Mansour

Senior Specialist Risk Policy
Ministry of Economy



Mohammed Al Hosani

Analyst - Operations Department
Financial Information Service

TRAINING PROGRAM ON THE SERVICES OF THE SHARJAH PREVENTION AND SAFETY AUTHORITY



Eng. Mohammad Al Zarouni

Director of Occupational Safety
and Health Administration



Eng. Saleh Elyassi

Head of Training and
Awareness Department

ADVERTISING CAMPAIGNS



OUTDOOR ADS



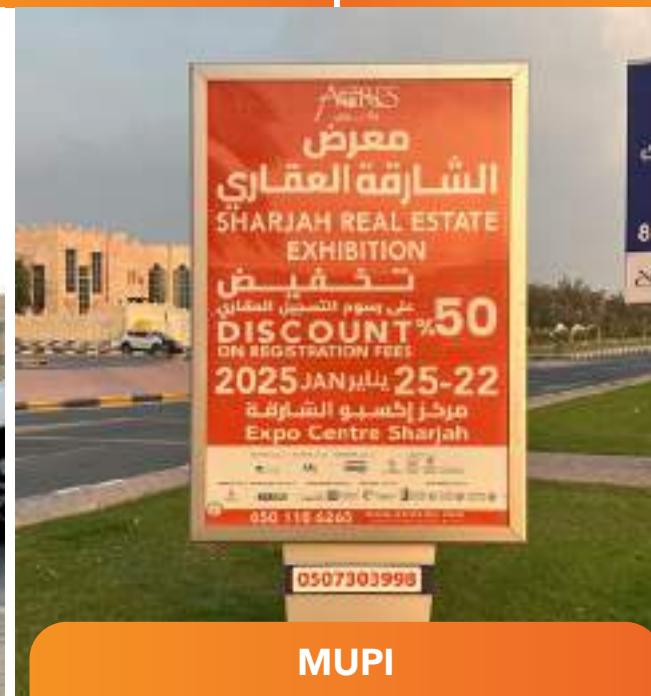
HOARDING - EMIRATES ROAD NEAR HAYYAN



HOARDING - SHEIKH MOHAMMED BIN ZAYED ROAD



TAXI



MUPI



ITTIHAD ROAD
SHARJAH TO DUBAI/ DUBAI TO SHARJAH

OUTDOOR ADS



FLAG BANNER - KHULAFAT AL RASHIDEEN BRIDGE



FLAG BANNER - GOVERNMENT DEPARTMENTS AREA



FLAG BANNER - FLYING SAUCER BRIDGE



FLAG BANNER - ALNAHDA BRIDGE

OUTDOOR ADS



BRIDGE BANNER - DAMASCUS ROAD FROM DUBAI TO SHARJAH

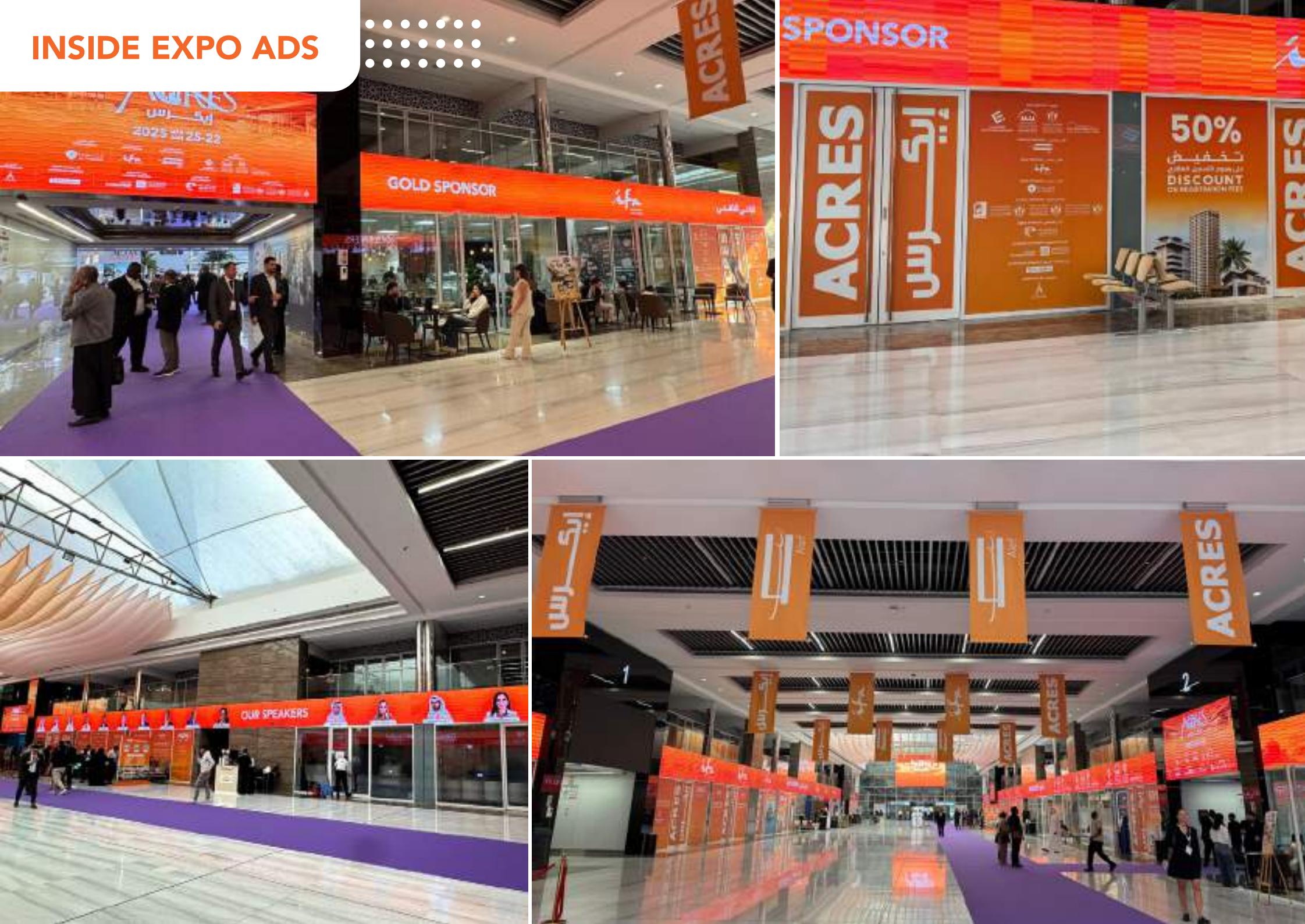


BRIDGE BANNER - GOVERNMENT DEPARTMENTS AREA

OUTDOOR ADS



INSIDE EXPO ADS



SPONSORED SOCIAL MEDIA CAMPAIGNS



PLATFORMS:



ADS POSTED IN LANGUAGES

ARABIC - ENGLISH - HINDI - RUSSIAN - CHINESE

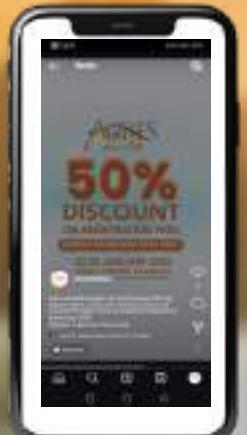
IMPRESSIONS

58,277,562

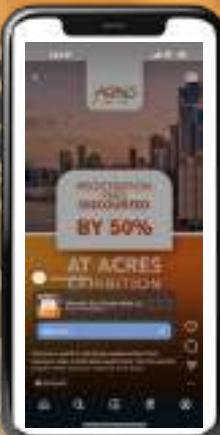
META ADS



INSTAGRAM



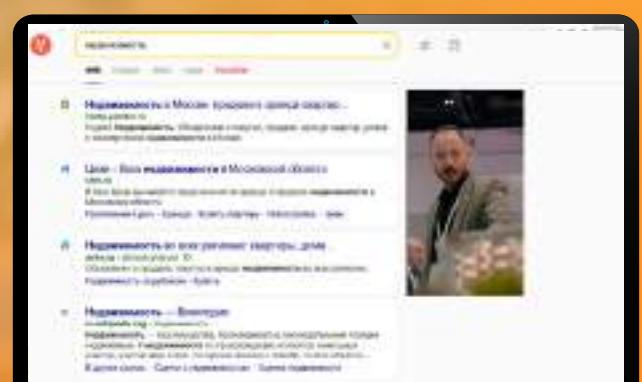
FACEBOOK



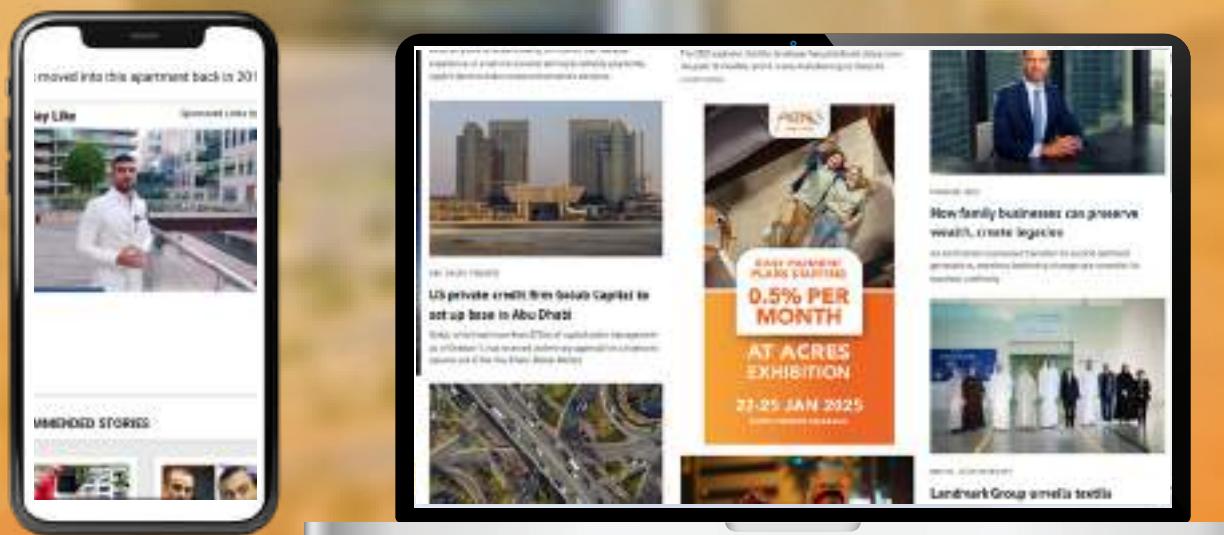
TWITTER



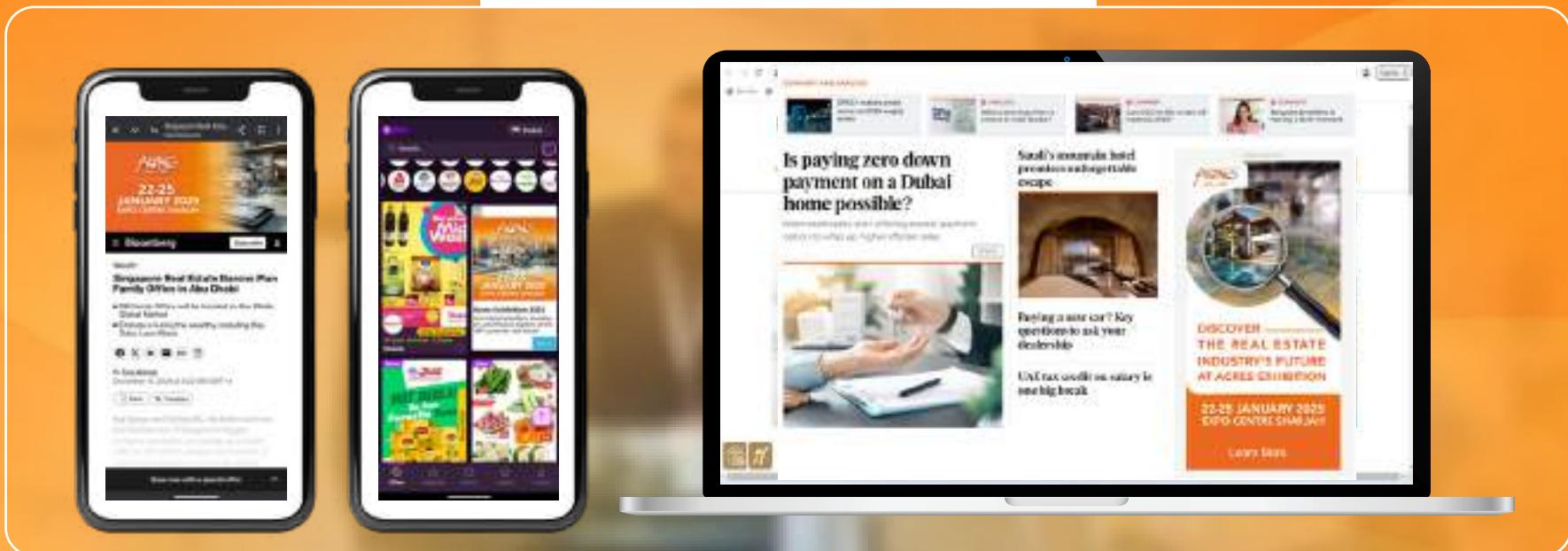
YOUTUBE



GOOGLE ADS



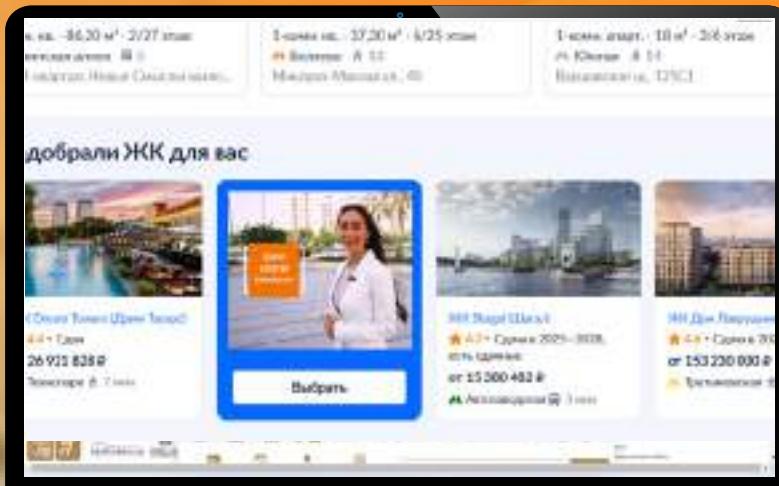
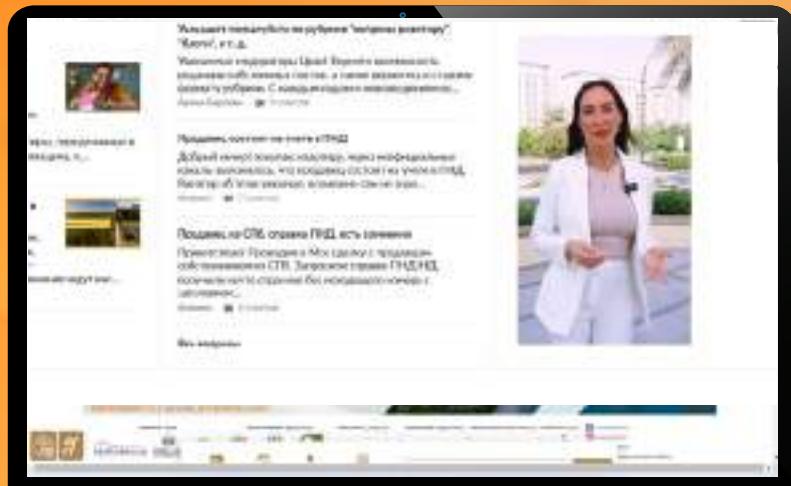
VARIOUS ADS ON NEWS SITES



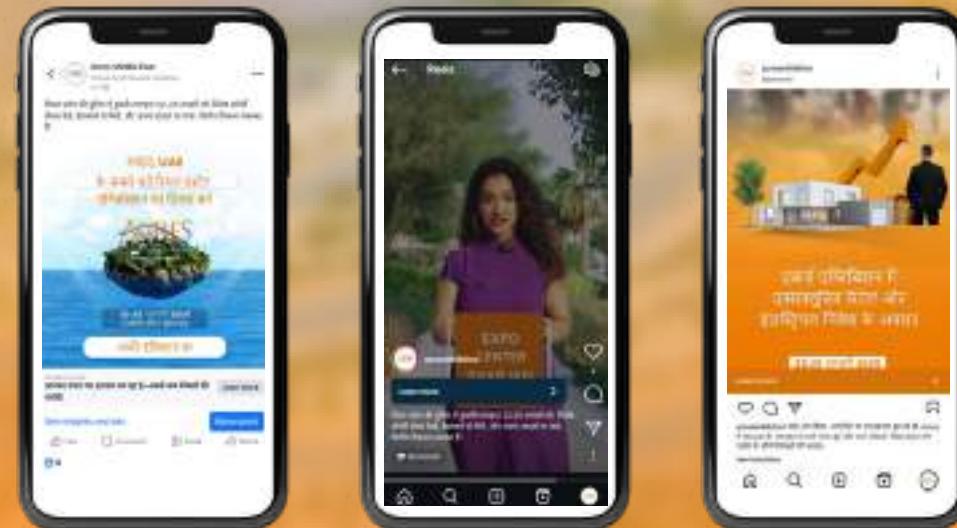
CHINESE MEDIA CAMPAIGN



RUSSIAN MEDIA CAMPAIGN



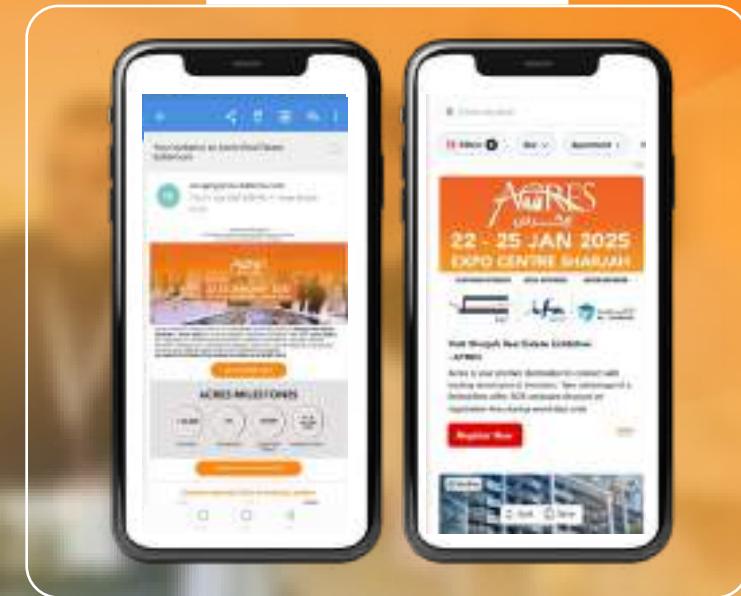
INDIAN MEDIA CAMPAIGN



WEBSITES AND APPLICATIONS (PAID)

The exhibition was announced on the most significant real estate websites, applications and electronic platforms.

DUBIZZLE



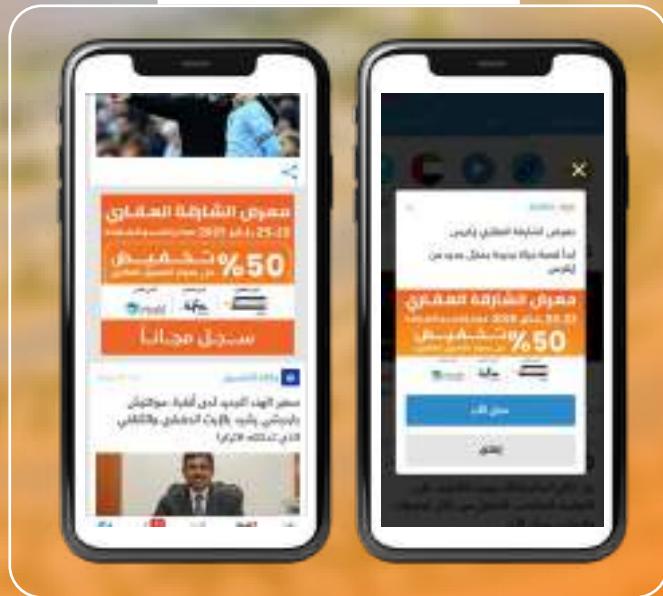
BAYUT



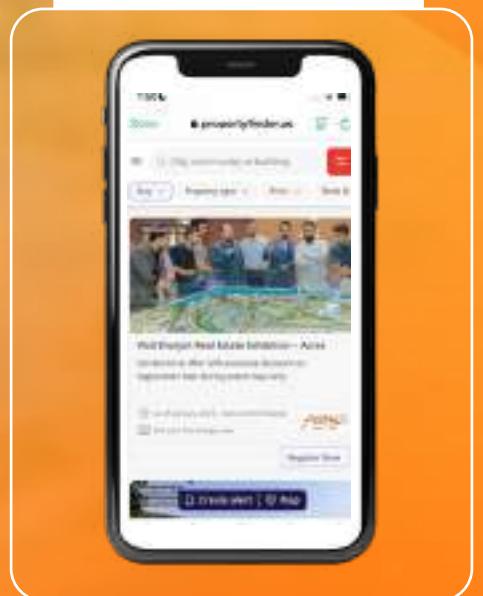
UAE BARQ APP



NABD APP



PROPERTY FINDER

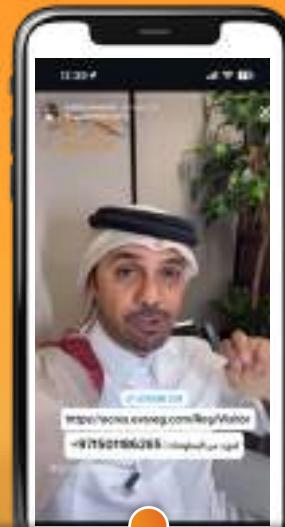


SOCIAL MEDIA INFLUENCERS MARKETING

More than 15 social media influencers promoted ACRES



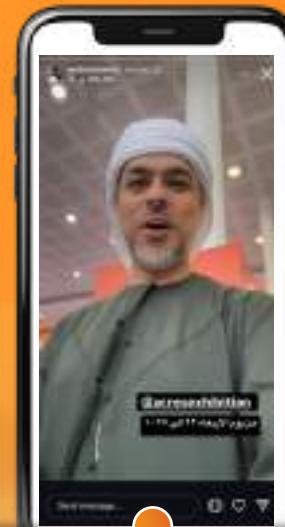
Abdulrahman Hassan
Abdullah



Khaled Jassim



Hazzaa Al Mansouri



ENG. Tariq Al Hammadi



Rabea Tabatab



Khaled Gouda



Amal Ahmad



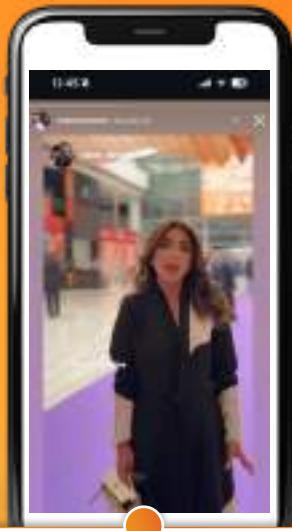
IN SHARJAH



Sameer AlYassi



Faten Al Hamweih



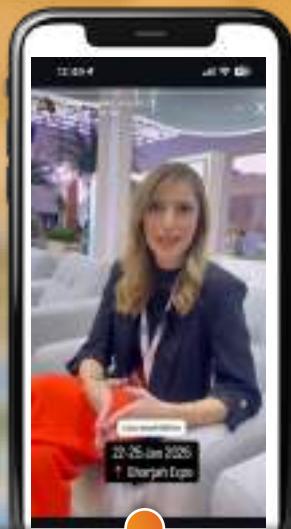
Mariam AlYassi



TIANYU ZHANG



Ahmed Abu Zaid



Dima Al Haj



Ali Ahmed bin Yarouf

MARKETING CAMPAIGNS THROUGH OUR SPONSORS



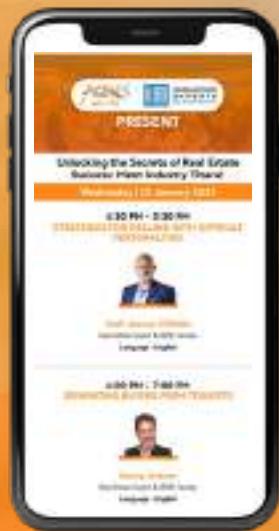
SHARJAH ECONOMIC DEPARTMENT



SHARJAH REAL ESTATE REGISTRATION DEPARTMENT



INNOVATION EXPERTS REAL ESTATE INSTITUTE



DEPARTMENT OF LAND & REAL ESTATE REGULATION AJMAN



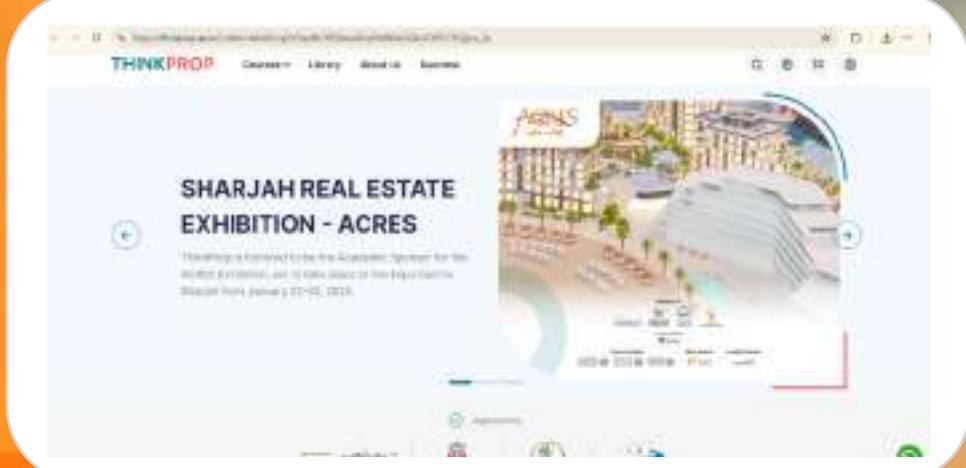
SHARJAH REAL ESTATE REGISTRATION DEP.



SHARJAH CHAMBER



THINKPROP ABU DHABI



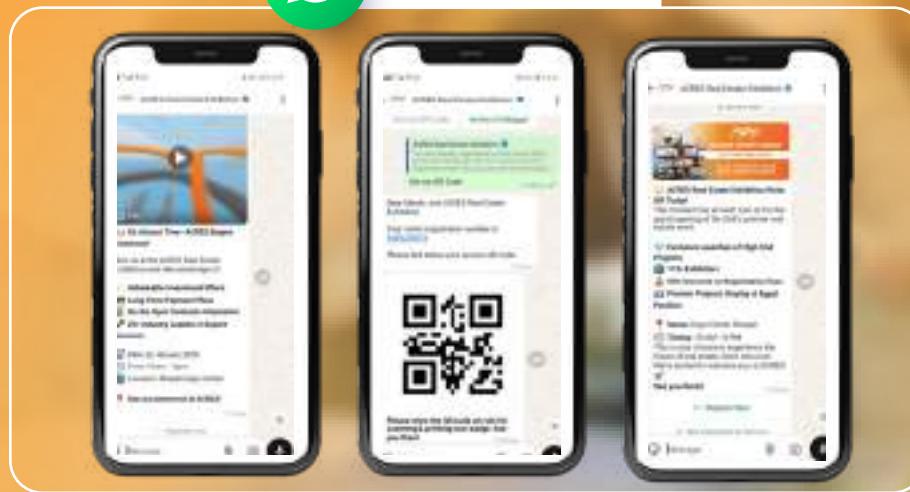
INNOVATION EXPERTS REAL ESTATE INSTITUTE



WHATAPP, SMS AND EMAIL ADS



WHATAPP



SMS



EMAIL MARKETING



NEWS COVERAGE & PR CAMPAIGN



KHALEEJ TIMES

لرک على محتلك، شئون عدتها العمدة
مشاركات قوية للمطورين ومقدمي الخدمات في «إيكرس»

إيكرس» يستعرض تأثير «البلوك تشين» والعملات الرقمية في العقار

محمد بن سعيد: نجاح إيكرس يعكس انتشار التكنولوجيا والروابط

محمد بن سعيد: نجاح إيكرس يعكس انتشار التكنولوجيا والروابط

GULF TODAY

ACRES to feature top real estate development and investment firms

Sharjah to host ACRES 2025 with participation of over 110 exhibitors

ALBAYAN NEWS

110 مشارقين في «إيكرس»، واتدابعات العقارية في الشارقة تتجاوز 40 ملياراً في 2024

السعودية تتصدر في إصدار براءات الاختراع

SHARJAH TV



EMIRATES CHANNEL



ABU DHABI TV



WAM NEWS



EYE OF RIYADH



SHOW AMBASSADORS



**Media ambassadors have been appointed for the exhibition
to promote it through their social media accounts**



**Dr. Nour El Deen
El Serougy**



Ismail Al Hammadi



Mohamed Shaat



Dima Fayed



Amr Al Haddad



Ali Shaheen



Mohammed Al Hajj



THANK YOU



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