



# POST SHOW REPORT SHARJAH REAL ESTATE EXHIBITION

22 - 25 JANUARY 2025  
EXPO CENTRE SHARJAH

ORGANIZED BY



## GENERAL SNAPSHOTS



**15,089**

VISITORS



**+110**

EXHIBITORS



**+10,000**

SQM  
EXHIBITION SPACE



**+29**

SPEAKERS

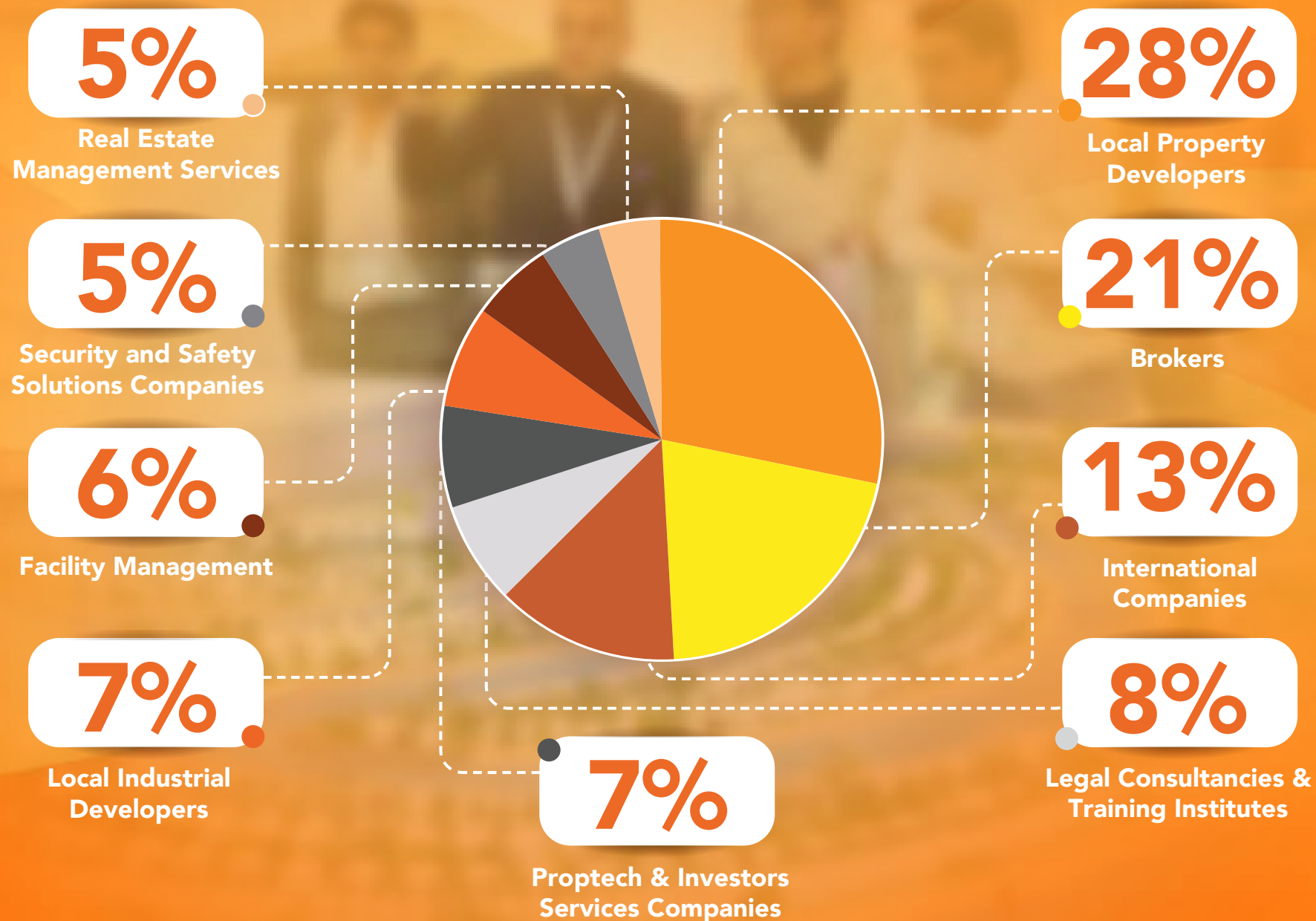




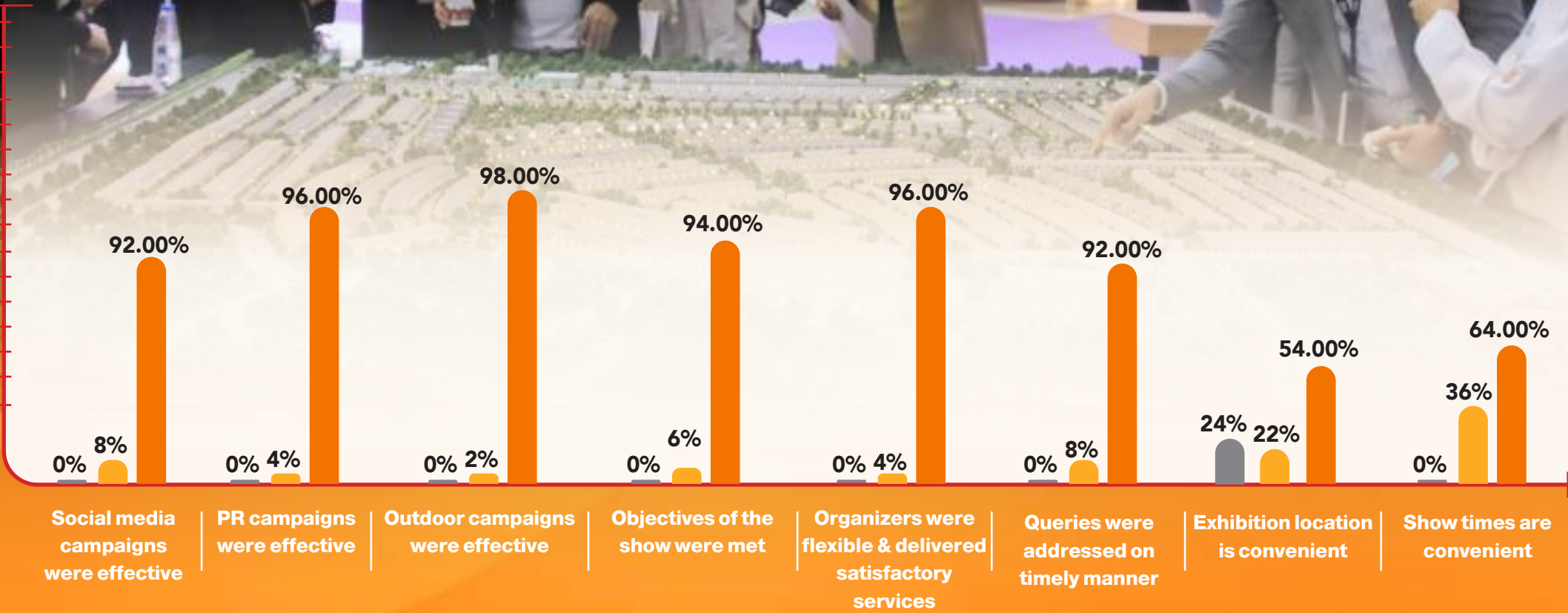
# 4.3 Billion AED

THE VALUE OF CONTRACTS AND BOOKINGS MADE  
DURING ACRES EXHIBITION

# EXHIBITOR CATEGORIES



# EXHIBITOR SATISFACTION SURVEY



● IDEAL    ● ADEQUATE    ● INAPPROPRIATE



# SOME OF THE PARTICIPATING COMPANIES

**Reportage**  
Properties

**ARADA**

**Alef**

**هنا**  
لل فنادق والممتلكات  
Hotels & Resorts

**الثريا**  
AL THURIAH

**شمس**  
SHOUMOUS



**الراسخون للعقارات**  
AL RASIKHOON REAL ESTATE

**أجمل مكان**  
AJMAL MAKAN

**MAZIL**  
GROUP  
مجموعة  
شركات منازل

**شروق**  
SHUROOQ

**TIGER**  
GROUP

# VISITORS DEMOGRAPHICS

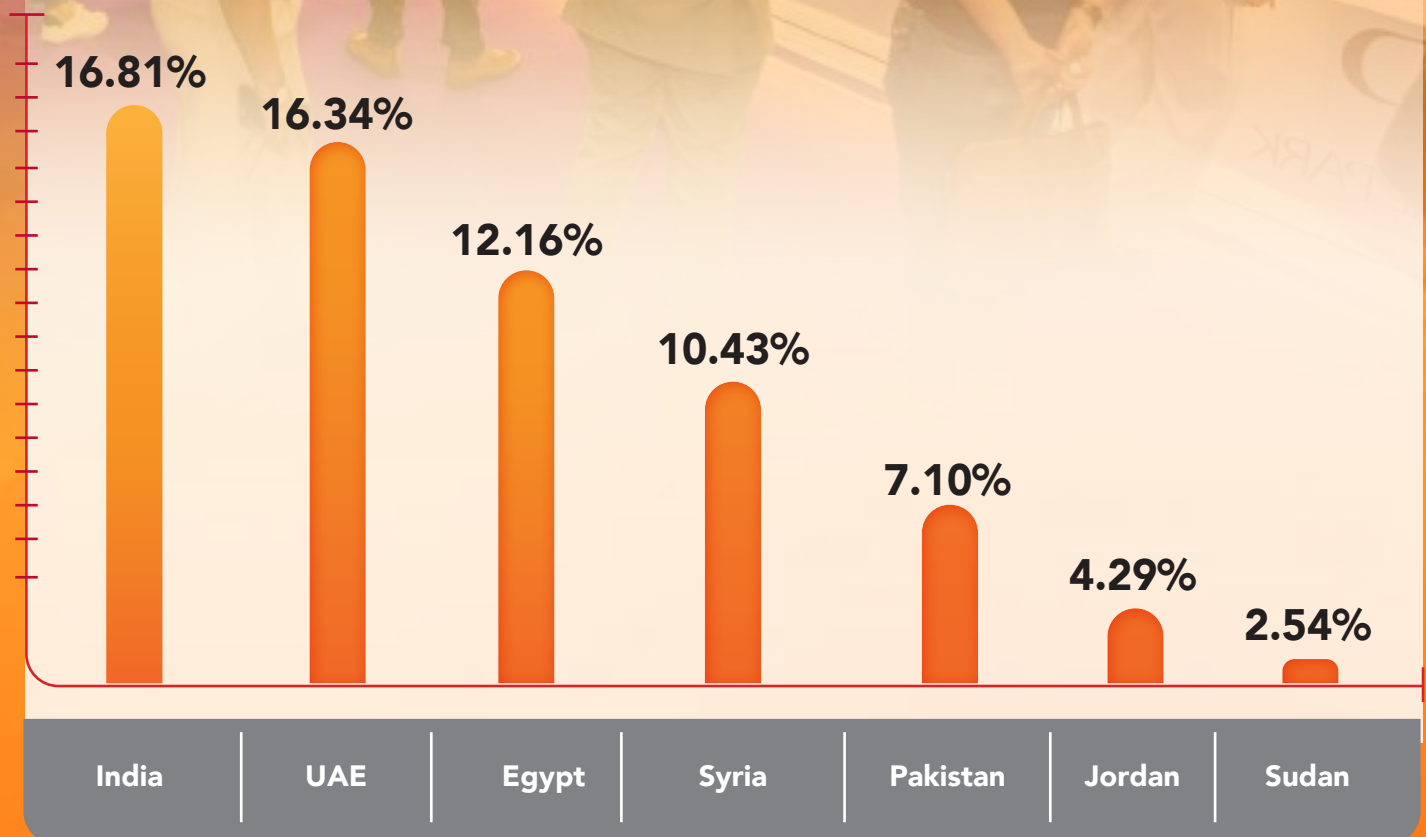




# TOTAL NUMBER OF VISITORS

# 15,089 VISITORS

## NATIONALITIES



77%

Male

23%

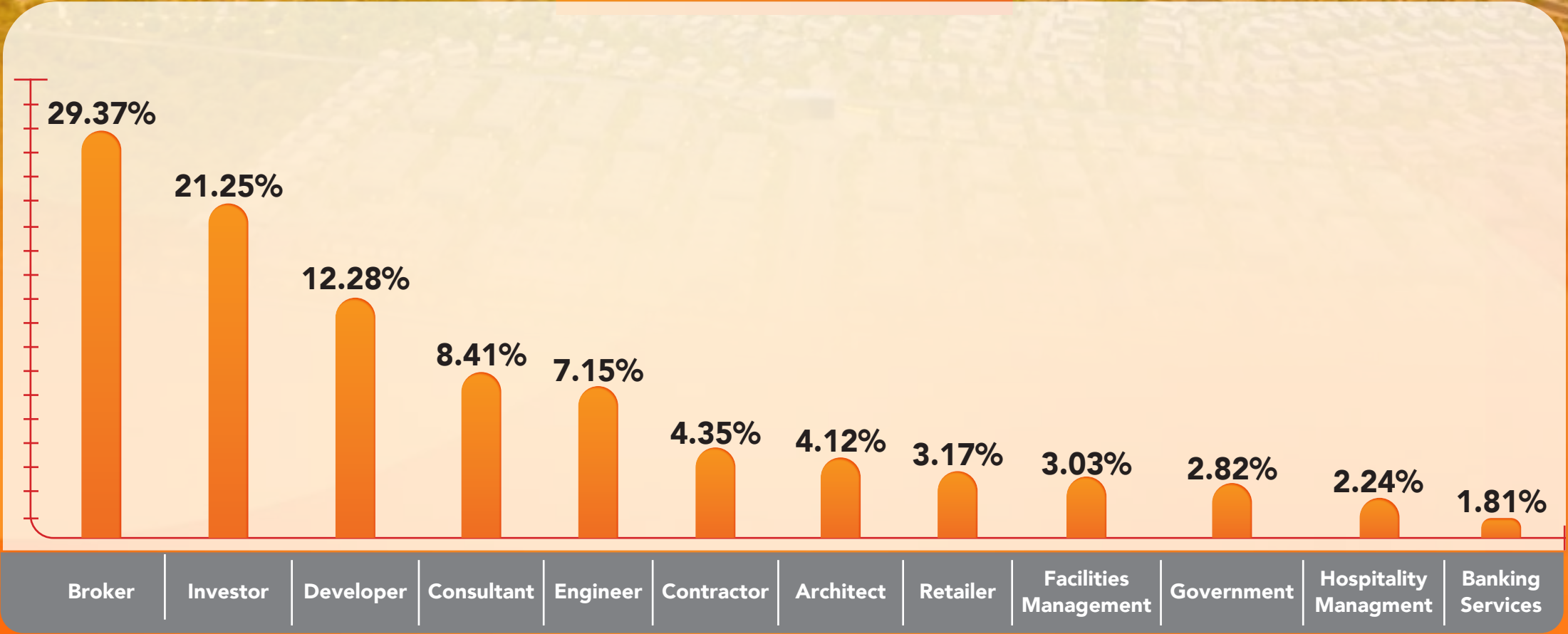
Female







# PROFESSION

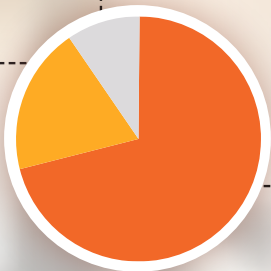


# UPDATED VISITOR SURVEY



## Location of the exhibition is convenient

UNSATISFIED 10%

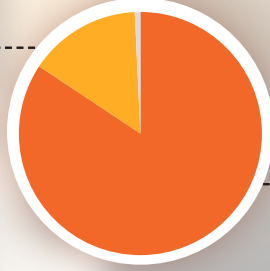


AVERAGE 19%

SATISFIED 71%

## Timing of the exhibition is convenient

UNSATISFIED 1%

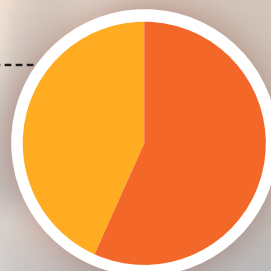


AVERAGE 15%

SATISFIED 84%

## Have you visited this event in the past?

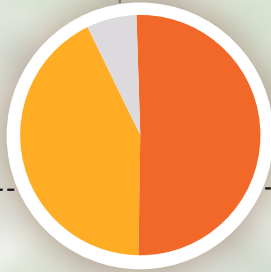
RETURNING VISITORS 57%



NEW VISITORS 43%

## Did the event meet your expectations?

BELOW EXPECTATIONS 7%

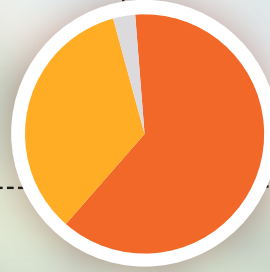


MET EXPECTATIONS 42%

EXCEEDED EXPECTATIONS 51%

## Will you visit the event again next year?

PROBABLY NOT 3%



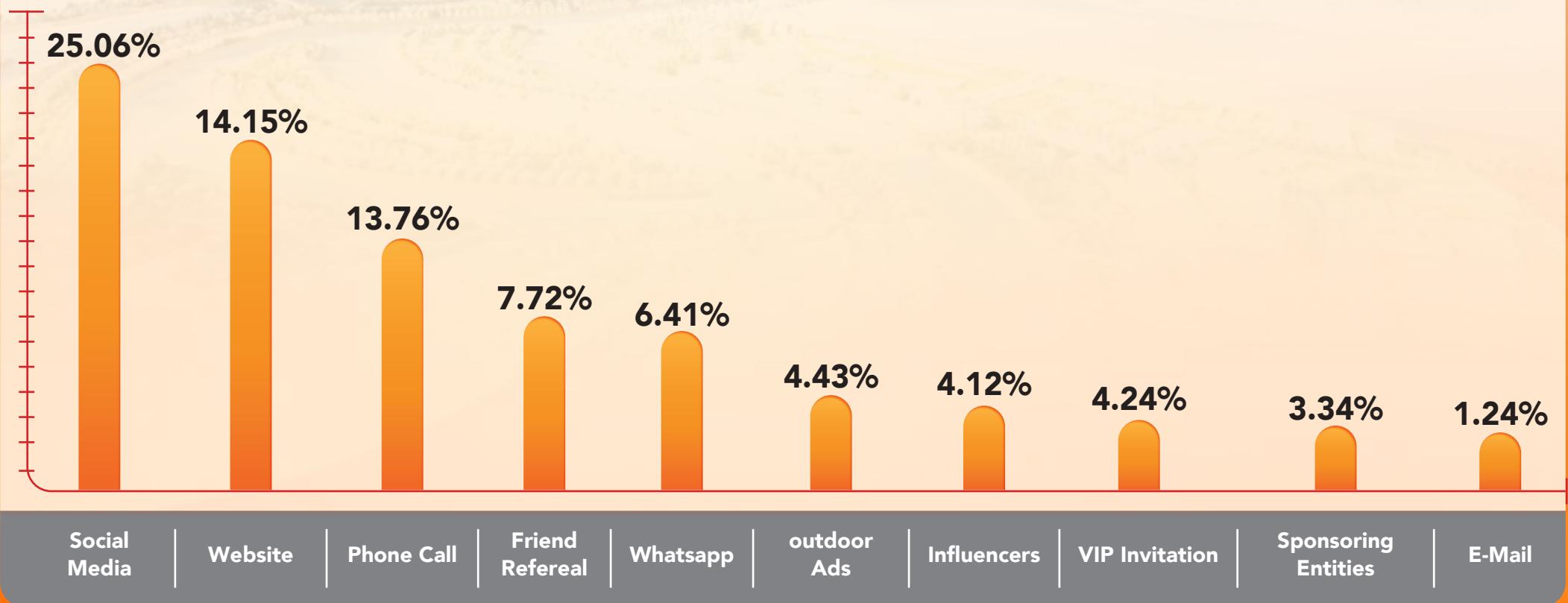
MIGHT 34%

PROBABLY 63%





## HOW YOU KNEW ABOUT ACRES



# WORKSHOPS





# 19 WORKSHOPS AND PANEL DISCUSSIONS



## SEPARATING BUYERS FROM TOURISTS



**Georg Ortner**

Real Estate Expert & IEREI Faculty

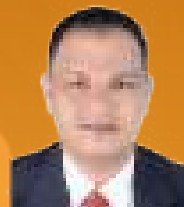
## REGULATING REAL ESTATE DEVELOPER BUYER RELATIONS IN SHARJAH



**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

## HOW TO PROTECT YOURSELF FROM REAL ESTATE SCAM



**Akhmed Idigov**

Real Estate Expert & IEREI Faculty

## 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

## 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 Murrad**

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**

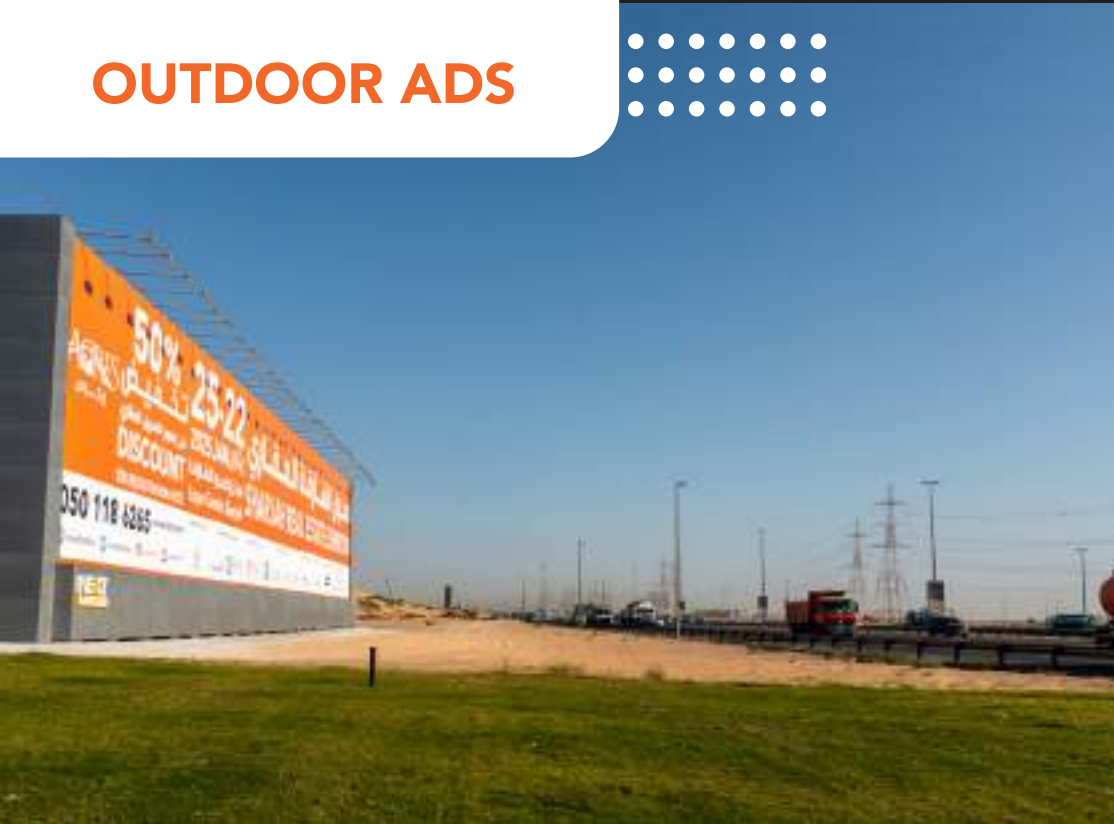
Head of Training and  
Awareness Department

# ADVERTISING CAMPAIGNS





## OUTDOOR ADS



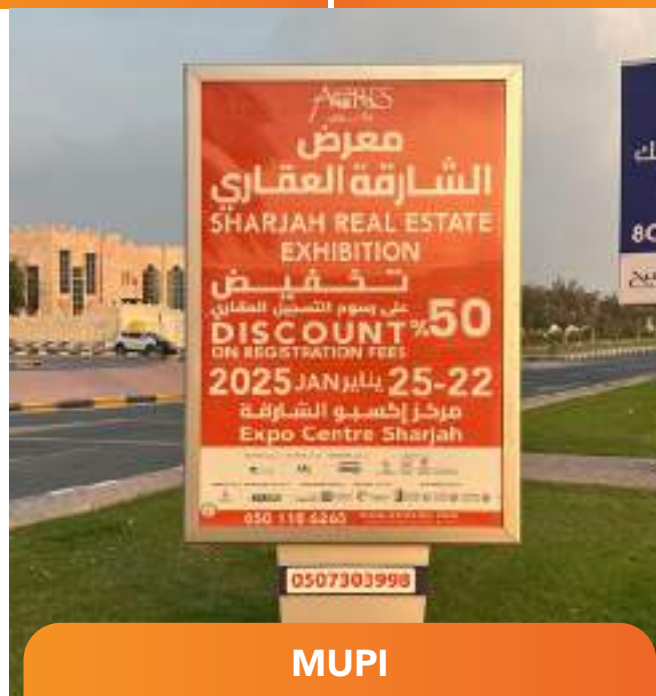
HOARDING - EMIRATES ROAD NEAR HAYYAN



HOARDING - SHEIKH MOHAMMED BIN ZAYED ROAD



TAXI



MUPI



ITTIHAD ROAD  
SHARJAH TO DUBAI/ DUBAI TO SHARJAH



## OUTDOOR ADS



FLAG BANNER - KHULafa 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**



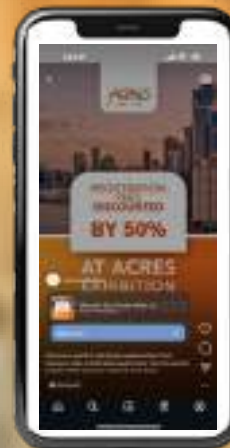
# META ADS



INSTAGRAM



FACEBOOK



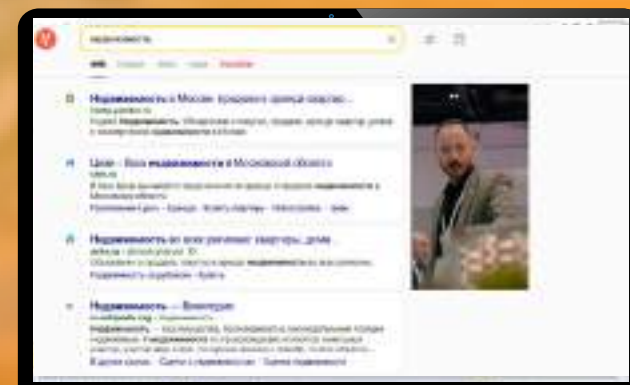
TWITTER



YOUTUBE

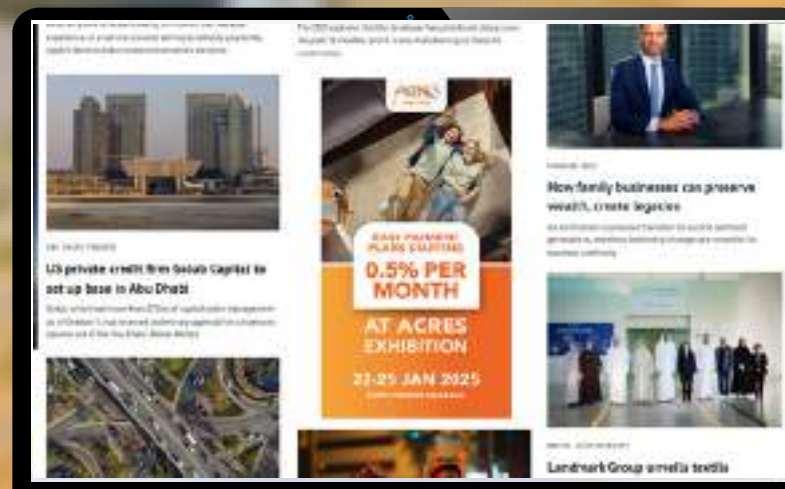
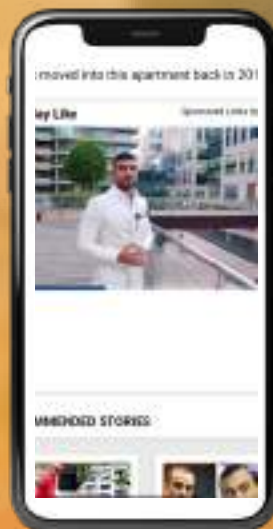


YANDEX

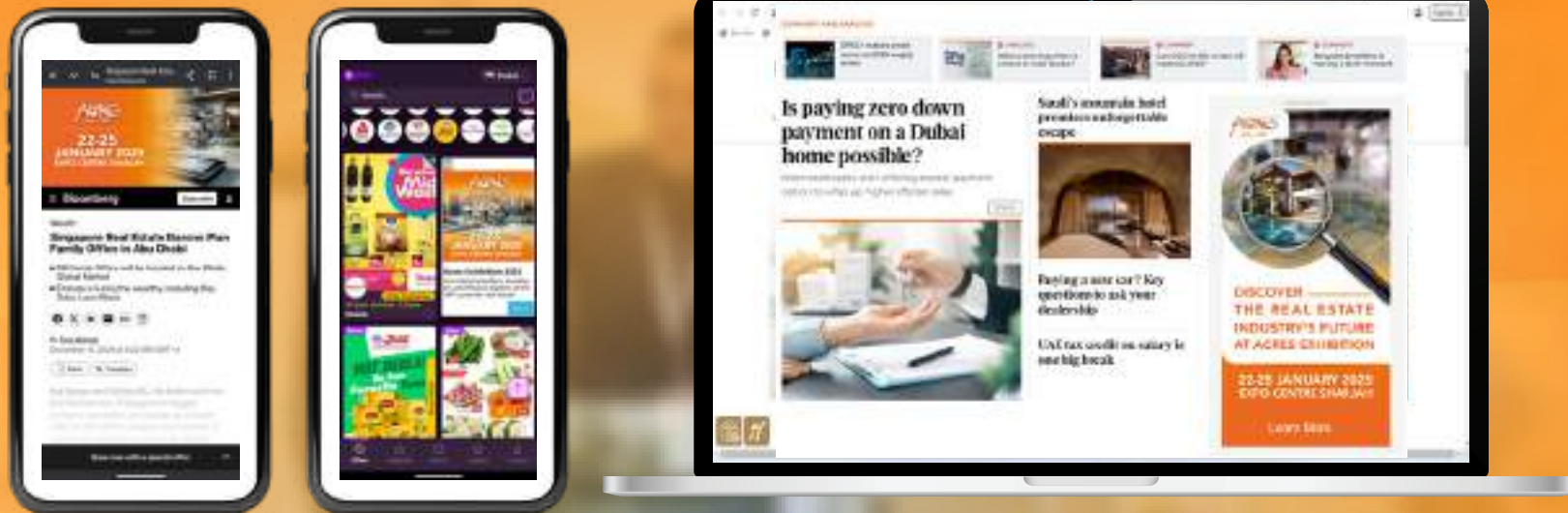




## GOOGLE ADS



## VARIOUS ADS ON NEWS SITES

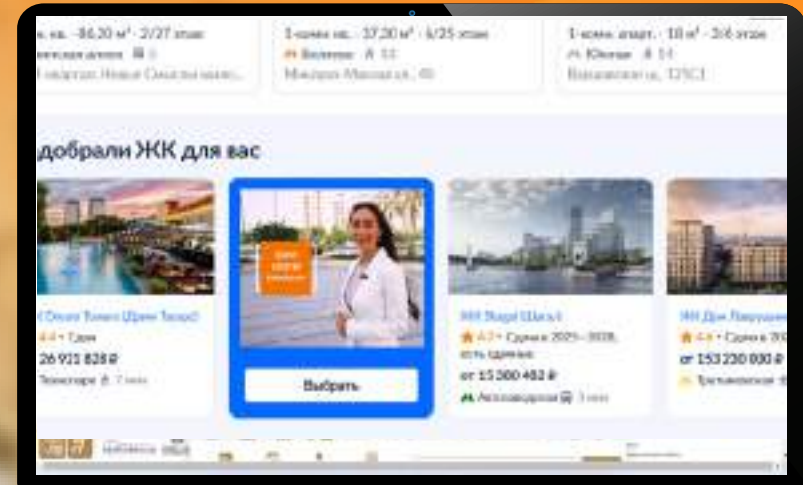


## CHINESE MEDIA CAMPAIGN

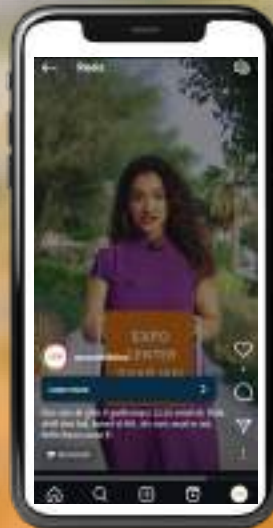




## RUSSIAN MEDIA CAMPAIGN



## 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**



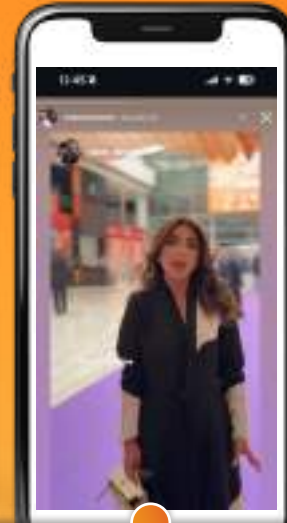
**IN SHARJAH**



Sameer AlYassi



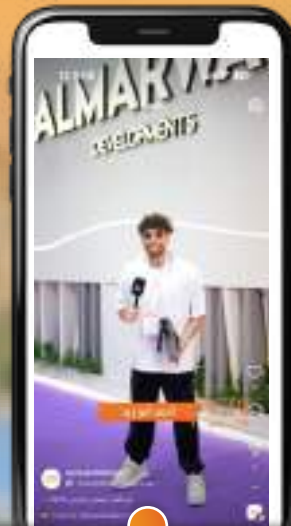
Faten Al Hamweih



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



# WHATSAPP, SMS AND EMAIL ADS



## WHATSAPP



## SMS



## EMAIL MARKETING





# NEWS COVERAGE & PR CAMPAIGN



## KHALEEJ TIMES



## GULF TODAY



## ALBAYAN NEWS



## 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

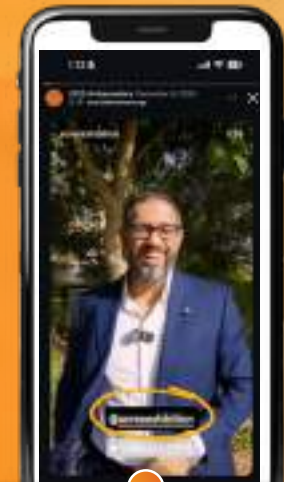
Ismail Al Hammadi



Dima Fayez



Ali Shaheen



Dr. Nour El Deen  
El Serougy



Mohamed Shaat



Amr Al Haddad



Mohammed Al Hajj



**THANK YOU**



**[www.acresme.com](http://www.acresme.com)**



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**+971 50 118 6265**