



17-19 December  
Oman International Exhibition Centre

5th International Exhibition of  
Women's Products & Services



CELEBRATING

WOMEN

EMPOWERMENT

Oman's Biggest and Most Important Show for Women



Organized by:



OMANEXPO®  
Global Business Platform

# FOR THE WOMEN OF TODAY



Since its launch in 2005, Women Expo has been the only show in Oman that directly caters to the needs and interests of women. Showcasing products and services specifically designed for them, it offers them the opportunity to play a major role in the social and economic development of the Sultanate and enhance their position in society. It aims to serve as a catalyst

## MAKE YOUR MARK

Participating in Women Expo 2013 will be a rewarding experience. It will let you:

- ✿ Highlight your range of high-quality products and exclusive services for women.
- ✿ Interact directly with your target customers to effectively promote your company's products and services.
- ✿ Stay ahead of the competition by showcasing what you offer to women of all ages.
- ✿ Boost your marketing activities to further strengthen your brand recall among women consumers.
- ✿ Meet potential business partners and major distributors to widen your reach in the Middle East market.

for greater women empowerment and for increased awareness of the difference they can make.

Women Expo 2013 builds on the achievements of the previous editions, providing women a unique platform to interact and focus on their aspirations and necessities.

To make a positive impression on your target customers, participate in Women Expo 2013.

To get the most strategically located stall for your company, reserve your space today.

### Special Pavilion for Women Entrepreneurs

Women Expo 2013 will see successful local and regional women entrepreneurs from various sectors, showcasing their products and sharing their success stories.



# LADIES' CHOICE

Women Expo 2013 is an excellent venue for promoting women's products and services.

It will feature everything that matters to women of all ages and will give you an opportunity to present your products and services directly to your target customers.

## Health & Beauty

- ✿ Cosmetics
- ✿ Colognes
- ✿ Hair-styling
- ✿ Perfumes
- ✿ Personal Care
- ✿ Skin Care
- ✿ Hair Care Products
- ✿ Spa Services

## Fashion & Lifestyle

- ✿ Abayas and Sheilas
- ✿ Bags and Shoes
- ✿ Fashion Accessories
- ✿ Garments and Textile
- ✿ Hijabs and Kaftans
- ✿ Leather Products
- ✿ Scarves and Shawls
- ✿ Teenage Apparel

## Career & Education

- ✿ Career Choices
- ✿ Educational Courses
- ✿ Employment Opportunities
- ✿ Graduate Programs
- ✿ Professional Development
- ✿ Short-term Courses
- ✿ Tourism Careers

## Home & Kitchen

- ✿ Baking Equipment
- ✿ Beddings and Curtains
- ✿ Food Products
- ✿ Glassware and Silverware
- ✿ Home Appliances
- ✿ Home Décor and Handicrafts
- ✿ Kitchen Accessories
- ✿ Porcelain Products
- ✿ Furniture

## Child Care

- ✿ Baby Clothes
- ✿ Baby Products
- ✿ Children's Toys
- ✿ Diapers and Feeding Bottles
- ✿ Gift Items and Books
- ✿ Milk Products
- ✿ Snacks

## Banking & Finance

- ✿ Banking Services for Women
- ✿ Insurance Plans
- ✿ Investment Opportunities

## Bridal & Wedding

- ✿ Wedding Dresses
- ✿ Fashion Designers
- ✿ Invitations
- ✿ Wedding Organisers
- ✿ Gift Suppliers
- ✿ Wedding Venues
- ✿ Flower Providers
- ✿ Honeymoon Destinations
- ✿ Hair Stylists/Makeup Services
- ✿ Catering Services

# EDUTAIN- MENT ACTIVITIES

In addition to the exhibition, Women Expo 2013 will also feature a wide range of activities that will educate and entertain women on all days of the event.

These include:

- ✿ Cooking Demonstrations
- ✿ Beauty Product Testing
- ✿ Musical Performances
- ✿ Flower Arrangement
- ✿ Vegetable Carving
- ✿ Cake Decoration
- ✿ Gift Wrapping
- ✿ Napkin Folding



# EXTENSIVE VISITOR PROMOTION CAMPAIGN

Women Expo 2013 will be aggressively promoted utilizing all media channels to ensure attraction of the largest number of visitors.

The media campaign includes:

- ✿ Heavy ad placement in local and regional media, both in English and Arabic
- ✿ Advertisements and editorial coverage in trade publications
- ✿ Regular press releases in newspapers, magazines, and portals
- ✿ Email and FAX campaigns targeted at consumers throughout the Middle East region
- ✿ SMS broadcasts before and during the event
- ✿ Dissemination of flyers, e-newsletters and personalized invitations
- ✿ Radio announcements during the exhibition
- ✿ Billboard ads
- ✿ Announcements in social media channels

# BENEFIT BY BEING A SPONSOR

To maximize the impact of your participation in Women Expo 2013, a wide range of sponsorship opportunities is available to enable you to effectively attract your target customers. The exclusive package of benefits includes:

- ✿ Inclusion of your company logo in all newspaper ads, leaflets, invitations and other promotional materials
- ✿ Publishing of an exclusive news release on your company's participation as the Platinum, Gold, or Silver Sponsor of the exhibition
- ✿ Prominent position of your company name and logo in the 8 x 3m entrance banner at the Exhibition Centre under your sponsorship title
- ✿ Inclusion of your hyperlinked company logo and business profile in the exhibition website

# EXHIBIT AT WOMEN EXPO 2013

## Stall Rates

Space Only (min: 18 sq.m.) - RO 120 or US\$315 per sq.m. (This consists only of bare floor space for exhibitors who want to design and build their own stand.)

Shell Scheme (min: 9 sq.m.) - RO 145 or US\$380 per sq.m. (This is a complete stall consisting of white panel walls, fascia and name board, carpeting, 2 spotlights, 13-amp power socket, a table and two chairs.)



# A LOOK AT THE PREVIOUS EDITION OF WOMEN EXPO

The last edition of Women Expo was participated in by leading local and international companies and attracted thousands of women visitors who were delighted by the range of products on display.



# SOME OF OUR VALUED EXHIBITORS OF PREVIOUS EDITIONS

- ❁ Adam's Sons Jewellery Co.
- ❁ Al Diwaniya Perfumes
- ❁ Al Majd Flower Trading
- ❁ Al Nahda Resort & Spa
- ❁ Al Nijris Trading
- ❁ Al Sawadi Beach Resort
- ❁ Al Oudh Palace
- ❁ Al Zahra College for Women
- ❁ Capital Stores

- ❁ Creative Learning Center
- ❁ Damas
- ❁ Entrepreneur Association of Bangladesh
- ❁ Euro Arabian Specialist Dental Center
- ❁ Ibn Sina Pharmacy
- ❁ Kaya Skin Clinic
- ❁ Khimji's Bait Al Ahlam

- ❁ Jotun Paints
- ❁ Majan College
- ❁ Mazoon College
- ❁ Ministry of Health
- ❁ Muscat College
- ❁ Muscat Pharmacy
- ❁ Nestle
- ❁ National Hospitality Institute
- ❁ National Tea Company
- ❁ Oman Modern Electronics
- ❁ Oman Tourism College
- ❁ Oman Women's Association at Seeb
- ❁ Parachute
- ❁ Pedia Sure
- ❁ Premium Food Industries
- ❁ Red Bull
- ❁ Renna Mobile
- ❁ Salman Stores
- ❁ Suhail Bahwan Automobiles
- ❁ Tapal Tea
- ❁ The Body Shop
- ❁ VLCC
- ❁ Zainal Baqer Mohebi

# THE ORGANISER

Omanexpo is the pioneer event management company in Oman and the Sultanate's leading organizer of major trade and consumer 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.

Omanexpo events are specially developed to support the continued growth of various types of industries including Automotive, Building & Construction, Food, Health & Medical, Hospitality and Oil & Gas.

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

For space reservations or for more information, contact:

## Omanexpo

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**OMANEXPO®**

Global Business Platform

# THE VENUE

The Oman International Exhibition Centre (OIEC) is the primary venue for major trade fairs and exhibitions in the Sultanate of Oman. Established in 1985, it offers up to 12,000 square metres of indoor exhibition space, with parking space for over 2,500 vehicles. It is conveniently located near Muscat International Airport and is very close to the city centre of Muscat.

