

THE DESIGN SHOW



10th
Interior
Design
Furnishing
Expo



Co-Located Events



Kitchen &
Bathroom
Show



Tile &
Stone
Show



5 . 6 . 7

FEBRUARY 2024

Oman Convention & Exhibition Centre

POST SHOW REPORT

POWERED BY



STRATEGIC PARTNER



تحت إشراف وزارة
التجارة والصناعة
Ministry of
Commerce and
Industry



ORGANIZED BY



معارض تجارية | مؤتمرات | ورش العمل والندوات
Exhibitions | Conferences | Workshops

ABOUT US

The 10th Interior Design & Furnishing Expo (IDF Oman), which was held from May 5 to 7, 2024 at the Oman Convention & Exhibition Centre (OCEC), Muscat, Oman, was a record-breaking event that proved that the industry was eager to reconnect and do business after a challenging two-year period.

As the only dedicated show for the design industry in Oman, IDF has successfully leveraged the rebound in the construction and tourism markets and the government's allocation of higher budgets for large-scale development projects, which has spurred demand for design spaces that require design-related materials, furnishings, products, services, creative and innovative solutions and technologies.



#idfoman

“ IDF has given us a brilliant opportunity to connect with visitors in Oman. It's one of the best exhibition in Oman to showcase your products in the Interior Sector.”

Kalpesh Dave
Marketing Manager

Asian Paints

EXHIBITION OVERVIEW



13000+ sqm

Exhibition Gross Space



18,000+

Visitors



260+

Exhibitors



17+

Countries Represented



65+

Design Talks Speakers



200+

Design Talks Delegates

EXHIBIT BREAKDOWN



16%

Art & Handicraft



16%

Bathroom
& Bedroom
Accessories



11%

Kitchen & Dining
Equipment



28%

Project & Design
Services



17%

Doors, Windows
Wall Panels



10%

Carpets & Textile



33%

Paint & Coatings



28%

Tiles, Stones &
Ceramics



7%

Outdoor Design
Accessories



8%

Lighting



9%

Smart Home &
Office
Systems



5%

Water Features &
Pools

98%

will participate in the 2025
edition

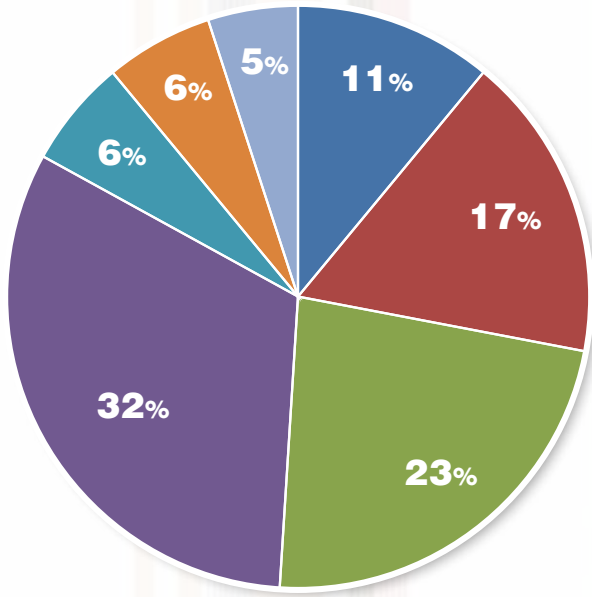
90%

achieved their business and
participation objectives

97%

were satisfied with the quality and
quantity of the visitors

VISITOR PROFILE



Visitors by Job Function

- C-Level Executives
- Project Heads, Consultants, Contractors
- Interior Designers, Architects, Property Developers
- Buyers, End Users
- Manufacturers, Suppliers, Agents, Distributors
- Government Representatives, Associations
- Media

“Every year, we always look forward to participating in IDF because it is our way to meet end-users, understand their requirements and cater to their demands.”

Muneera Al Zadjali
Communications Officer
Jotun Paints

96%

were happy about the show overall

96%

will visit the 2025 edition

92%

fulfilled their visit objectives



SHOW HIGHLIGHTS



IDF Oman 2024
was inaugurated
by

Under the Patronage of
**HH Sayyida
Meyyan bint Shihab
bin Tariq Al Said**
The chairperson of Oman
Design Association





WINNERS OF THE BEST STAND AWARD 2024



**ARINA HOME
[GLOBAL FURNITURE SPC]**



THE ADDRESS GROUP



**MUNEEB AHMED
SULAIMAN TRADING**



**ENGINEER ARCHITECTURE -
INTERIOR DESIGN**



SAKAN CREATIVE STUDIO



SORA DESIGN STUDIO

MARKETING & MEDIA



SMS CAMPAIGN

1 Million Bulk Msgs
50K Personalized SMS



WHATSAPP CAMPAIGN

500,000



EMAIL CAMPAIGN

800,000
E-mailing shots
to industry
professionals



NEWSPAPER ADVERTISEMENT

Al Shabiba - 10 Ads
Oman Daily Arabic - 10 Ads
Times Of Oman - 10 Ads
Oman Observer - 10 Ads



RADIO ADVERTISEMENT

40K spots



SOCIAL MEDIA MARKETING

Twitter, Instagram,
Facebook, LinkedIn



INVITATION DISTRIBUTION

500 VIP
3000 General Invitation



OUTDOOR ADVERTISEMENT

50 Mupi Ads



WEBSITE ADVERTISEMENT

200 Adverts placed in
Local & International
Websites



PHONE CALLS

Tele-calling from
our data of potential
visitors

#IDFOMAN TRENDING

THE DESIGN SHOW
The 10th International Interior Design, Furnishing Expo
5.6.7 FEBRUARY 2024
Are you looking for INTERIOR DESIGN solutions?
Visit 10th IDFoman Exhibition between 5th - 7th February 2024 @ OCEC daily 2:00PM - 9:00PM Halls 4 & 5

هل تبحث عن حلول تصميمية لمنازل أو مؤسسات؟
قم بزيارة معرض التصميم الداخلي والأثاث في مركز عمان للمؤتمرات والمعارض خلال الفترة 5 و 6 و 7 فبراير 2024 من الساعة 2:00 ظهرا إلى الساعة 9:00 مساء



12:13

بحث

المتداول في عُمان

١. الموضوعات المتداولة
#IDFOMAN
posts ٥,٣٥٦

٢. الموضوعات المتداولة
#الاردن_كوريا_الجنوبية
posts ألف ٢٢٩



THE DESIGN SHOW
The 10th International Interior Design, Furnishing Expo
5.6.7 FEBRUARY 2024
Oman Convention & Exhibition Centre



4 OMANDAILYOBSERVER
SUNDAY | FEBRUARY 18 | 2024

Artists from Oman, India take part in IDF Art Expo

MUSCAT: Incredible Talents took part in the recently concluded 10th IDF Art Space Expo from February 5 to 7. The expo was inaugurated by HH Sayyidah Meyyan bint Shihab al Said, Chairperson of Oman Design Association.



The exhibition saw a plethora of master artists from Oman and India taking part.

On the concluding day, Eng Said al Shanfari, CEO of Oman Convention and Exhibition Centre (OCEC), was the chief guest who distributed the mementos.

International organisation which had earlier conducted successful exhibitions in Muscat, Goa, Mumbai and Dubai. Mona Raj Rathod and Dr Tushar Bansal are the founders and co-founders of Incredible Talents.

Various master artists who participated from India included Pradeep Kumar M Argade, Ajay Rawat, Sarojini Datta, while from Oman, artists like Mona Raj Rathod, Shavana Arab and Amrin Siddique took part.

Incredible Talents is an Indian government-approved non-profit



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Oman Convention & Exhibition Centre
2 p.m. - 9 p.m.
HALL 4 - 5

بلادنا

معرض التصميم الدولي للمعرض الداخلي والأثاث الدورة الـ 10

٧-٦-٥ فبراير ٢٠٢٤

VENUE BRANDING (OCEC)



DAY 1 - TOPICS

- ◉ The impact of interior design on the contemporary construction market
- ◉ Generative Floorplans Using AI
- ◉ AI serving Omani Graphic Designers
- ◉ Landscape Design
- ◉ Urban Planning, Architecture & Technology
- ◉ Social media and content creation for interior designers
- ◉ Interior Design with Artificial Intelligence & intro to DrawHouse.Ai Platform



DAY 2 - TOPICS

- ◉ Oman Design Association Panel Discussion Design Academic Programs/ Graduates and Market Needs (Open Discussion)
- ◉ Highly efficient buildings and designs
- ◉ The Interior Design and Methods of Exhibit Display at the Oman Across Ages Museum



DAY 3 - TOPICS

- ◉ Furniture and creativity in Interior Design
- ◉ Futuristic visual identity of Omani Cities
- ◉ Youth, The Future... Design Sociology: Experimental Context
- ◉ Construction Quality ... Achieving Excellence
- ◉ The role of consulting offices in achieving quality
- ◉ Miniaturization - A change of scale but not in performance
- ◉ How we can connect directly to the brain of our customers



art space

This space showcases the best of traditional Omani art and contemporary artwork, paintings, prints, sculptures and photographs. It offers a creative platform for artists to showcase their art with a blend of the tradition and customs of Oman.



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BOOK YOUR SPACE!

idf
Oman

11th
Interior
Design
Furnishing
Expo



10 - 12
FEBRUARY
2025

Co-Located Events



Kitchen &
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Tile &
Stone
Show



DESIGN
talks

art space



BOOK YOUR STAND AT IDF OMAN 2025

SHELL SCHEME STAND

US\$ 390 / RO 150 per sqm



MODULAR STAND

US\$ 442 / RO 170 per sqm



SPACE ONLY

US\$ 338 / RO 130 per sqm



Contact us for more information on how to participate:

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ORGANIZED BY



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