

BIPEX opens doors today



Promotes
new
investment
opportunities

Manama
Bahrain's premier real estate exhibition will open its doors today at the Bahrain International Exhibition & Convention Centre in Manama highlighting Bahrain achievements in infrastructure, real estate, leisure projects and the pipeline of competitively valued and attractive offerings.

The three-day event, which continues until October 28th, is being held under the patronage of Shaikh Khalid bin Abdulla Al Khalifa, Deputy Prime Minister.

edition will include 60+ exhibitors and 100+ projects from across the region. Lucky visitors will also have the chance to win grand prizes.

This year's edition will strive to shed light on development in the Kingdom and promoting new investment opportunities that are available. Bipex is one of its successful non-profit

annual events, which was first launched in 2004 and has now come to occupy a premier position in the real estate and property exhibition event calendar.

Commenting on the event, Mohammed Khalil Alsayed, Chairman of the Organizing Committee for BIPEX, said: "Our mission is to encourage an ever-deeper understanding of Bahrain's potential in the real estate market and its strategic positioning as a global commercial and tourism hub for investors."

The 2016 edition of the event

attracted more than 8,000 unique visitors, 24% of which were from outside Bahrain including significant B2B traffic. Over 3 days, and a total of 60 exhibitors showcased real estate assets worth US \$20 billion.

Masoud Al Hermi, President of the Bahrain Society of Engineers said, "As we embark on our 10th Exhibition, we aim to bring a fundamental transformation to our exhibition as the real estate market itself undergoes an unprecedented transformation."

At the press conference, Bipex announced that it has laid plans for an innovative marketing and public relations campaign for its 2017 exhibition valued at approx One millions US dollars. Bipex announced a partnership with OSN (Orbit-Showtime Network) for its 2017 exhibition that will target real-estate investors and purchasers across the GCC and the region.

The Bahrain Society of Engineers (BSE) is tasked with organizing and presenting each BIPEX event in Bahrain.

