



light

MIDDLE EAST

intelligent building

MIDDLE EAST

17 – 19 January, 2023

Za'abeel Halls 2 & 3

Post Show Report 2023

The biggest and best attended edition in the event's 16-year history








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www.light-intelligentbuildingME.com

Organised by
messe frankfurt

Exhibition Overview

16th EDITION 	8,400 SQM GROSS 	186 EXHIBITORS 	4 COUNTRY PAVILIONS 	12,267 VISITORS 
97+ PARTICIPATING COUNTRIES 	85+ SPEAKERS 	22 LIVE PRODUCT PITCHES 	500+ PREMIUM CLUB ATTENDEES 	1,500+ PRE-SCHEDULED MEETINGS 

Launch of Intelligent Building Middle East & Co-location with Intersec

MENA's leading exhibition for the lighting and building services industry was a huge success. With packed halls, busy exhibitor stands, multiple mega deals confirmed by global brands, this was the most successful edition of the event.



The participation for 2023 has been phenomenal. The visitor numbers has definitely increased by two- or three-fold. We are not meeting the existing clients, but have already met a lot of new customers in a span of two days and still one more day to go.

Ghadi Abou Zeid
Project Manager, Ledvance, UAE



I have enjoyed being at the show this year. Overall the show has exceeded my expectations. It was fun and nice to meet with so many friends from around the world. It was a real surprise to see the variety and quality manufacturers showcasing their products. I hope that all designers give a broader thought on how to design better to preserve the night sky and how to be thoughtful in their designs in considering the dark.

Charles Stone
President, Fisher Marantz Stone, USA



Strategic Collaboration

light  **intelligent building**  **intersec**
MIDDLE EAST MIDDLE EAST

985+
exhibitors

47,000+
visitors

135+
participating countries

12
halls

60,000+
SQM gross
exhibiting space

Visitor Overview

6,205
2019

4,112
2021

7,154
+
5113*
2023

**crossovers from Intersec*

97 countries

of which
41 were
from MEIA
region

Top 10
international
countries
our visitors
came from



Saudi Arabia



India



Oman



Kuwait



Egypt



Iraq



Qatar



Türkiye

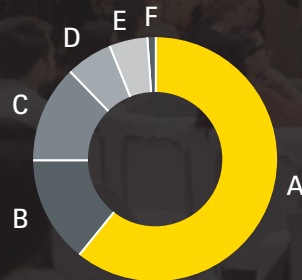


Iran



Russia

Visitors by Region



- A 61% UAE
- B 14% MEA excluding GCC
- C 13% GCC excluding UAE
- D 6% Australasia
- E 5% Europe
- F 1% Americas

Increase in Visitors from 2019

61% UAE

188% International



This is the show for us to visit every year to see all the new and innovative products that these exhibiting companies have to offer. We do not miss out on this amazing opportunity to network and source out our line of business products i.e. industrial and commercial lighting. Here we meet with all the leading manufacturers from different parts of the world with their best offerings.



Basharat Khan
CEO,
Philux International, UAE



The stands were extremely impressive and exhibitors from all around the world showcasing their beautiful lighting products in all aspects. It's a one-stop-shop for all lighting enthusiasts, companies, industries who are looking to source out for lighting products.



Lara Tabet
TV Presenter,
Luxury Brand Ambassador,
G Hospitality, UAE



I am completely overwhelmed to see a top-class exhibition this year. I really enjoyed talking to a lot of exhibitors and seeing the products featured through the exhibition halls. This year LIBME has an amazing new features compilation. Since I'm from the hospitality industry, this is the best and perfect exhibition to participate in, going forward every year. I am looking for new age LED lights and I was really amazed to see the quality and creativity this exhibition has to offer.



Shiraz Shalwani
CEO,
Ichand Global INC, USA



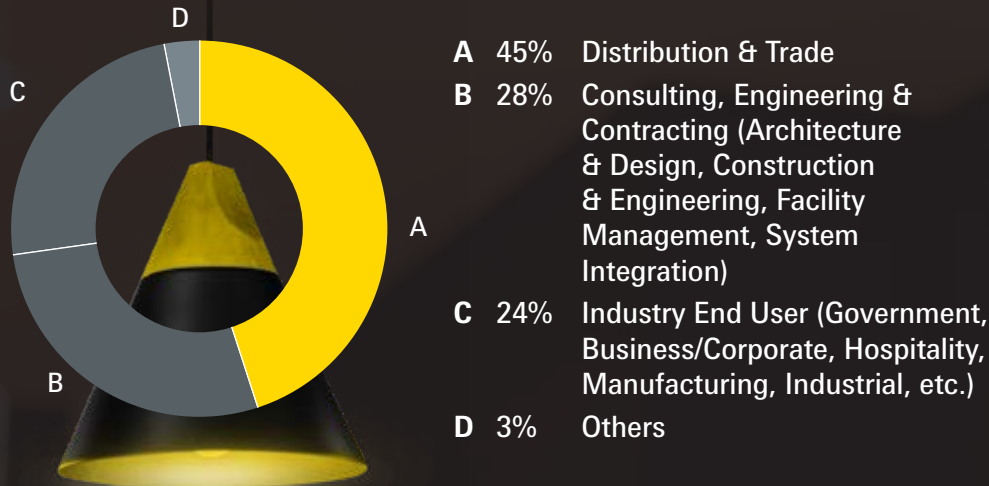
The LIGHTTALKS conference was very interesting with some amazing content and conversations hosted by LIBME. Even the products displayed for street lighting by a few exhibitors were outstanding.



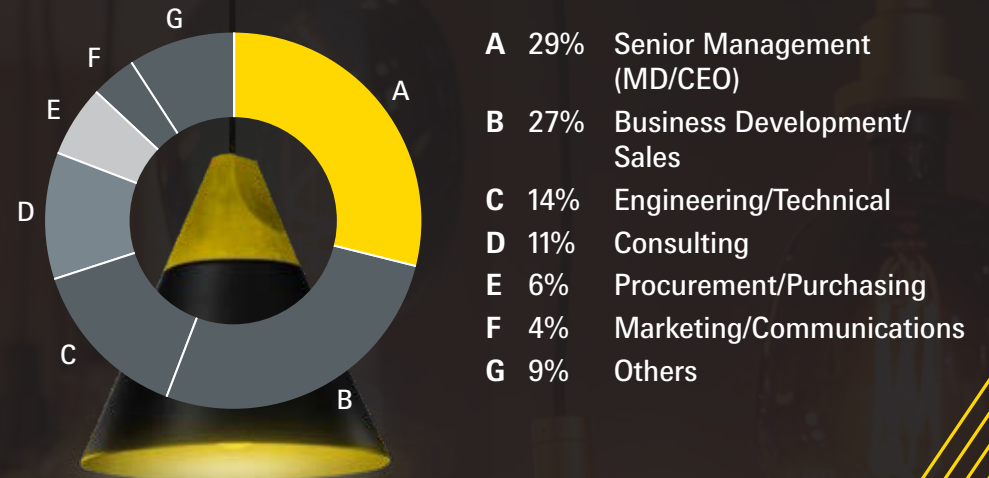
Paulo Tari
Lighting Designer,
Conpiuta, Italy

Visitor Profile

By Nature of Business

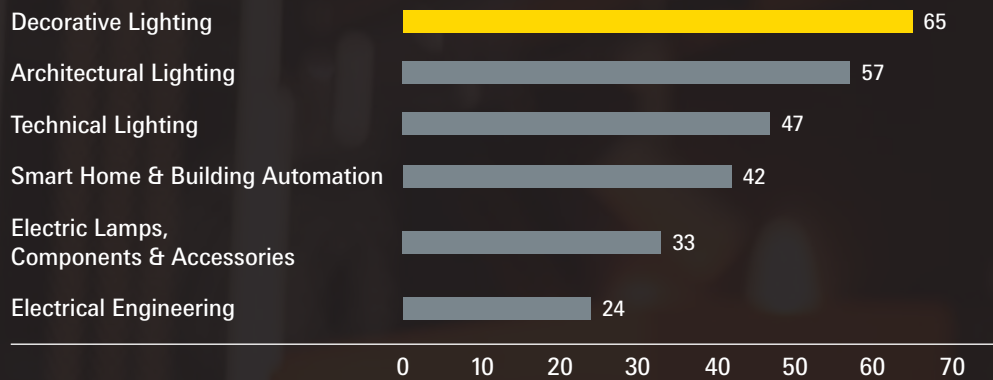


By Job Function



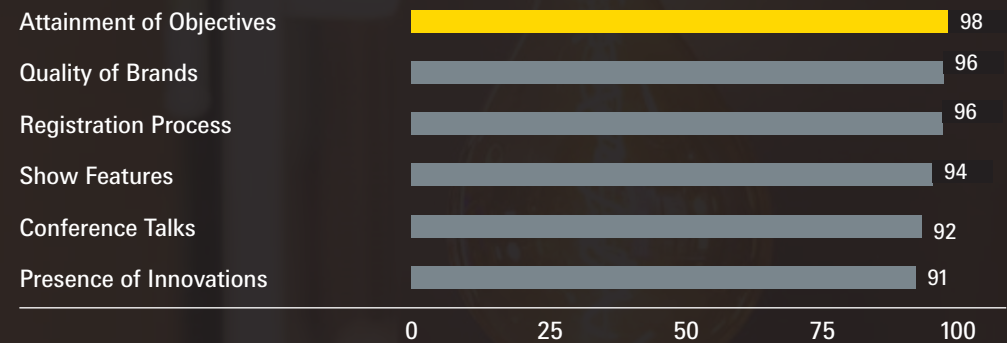
What our Visitors were Looking for

(all figures in %)



Visitor Satisfaction

(all figures in %)



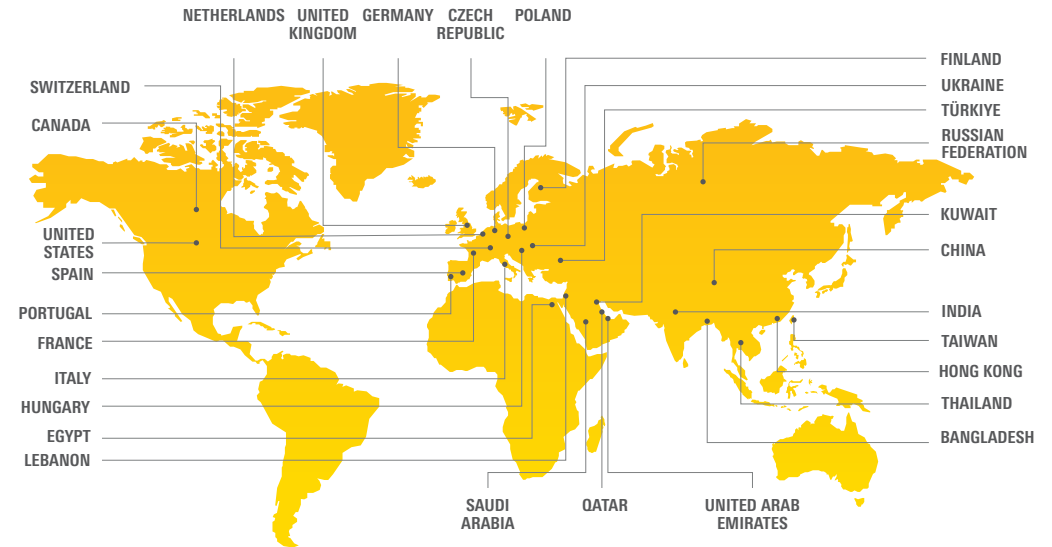
Exhibitor Overview

186

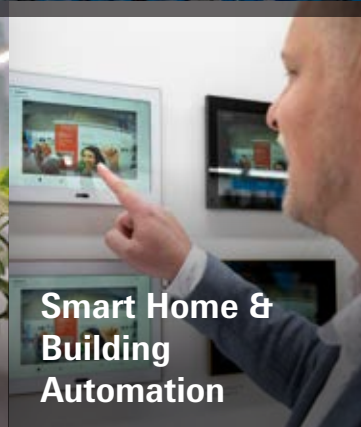
global exhibitors presented innovations from

34

countries



Exhibitors Showcased New Products and Innovations Under 6 Key Product Segments:



This is a great platform to meet with our existing clients and also an opportunity to meet with new customers. The show has been very busy for us this year.



Stefan Verhoef
Founder
OneEightOne,
Netherlands

4 Pavilions



Hong Kong



Türkiye

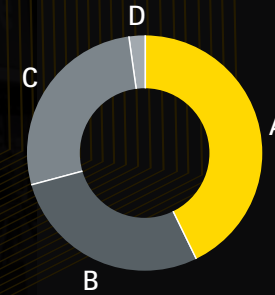


China



Germany

Exhibitor SQMs by Region



- A 43% Middle East & Africa
- B 28% Europe
- C 27% Asia
- D 2% Americas



The show gathers the lighting design community from all over the world. It also allows us to meet with new customers post COVID-19 not only from the Gulf region but from other countries around the globe.

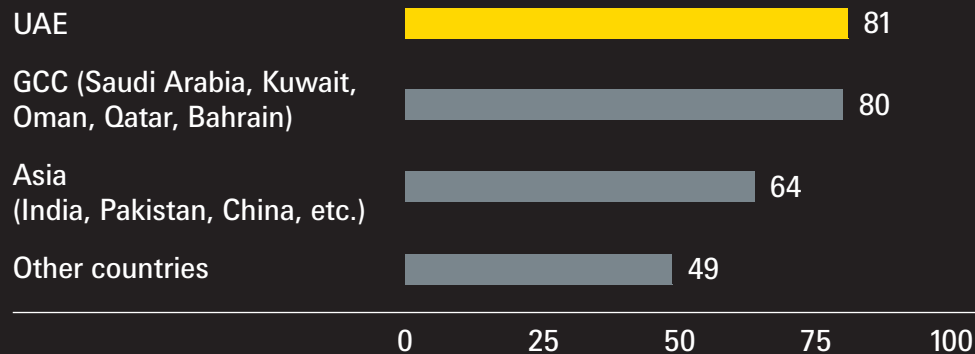
Elias Sadaka, Country Manager, Zumtobel Group, UAE



Some of our Featured Exhibitors Include:



Exhibitor Satisfaction with Visitors from (all figures in %)



96%

Reaching relevant visitor target groups

88%

Decision-making authority of visitors

89%

Number of new contacts

82%

Expected post-show business

The Launch of Intelligent Building Middle East

The launch of Intelligent Building Middle East in a powerful co-location with Light Middle East and Intersec gave exhibitors and visitors a first-hand opportunity to find the right solutions and will continue to drive the region to build a smart, safe, secure and sustainable future.

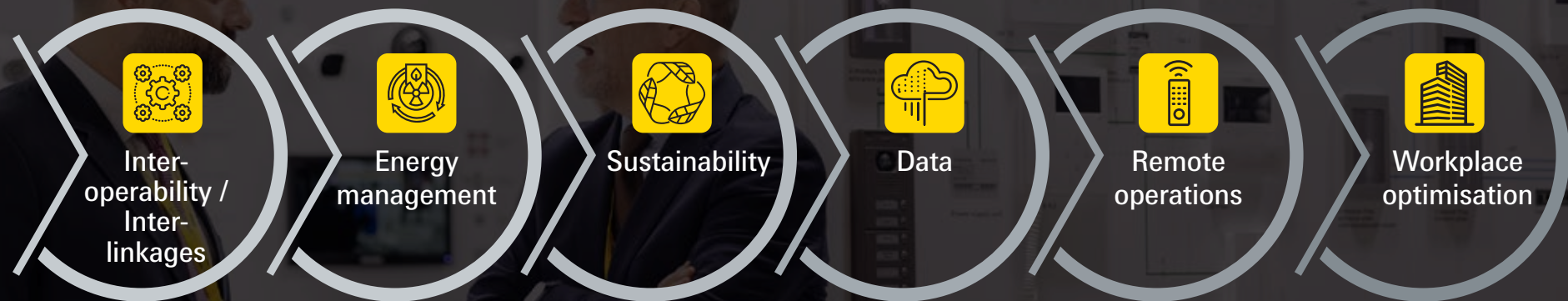


“ I believe this is the right platform to meet and discuss business with our partners and customers and also share the latest innovative solutions in the building technology. We are launching our Building Management Solutions at the event for the very first time in the ME region. This is where we get to meet with people from the entire Gulf region. This year we got an opportunity to meet with good quality customers. ”

Thamer Omari
Product Marketing Director, ABB, UAE

Emerging Focus Areas for the Building Industry

Evolution of the Building Industry



Key Exhibitors who Showcased Smart Home and Building Solutions



Net-zero Targets, GCC

COUNTRY	NET-ZERO TIMELINES
UAE ¹²	2050
Saudi Arabia ¹³	2060
Qatar ¹⁴	Reduce 25% of GHG emissions by 2030
Oman ¹⁵	2050
Kuwait ¹⁶	2050 (oil & gas sector only) 2060 (whole country)
Bahrain ¹⁷	2060

Source: Frost & Sullivan Analysis

Outlook for Smart and Sustainable Buildings in the Middle East:

The Middle East, particularly the GCC countries, has always been at the forefront of innovation in the buildings sector. With the growing focus on climate action and each country committing to emission reductions, there is a need to move toward a more technology-driven, innovative, and digitalised built environment. This would drive the growth of the smart buildings market in the GCC.



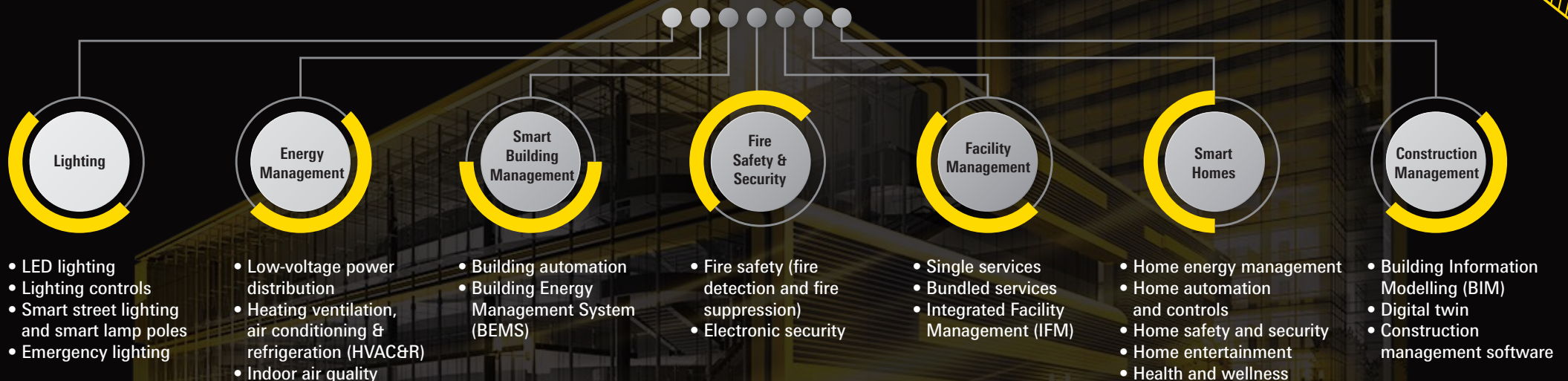
I have enjoyed my entire time during the show, discussing topics around sustainability and the built environment, renewable alternatives for reducing energy load and so on. The venue created here is amazing with very high quality speakers, excellent content some really innovative solutions showcased by exhibitors.



Chris Seymour
Regional Director,
Mott MacDonald, MEA

Market Segments Impacted by the Adoption of Smart Buildings, GCC

HOMES & BUILDINGS



Smart Building Summit

Bringing together construction companies, governments, technology firms, and design & engineering firms to collaborate and adapt

48
speakers in total

228
delegates

KEY SESSIONS & SPEAKERS

- Vision for Smart Building Construction to Achieve Net Zero Strategic Initiative 2050
- Keep Up with the Rapid Pace of Change in Smart Buildings: Stagnate or Innovate
- Digital Twins in the Metaverse
- The Smart Building Lifecycle: Delivering Sustainability Throughout
- Next Generation of Smart & Sustainable Cities - The Metropolis of the Future
- Spearheading Towards Vision 2030: Designing & Advancing Kingdom's Future Smart Build Landscape
- Demystifying Digital Twins: Business Value of Digital Twins for Construction & Smart Cities Project Applications

Key Speakers



Eng. Nawal Alhanaee
Director of Future Energy Department, Ministry of Energy & Infrastructure



Christopher Seymour
Regional Director & Head of Strategy & Investment MEASA, Mott MacDonald & Chairman, RICS MENA



Ioannis Spanos
Director, Sustainability & Environmental Services Division, KEO International



Dr. Jacques Khouri
Independent Senior Consultant / Advisor Digital Twins, BIM, Smart City – Switzerland & Subject Matter Expert for **NEOM** (the Line and Oxagon cities) / **PWC** - Digital Twins & Smart City - KSA



Dr. Marwan Abu Ebeid
Digital Transformation Lead, Turner Construction - International LLC & Co-Author of National Smart Construction Guidelines, Ministry of Energy & Infrastructure



Ahmed Aboualfa
Head of Digital Delivery & BI, Diriyah Gate Development Authority



Baharash Bagherian
CEO, URB



Richard Dib
Smart City Advisor, Royal Commission of Al Aula



Karim El-Jsir
Chief Sustainability Officer, Diamond Developers



Jesús Sancho Carrascosa
Middle East Director General, ACCIONA



Omar Barakat
Associate Director - Projects Delivery, The Red Sea Development Company



Farah Naz
Head of Innovation, Sustainability & ESG Middle East and Africa, AECOM & Chair, CIBSE UAE



Ranju Warriar
Editor-in-Chief, Construction Week Middle East & Construction Week Saudi



Gaby Abdalla
Digital Twin Leader, Arup



Abdullatif Albitawi
Director, Emirates Green Building Council



Mario Saab
Head of Sustainability MENA, Cundall



Martin Williamson
Head of Commissioning – Middle East, AESG



Chris Smeaton
Associate Principal - Digital Leader, InSite - Planners / Landscape Architects



Mohammad Ali Shalan
VP Digital Transformation, Project Management Institute, (PMI) KSA Chapter



Abdulmajid Karanouh
International Director & Head of Interdisciplinary Design & Innovation



Sophia Kee
Head of Future Ready - Property & Buildings Middle East, WSP Middle East



Asim Rehmani
Digital Transformation Manager – VDC, EllisDon & Co-author of National Smart Construction Guidelines, Ministry of Energy & Infrastructure



Dr. Bhakti More
Chairperson & Associate Professor - School of Design & Architecture, Manipal Academy of Higher Education



Rohan Chandavarkar
Associate Digital Delivery, AESG



Prakash Senghani
Digital Construction Thought Leader, Startup Founder, Early Stage Investor, Board Advisor



Wajdi Mereb
Senior Manager - Engineering Digitalisation - BIM & Digital Twins



Greig Paterson
Interdisciplinary Design Manager, Drees & Sommer



Nizar Jegham
Director, Digital Advisory Services, WSP Middle East



Kevin Harris
Digital Twin Delivery Program Head, Royal Commission for Jubail and Yanbu



Vasushree Mohta De
Practice Director - Planning, Urban Design & Landscape Middle East, Atkins, a member of the SNC-Lavalin Group



Wissam Hijazi
Sr. Director Innovation – MENA, Virtual Design & Construction Services, EllisDon



Dr. Yasemin Neilsen
Associate Professor Centre of Excellence in Sustainable Building Design, Heriot Watt University Dubai



Christopher Stock
BIM Operation Head, Dewan Architects & Engineers



John Shenton
Chair, Dubai Hub for the Chartered Institute of Building



Abhay Bhargava
VP - Energy & Environment and Industrial, Frost & Sullivan



Philipp Heindl
Vice President Business Development, Tridonic



Arsen Safaryan
Director - Information & Data Management Development, Saudi Entertainment Ventures (SEVEN)



Baharash Bagherian
CEO, URB



Mansour Fareid
Chief Engineer / Director of Engineering, China State Construction Engineering Corp. ME



Sana Zidan
Assistant Design Manager, Dewan Architects & Engineers



Kaarin Kalavus-Collins
Associate Director – BIM, Turner & Townsend



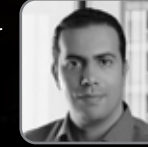
Karim Daoudi
Business Development Manager, Microsens GmbH & Co. KG



Melani Sabhaney
Partner & Design Director, Interspace



Brian Sweeney
Head of Projects, Ramboll



Amr Saad
Associate Director, BIM, ROSHN



Garald Todd
Director – Property & Buildings, WSP Middle East



Paul Drosihn
General Manager, DALI Alliance



Steven Yule
Director of Technology Enabled Solutions - Strategic Consulting, Jacobs



Praveen Thampi
Creative Director, The Ministry of Light, India

Sponsors

MICROSENS



We have met some very high level policy makers at this show including decision makers, government authorities, industry leaders and experts who can make a real change to the environment and its infrastructure, making it a better place to live in.

Jesus Sancho, Director General, Acciona, UAE



LIGHTTALKS

Innovative Design
Sustainable Future
Seamless Integration

32

speakers in total

Strategic Partner

**LIGHT
COLLECTIVE**

KEY SESSIONS & SPEAKERS

- Lighting Design and the Circular Economy: Leading the Way
- The Future of Lighting design: Artificial Intelligence, the Blockchain and Digital/Physical Integrations
- Lighting Design and the Night Sky: Preserving and Improving the Relationship of Humans and the Night Sky
- The Rise of Light Festival: Artists Working with Light to Create Immersive Experiences
- Women In Lighting Session: Design for Social Inclusion

Key Speakers



Kevin J Grant
Founder & Creative Director,
LIGHTALLIANCE, UK



Charles Stone
President,
Fisher Marantz Stone,
USA



Mark Lien
Industry Relations Manager,
Illuminating Engineering
Society, USA



Claudia Paz
Lighting Designer, Art Light
& Design & Claudia Paz
Lighting Studio, Peru



Ruth Kelly Waskett
Senior Associate,
Hoare Lea, UK



Dr. Amardeep M. Dugar
Founder & Principal, Lighting
Research & Design, India



Giovanni Zambri
Project Design Director,
Smith Tait, UAE



Praveen Thampi
Creative Director,
The Ministry Of Light, India

Hosts



Sharon Stammers
Co-founder,
Light Collective, UK



Martin Lupton
Co-founder,
Light Collective, UK



Sometimes as lighting designers we talk about immersive experiences as being in a light installation, but there is nothing more immersive than being in a room full of lighting talent, listening and engaging in great talks and discussions. For me the LIGHTTALKS were a highly immersive and thought provoking experience. Congratulations to all involved!

David Gilbey, *Founding Director, d-lighting*





Cherine Saroufim
Interior Architect -
Lighting Designer,
IDEPCONSULT, Lebanon



Courtney Mark
Design Director & Founder,
STUDIO MARK, UAE



Dr. Dalal AlSharhan
Founder & CEO,
DAL Studio, Kuwait



David Gilbey
Founding Director,
d-lighting, UK



Dipali Shirsat
Lighting Designer,
Delta Lighting Design



Elena Belova
Business Development
Director, INTILED, Russia



Abdulaziz Al Azem
Founder / Principal
Lighting Designer,
DTS, Saudi Arabia



Erin Denkovska
Associate Lighting Designer,
Delta Lighting Design, UAE



Faraz Izhar
Senior Lighting Designer,
KEO International
Consultants, UAE



James Morris-Jones
International Sales Director,
Lucent Lighting, UK



Katia Kolovea
Founder & Art Director,
Archifos, UK



Luca Valdrighi
International Specification
Manager-Regional Manager
LATAM, Targetti, Colombia



Magali Mendez
Co-founder,
LightInMe, Spain



Manas Bhatia
Junior Associate,
Ant Studio, India



Maria Dautant
Senior Associate,
HLB Lighting Design,
UAE



Mohamed Siraj Medani
Associate Lighting Designer,
Delta Lighting Design, UK



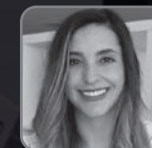
Momena Saleem
Ambassador, Women in
Lighting, Pakistan & Design
Partner, Worktecht & Co.
Japan



Myriam Alqassab
Founder & Managing
Director, Stargazers for
Astronomical Science,
Bahrain



Paul Nulty
Founder,
Nulty+, UK



Paula Cortes Castellanos
Head of Lighting Design,
WSP Middle East, UAE



Regina Santos
Founder / Design Director,
Light Fusion, UAE



Stephanie Hreiki
Senior Lighting Designer,
Nulty, UAE



Ar. Surbhi Jindal
Founder & CEO, Da Light
Hub & Womeninlighting
Ambassador, India

Sponsors

TARGETTI

INTILED

lucent®



The Premium Club

The Premium Club is an exclusive programme designed for pre-qualified visitors such as senior buyers & key decision makers to connect with exhibitors and sponsors in order to facilitate a seamless purchasing process.

This year The Premium Club hosted **500+ key buyers & specifiers** including **35+ Women in Lighting global designers and supporters**, **80+ conference speakers**, **25+ awards jury members**, international trade delegations, government, media and associations over the course of **three days** at the Premium Club lounge in the middle of the show floor.

Members also enjoyed complimentary benefits including flights, hotel accommodation & transfers, VIP parking, shuttle service to and from the venue, Fast Track event registration, premium hospitality and catering, dedicated networking areas, assisted match-making, pre-scheduled meetings and so on.

Key activities included **120+ pre-scheduled meetings**, **25+ video interview talks** with the Virtual Lighting Design Community (VLDC), dedicated networking areas with sponsored catering, the launch of the IALD Middle East Chapter plus cocktail networking reception, guided tour to the AYA Experience.



“ We are so grateful to Light Middle East for bringing this amazing group of women and their supporters together. It is the first time many have met face-to-face and the interactions and relationships that came from this were a joy to witness. ”

Sharon Stammers and Martin Lupton
on behalf of the Women in Lighting project

Sponsors



Community Partners



Meraki



At its launch edition, MERAKI celebrated art, creativity, passion through light. This was a **three-day** workshop that was hosted prior to the exhibition and was open to visitors on the show dates.

The workshop was held at the exhibition venue and involved **4 workshop leaders** and **31 university students** who were divided into groups of four. They, along with their workshop heads were engaged in various brainstorming sessions to come up with ideas to create installations using fixtures and sustainable elements.

Workshop Leaders



Fixture Sponsors



Participating Universities



InSpotLIGHT

> **Generation 4
Technology**
Tech Talks by Tridonic

> **Live Product
Demos**
Awards Product Finalists

> **Workshop**
Light in ME Workshop

Bringing the Spotlight on latest trends and innovations, InSpotlight in its launch edition provided an integrated event experience for professionals representing the entire spectrum of lighting in the built environment including live product demos, tech talks and workshops.

The product demos were a reflection of the **22 shortlisted products** from the Light ME awards which were live-pitched to a jury of **15 independent lighting design specifiers** in a Shark Tank-style format in order to determine **four winners** across The Indoor, Outdoor, Decorative and Intelligent lighting product/solution categories for the year 2022-23.

The pitch was also open to the Light Middle East audience to determine a PEER Award through an online voting system.

Light in ME Workshop

Touched on key topics around Light & Health, consequences of an unbalanced life, tips to grow awareness and how to include active pauses and healthy eating habits with breathing exercises and light meditation in a **90-minute session** closing the **Day 3** of the exhibition.

Hosted by



Magali Méndez
Design Director,
SaaS Lighting Conception,
Mexico



Grisell C. Herrera Fernández
Architect MSc Lighting Design
Co-founder at Light In Me



Ana Zúñiga
Co-founder,
Light In Me

Products InSpotlight:

- Crystal & Light Shed by iGuzzini
- Flexi Grazer 3D by LEDFlex Group
- Funivia, Stellar Nebula & INTEGRALIS® by Artemide
- Ink Recessed & App Twil by Linea Light Group
- Parscan & Beamer by Erco
- ARCOS III zoomfocus, AMBITUS & Thorn Carat by Zumtobel Group
- SGN i-6 by SGM Light A/S
- Billet X Eclipse by Bold Lighting
- ALE by Catellani & Smith
- Painted by Light by Luce 5
- Lumos Controls by Wisilica
- Pharos Expert by Pharos Controls





The 9th Annual Light Middle East Awards

The Awards celebrated individuals, products and companies for their outstanding performance, vision, contribution and achievement across the lighting industry.

Under the themes of **'Innovative Design'**, **'Sustainable Future'** and **'Seamless Integration'** the 2023 Awards showcased **188 innovations** in lighting, design & technology across **18 categories** and were judged by a jury of **25 world renowned** lighting design professionals.

77 finalists, 18 winners and 2 honourable mentions were recognised and celebrated at the Light Middle East Awards Gala Dinner on the 19th January 2023 at the Ritz Carlton Hotel, DIFC drawing the perfect conclusion to the record breaking edition of Light Middle East supporting the mission and vision of lighting designers, manufacturers, suppliers & system integrators, raising the profile of the profession overall and demonstrating the visible success of lighting inside and outside the region.



2023 Light Middle East Awards Winners

Bar Lighting Design Project of the Year

Blind Tiger Restaurant
& Bar Lounge
Light & Lives



Façade Lighting Design Project of the Year

Central Library Of
Esfahan Municipality
Behinlighting

Hotel Lighting Design Project of the Year

Radisson Blu Deira Creek
STUDIO MARK



Mall Lighting Design Project of the Year

Dubai Mall Enhancements
Light Touch Pld

2023 Light Middle East Awards Winners

Mall Lighting Design Project of the Year Honourable Mention

Midtown Mall, Riyadh
Nulty



Retail Lighting Design Project of the Year

Clé d'Or
Studio Lumen

Education / Workspace Lighting Design Project of the Year

Anwar Gargash Diplomatic
Academy UAE
CPLD lighting design
consultants



Public Space Lighting Design Project of the Year

Terra - the
Sustainability Pavilion
Buro Happold

2023 Light Middle East Awards Winners

**Public Space
Lighting Design
Project of the Year
Honourable Mention**

Al Shindagha Museum,
Al Maktoum House, Dubai
dpa Lighting Consultants fzllc



**Residential Lighting
Design Project of
the Year**

Dubai Hills Luxury Villa
Light & Lives

**Restaurant Lighting
Design Project of
the Year**

Indego by Vineet
LW



**Light Middle East
Project of the
Year 2023**

Terra - the Sustainability
Pavilion
Buro Happold

2023 Light Middle East Awards Winners

**Partner of the Year -
Manufacturer /
Supplier**



**Project of the Year -
International**

Copper Light Crystal
mtelectro

**Indoor Lighting
Product of the Year**

Parscan
ERCO Lighting



**Outdoor Lighting
Product of the Year**

Funivia Outdoor
Artemide Middle East

2023 Light Middle East Awards Winners

Decorative Lighting Product of the Year

Zumtobel AMBITUS
Zumtobel Group



Intelligent Lighting Product of the Year

INTEGRALIS®
Artemide Middle East



Peer Award

Thorn Carat
Zumtobel Group



Best Newcomer of the Year - Design Practice

Light Fusion
Light Fusion



It was a great experience being a part of the judging panel for the projects category.



Amardeep Dugar
Lighting Designer,
Lighting Research & Design,
India



The entries were very interesting and there were a lot of variations and technology. The product pitches were really well done and in a timely manner. It was a great learning experience and gained a lot of knowledge being a part of the entire process.



Martin Lupton
Director,
Light Collective, UK



The entries are very high standard this year, very innovative. Well delivered event, fantastic format to see it in-person and live pitches to get more involved with the event.



David McNeil
DPA Lighting Consultants,
UAE



There has been an amazing array of different products seen in the line of innovative products, sustainability, etc., from different manufacturers.



Erin Denkovska
Associate Lighting Designer,
Delta Lighting Design, UAE



Sponsors



BRIGHTON



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Strategic Partner



International Association of Lighting Designers (IALD) Middle East Chapter Launch at Light ME

The International Association of Lighting Designers (IALD) continues to grow its community, from welcoming new lighting designers to strengthening support with lighting manufacturers. Light Middle East was the perfect platform to officially launch the Middle East Chapter with founding members from the following countries: Egypt, Saudi Arabia, Jordan, Israel, Lebanon, Kuwait, Qatar, Bahrain, United Arab Emirates and Oman.

Lighting Designers from the MENA region along with WIL attendees joined the exclusive launch of the IALD Middle East chapter on the 17th Jan 2023 at The Premium Club followed by a trip to AYA - an immersive show and park that invites you to wander luminous gardens, make music with light, command galaxies and dance with light. AYA combines art, technology and light to explore our invisible connections to beauty and to each other. The perfect inspirational end to a day of path-breaking talks and meetings.



This organisation and its community have been a beacon of integrity and dynamism for over 50 years. The establishment of a new region in the Middle East is a testament to the ceaseless evolution of this incredible profession. Thank you Light Middle East for supporting the IALD. The media coverage has been great. We got such positive feedback with many people afterward who either attended and loved the show or were keen to return next year, there is clearly a lot of energy in the region!

Christopher Knowlton
CEO, IALD



AYA was a truly magical experience for me! The combination of sound, lights and tactile experience made this visit a memorable event. This space completely recharged my creative batteries, gave me lots of inspiration and energy, and made me fully present in the moment!

Katia Koloveva
founder, ARCHI/FOS

PR & Media Coverage



77
PIECES OF
PR COVERAGE



61,300,932
CIRCULATION

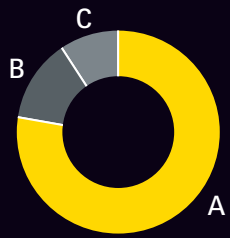


\$412,914
AD VALUE



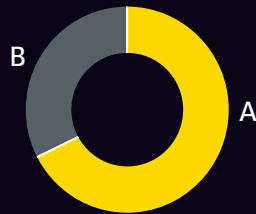
\$1,238,742
PR VALUE

Coverage Breakdown



A 78% Online
B 13% Print
C 9% Media

Language Overview



A 68% Arabic
B 32% English



light

MIDDLE EAST

intelligent building


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16 – 18 January 2024

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