

THE DESIGN SHOW



11th Interior
Design
Furnishing
Expo

APPROVED BY



10.11.12
FEBRUARY 2025

OCEC, Muscat
HALL 3, 4, 5

TITLE SPONSOR



Organized by



تقدم بثقة
Moving Forward
with Confidence



POST SHOW REPORT

ABOUT US

The 11th Interior Design & Furnishing Expo (IDF Oman), which was held from May 10 to 12, 2025 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.



EXHIBITION OVERVIEW



14000+ sqm

Exhibition Gross Space



19,000+

Visitors



200+

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**

#idfoman



7%

**Outdoor Design
Accessories**



8%

Lighting



9%

**Smart Home &
Office
Systems**



5%

**Water Features &
Pools**



17%

**Doors, Windows
Wall Panels**



10%

Carpets & Textile



33%

Paint & Coatings



28%

Tiles, Stones & Ceramics



98%

**will participate in the
2025 edition**

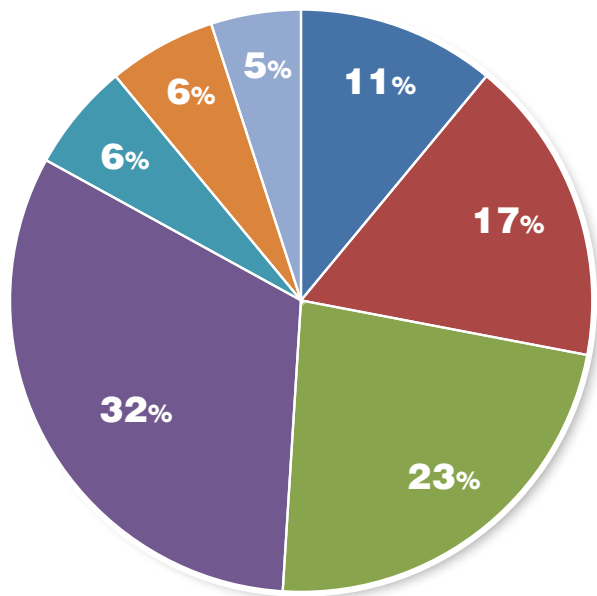
90%

**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

96%

were happy about the show overall

96%

will visit the 2025 edition

92%

fulfilled their visit objectives

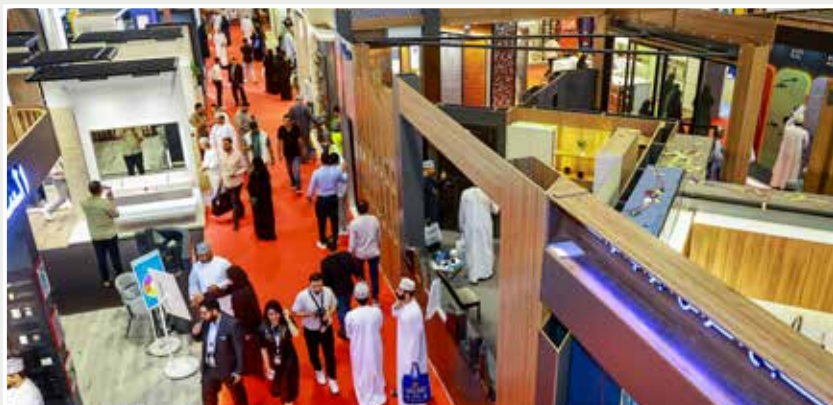


SHOW HIGHLIGHTS



**IDF OMAN 2025 WAS INAUGURATED BY
H.H. SAYYID AZZAN BIN QAIS BIN TARIK AL SAID**





WINNERS OF THE BEST STAND AWARD 2025



**ASIAN PAINTS ME LLC -
BERGER PAINTS**

**SMART CLOUDS TRADING SPC
(CLOUDIA)**



**ALRAQY LLABDAAT
ALALMYTH (HOME PLUS)**



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

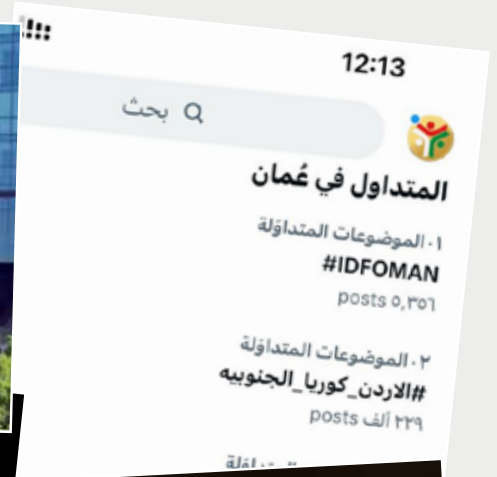
200 Adverts placed in
Local & International Websites



PHONE CALLS

Tele-calling from our data of
potential visitors

#IDFOMAN TRENDING



VENUE BRANDING (OCEC)



DESIGN talks

DAY 1 - TOPICS

- Ceramic Design Workshop
- Architecture Photography Workshop
- Portrait Watercolor Workshop Workshop
- Developing aesthetic standards in interior space
- Colors Phobia
- Preparing Future Designers at Higher Education Institutions
- A close look at Zaha Hadid's Architecture
- A Vision for a Socio-Urban Reflecting Architecture
- A Window to Global Interaction through Oman Culture and Traditional Architecture, Case Study.
- Design made in Italy



DAY 2 - TOPICS

- eBina Supplies Ceremony
- Asian Paints Presentation

- فن اختيار الزجاج: أسس تجمع بين الجمال و الكفاءة
- ثورة المنازل الذكية: استثمار التكنولوجيا في خدمة الإنسان و البيئة



DAY 3 - TOPICS

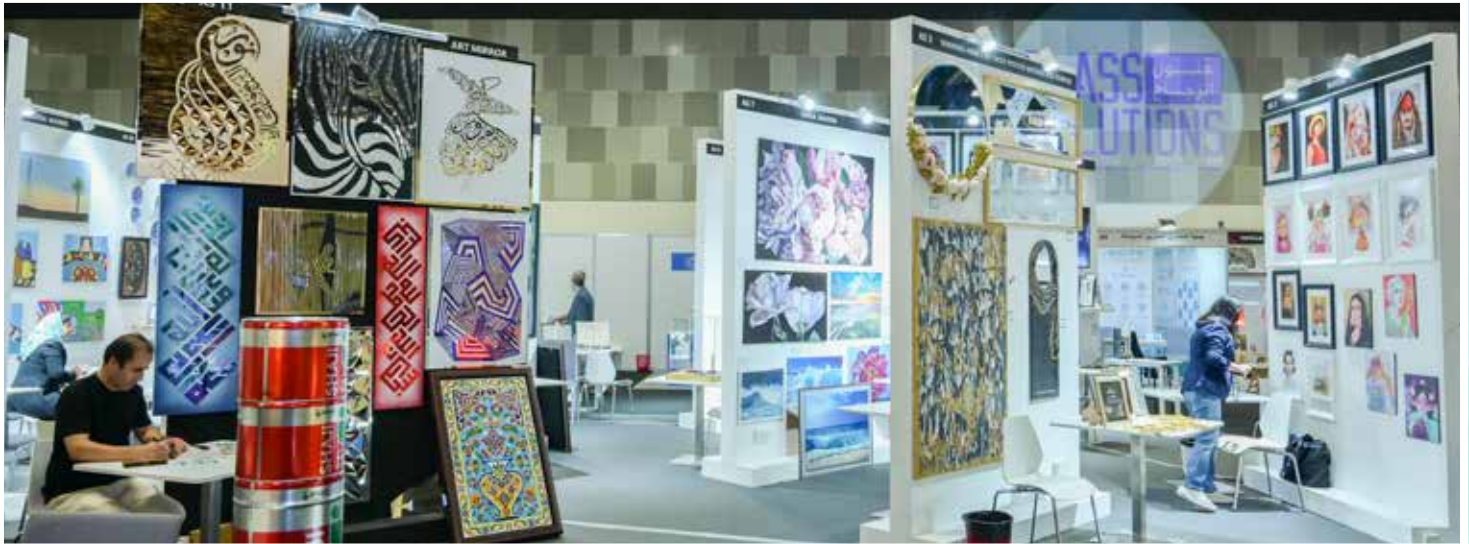
- The Future of Architecture: AI & Human Collaboration
- Project Management in eBinaa
- Construction Contracts and Supplies Contracts
- The role of project management in the success of organizations
- Engineers accreditation, where to?

- رساله للعملاء في التصميم
- مشاريع البيع علي الخارطة من وزارة الإسكان والتخطيط العمراني



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.



THANKS TO OUR SPONSORS

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Jazeera Paints



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ART SPACE SPONSOR



LOUNGE SPONSOR



MEDIA PARTNER



BOOK YOUR SPACE!



12th
Interior
Design
Furnishing
Expo

APPROVED BY
UFI

2 - 4
FEBRUARY
2026

Co-Located Events



Kitchen &
Bathroom
Show



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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