



PHILIPPINE PROPERTY AND INVESTMENTS EXPO

Be part of the **biggest**, **longest-running** and **most-trusted** Philippine investment event in the region!

NOVEMBER 5 & 6, 2022 | Crowne Plaza Dubai, Sheikh Zayed Road, Dubai

PPIE FIGURES



24,500
quality visitors
(2014-2019)



A total of
96 exhibitors
80% repeat customers
(2014-2019)



208
closed and closeable units in 2018
PHP727 million

THE FILIPINO TIMES

4.5 Million

Web Visitors / month

1 Million

Newspaper Readership
/ month (250,000 weekly)

250,000

eNewsletter Subscribers
/ twice daily



PROFESSIONAL GROUPS



- PICPA
- IEAA
- ICFA
- NURSES
- ARCHITECTS

PR MAINSTREAM MEDIA

- NEW YORK TIMES
- RAPPLER
- GULF NEWS
- KHALEEJ TIMES
- AL BAYAN
- AL KHALEEJ

ACE PR Value (2019)

AED 6,841,295



COMMUNITY PARTNERS

- Philippine Independence Day Organizing Committee - Dubai
- Filipino Social Club
- Philippine Independence Day Organizing Committee - Northern Emirates
- Filcom - Abu Dhabi



PROPERTY INSIDER

- Weekly eNewsletter
- Website



NPM SOCIAL MEDIA INFLUENCERS

1 Million++
FOLLOWERS

WHY
TARGET THE
FILIPINOS
IN THE **UAE?**



WE'RE BIG

3RD LARGEST EXPAT COMMUNITY in the UAE
with **1 MILLION** population (est.)

WE BUY

60%-70% ARE PROFESSIONALS and
HIGHLY SKILLED executives who have
the purchasing power

WE SPEND

1 OF THE TOP SPENDERS in the UAE
Source: Khaleej Times

WE'RE POSITIVE

FILIPINO consumer confidence
ranks **3RD GLOBALLY**

Source: Nielsen

WE TRAVEL

TRAVELS up to **5 DESTINATIONS** per year


Source: Visa Inc.

WE SEND MONEY

3RD BIGGEST by value and **1ST** by **VOLUME** -remittance
market in the UAE

Source: Gulf News

WHY TARGET THE FILIPINOS IN THE UAE?

90% 
of Filipinos in the UAE expected
improvement in the quality
of life both in UAE and in the
Philippines

19% 
of Filipino visitors
increased in Dubai in 2017

8  **out of**
10 
Filipinos in the UAE say now
is the best time to invest in
Philippine Property

3rd  **1ST**
biggest by value and
by **VOLUME -REMITTANCE** market
in the UAE
Gulf News

SEE YOU AT



NOVEMBER 5 & 6, 2022

CROWNE PLAZA DUBAI, SHEIKH ZAYED ROAD, DUBAI

ARE THE FILIPINOS THE ONLY TARGET MARKET?

UAE

- One of the world's top 10 wealthiest nations According to the reports gathered by International Monetary Fund in 2017
- Home to more than 200 nationalities with appetite for international investment
- UAE residents/expats are one of the richest per capita in the world
- UAE is the happiest country in the Middle East and North Africa (MENA)* in 2018
- Dubai is ranked #1 for standard of living and ahead of London and New York** based on a report done by Deutsche Bank in 2018

*World Happiness Report

**Frank Knight Global Report



“

KHALED RASHID

OWNER OF 2 CONDO UNITS
IN BONIFACIO GLOBAL CITY,
THE FORT, TAGUIG

”

“

HANAN EL SHAWAWY

OWNER OF A PROPERTY IN
ORTIGAS, MANDALUYONG CITY

”



TRUSTED BY REPUTABLE BRANDS

PROPERTY DEVELOPERS



BANKS AND FINANCIAL INSTITUTIONS



COMPANIES TARGETING FILIPINOS



MEDIA SUPPORTERS



PPIE 2022 MARKETING PLAN

Print ad		
The Filipino Times	21 weeks, full page outside back cover	AED 420,000
Khaleej Times	8 days, quarter page ads	AED 150,000
Radio		
Tag 91.1	30 seconds, 5 spots per day, 20 days Program	AED 45,000
Social Media		
Facebook - TFT	2 posts / week x 26 weeks	AED 420,000
Facebook - PPIE	2 posts / week x 26 weeks	AED 210,000
Digital Marketing		
Website leaderboard banner	5.2 million impressions	AED 572,520
Newsletter tower banner	147 days (twice daily)	AED 1,152,480
Below the line		
Corporate Direct Mailers	32 emailers	AED 160,000
Flyers	2,000 in Abu Dhabi 6,000 in Dubai	AED 10,000
Brochures	500	AED 3,000
TOTAL MEDIA VALUE*		AED 3,038,000.00 (USD 1,149,460.00)

*FORECAST MEDIA EXPOSURE

PPIE 2022 PR PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Press releases/feature article											
Radio Interviews/ Coverage											
TV News Coverage											

Media Outlets:

- **Publication:** The Filipino Times, Khaleej Times, Gulf News, Gulf Today, Gulf Business
- **Online:** The Filipino Times, Khaleej Times, Gulf News, AMEInfo, Zawya, Gulf Today, Propertyzaar, Landgroupinc, Gulf Business, Defence, Pilipinas Today, Philippine, Business Club, All Events
- **Radio:** Tag 91.1, Dubai Eye
- **TV:** GMA Pinoy TV, The Filipino Channel
- **Social Media:** Tatak Pinoy, duBlog, Boy Dubai, Pinoy Smile, Dan on the Go, Buhay sa Dubai, Pinas Music Zone

TOTAL PR VALUE*: AED 2,000,000 (USD 547,645)

* IT IS THE MEDIA'S DISCRETION TO PUBLISH THE PRESS RELEASE

** ACE-PR VALUE (ADVERTISING COST EQUIVALENT OF PR)



MARKET INSIGHTS

TOP 3 CONSIDERSTION IN BUYING AN INVESTMENT



Long-term benefits
earned or good
returns or profitable



Affordable
costs



Reputed
company

TOP 5 LOCATIONS:

1 Manila

2 Cebu

3 Davao

4 Iloilo & Bacolod

5 Pampanga, Cavite and Laguna



TO SEE
IS TO
BELIEVE



Rachelle

Marketing Professional in Dubai

Investments:

House and Lot in Cavite. Condo unit in Pasig



Joanne

Marketing and Sales Manager in a private hospital in Abu Dhabi

Investments:

Condo unit in Manila, Mutual Funds, Stocks, Savings
Canteen business in several areas in Metro Manila



Dan

Quality Control and Systems Analyst in a government hospital in Abu Dhabi

Investments:

2 condo units in Davao, 1 residential lot, cemetery lot
, beach lot



Your gateway to UAE



New Perspective
media group

Connecting international brands across the world to GCC markets

WE WORK WITH OVER 1000 BRANDS TO INCREASE THEIR MARKET SHARE



A large, dark blue 3D horseshoe magnet is positioned at the top center of the image. Below it, a large crowd of small, dark blue human figures is gathered on a dark blue surface. The magnet's poles are directed towards the crowd, suggesting an attraction or pull. The background is a solid dark blue color.

HOW TO REACH CUSTOMERS?

SPONSORSHIP OPPORTUNITIES

	PLATINUM			GOLD			SILVER			EXHIBITOR		
	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)
EVENT DAY												
Shell scheme stand or space in prime location	60 sqm	119,000	119,000	60 sqm	119,000	119,000	40 sqm	83,500	83,500	*See table		
Speaking opportunity	2	30,000	8,000	1	15,000	4,000	1 panel discussion	7,500	2,000	N/A	N/A	N/A
Flyering at the registration	1	20,000	6,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Logo inclusion on stage backdrop	1	15,000	7,500	1	15,000	7,500	1	15,000	7,500	N/A	N/A	N/A
Logo inclusion on media wall	1	15,000	7,500	1	15,000	7,500	1	15,000	7,500	1	15,000	7,500
Advertisement or TVC inclusion on-site screens (s)	1	8,000	5,000	1	8,000	5,000	N/A	N/A	N/A	N/A	N/A	N/A
Event mentions	1	8,000	4,000	1	8,000	4,000	1	8,000	4,000	1	8,000	4,000
MARKETING & PROMOTIONS												
Full page ads in The Filipino Times (TFT print)	4	56,000	56,000	2	28,000	28,000	1	14,000	14,000	N/A	N/A	N/A
Editorial coverage on TFT print, online, newsletter	5 campaigns	450,000	40,000	3 campaigns	270,000	24,000	2 campaigns	180,000	16,000	1 campaign	90,000	8,000
Logo inclusion on group collaterals: video, flyers, newsletter	1	25,000	10,000	1	25,000	10,000	1	25,000	10,000	1	25,000	10,000
Logo inclusion on PPIE Ads for TFT print	1	364,000	25,000	1	240,000	25,000	1	240,000	25,000	1	240,000	25,000
Logo inclusion on PPIE Ads for national publications	1	100,000	10,000	1	100,000	10,000	1	100,000	10,000	1	100,000	10,000
Show supplement (newspaper insert)	1	4,500	4,500	1	4,500	4,500	1	4,500	4,500	1	4,500	4,500

SPONSORSHIP OPPORTUNITIES

	PLATINUM			GOLD			SILVER			EXHIBITOR		
	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)	Quantity/ Details	Value (AED)	Cost (AED)
MARKETING & PROMOTIONS												
PPIE website exposure	Leader board with hyperlink for 1 month	5,000	5,000	MPU with hyperlink for 1 month	2500	2,500	N/A	N/A	N/A	N/A	N/A	N/A
PPIE e-newsletter banner with hyperlink	Leader board banner plus logo	3,000	3,000	logo only	1000	1,000	logo only	1000	1,000	N/A	N/A	N/A
PPIE website listing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo inclusion on social media posts TFT Facebook	1*	260,000	32,500	1*	260,000	32,500	1*	260,000	32,500	1*	260,000	32,500
Logo inclusion on social media posts PPIE Facebook	1*	130,000	16,250	1*	130,000	16,250	1*	130,000	16,250	1*	130,000	16,250
Logo inclusion on TFT website leaderboard banner	1*	36,075	36,075	1*	36,075	36,075	N/A	N/A	N/A	1*	36,075	36,075
Logo inclusion on TFT newsletter tower banner	1*	44,590	44,590	1*	44,590	44,590	1*	44,590	44,590	1*	44,590	44,590
		1,693,165	439,915		1,321,665	381,415		894,090	278,340			
DISCOUNTED OFFER			180,000			144,000			102,000			

NOTE: 1* - Will run from January 2022 to November 2022 (exposure valid at the time of sponsorship confirmation and signing of contract)

EXHIBITOR OPPORTUNITIES

Standard

The stand built by the organizer will include the following: Octanorm shell scheme with infill panels, fasciaboard, with company name, a table, a lockable counter, two chairs, three spotlights, and one socket.

SIZE	AED	USD
80 sq. m	150,000	40,900
60 sq. m	119,000	32,500
40 sq. m	83,500	22,800
24 sq. m	53,000	14,500
12 sq. m	28,000	7,700
9 sq. m	21,900	6,000
Pavilion	36,000	9,865

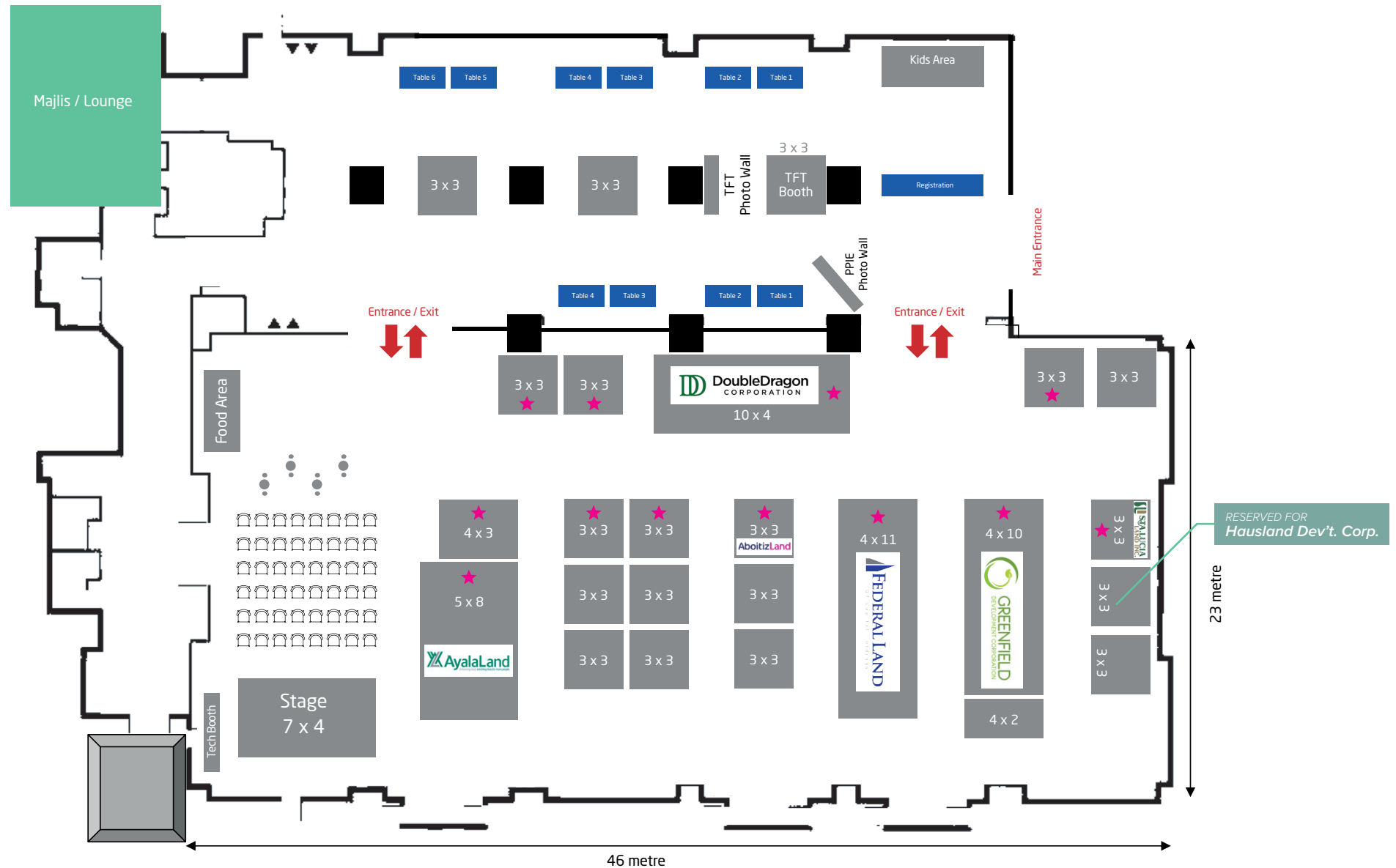
Premium

The stand built by the organizer located at prime location will include the following: Octanorm shell scheme with infill panels, fasciaboard, with company name, a table, a lockable counter, two chairs, three spotlights, and one socket.

SIZE	AED	USD
80 sq. m	172,500	47,265
60 sq. m	138,000	37,835
40 sq. m	97,750	26,795
24 sq. m	63,600	17,400
12 sq. m	32,740	8,900
9 sq. m	25,185	6,900

NOTE: All information provided here are subject to change.

CROWNE PLAZA HOTEL FLOOR PLAN



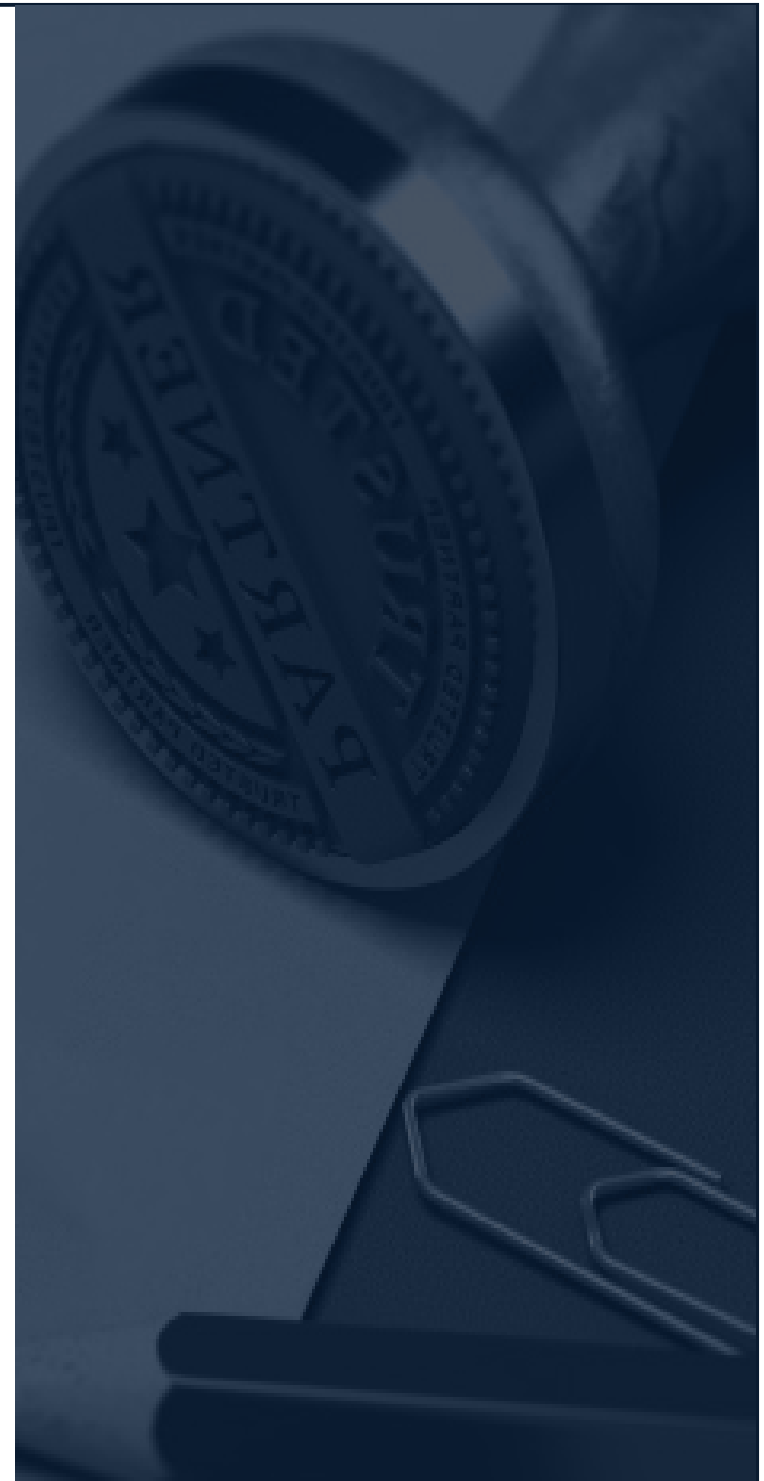
Floor layout and booth positions are subject to change based on the discretion of the PPIE Organizer (New Perspective Media Group)

★ Premium space

⊠ Occupied area

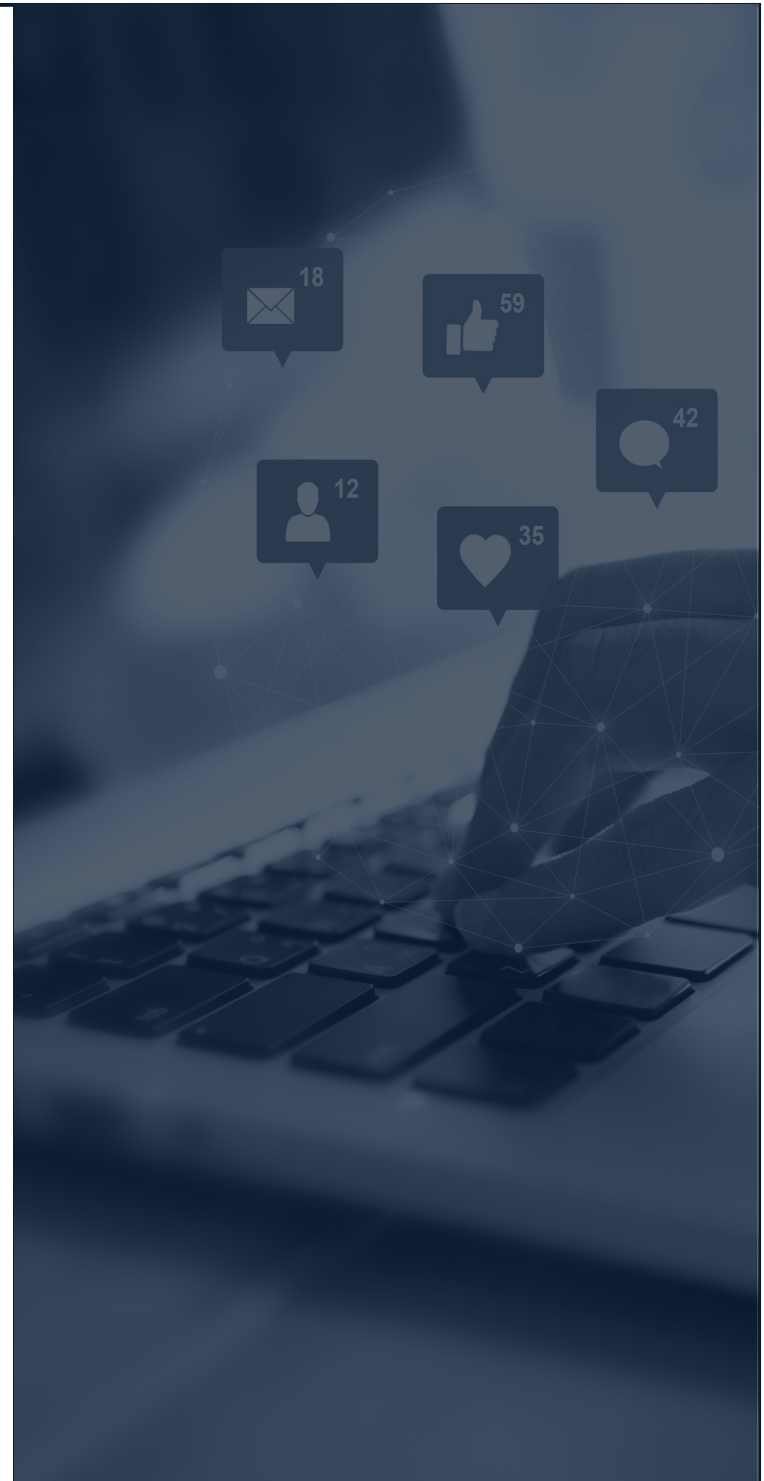
REGISTRATION KIT

- Inclusion of your flyers in the registration kit
- Maximum A4 size, back to back print
- Maximum of 2 flyers
- Cost: AED 8,000



GIVEAWAY DURING THE FORUM

- Winners: 10 to 20
- All prizes will be claimed in sponsor's booth
- Each prize should be minimum worth of AED 100
- Cost: AED 7,000





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