



10th PHILIPPINE PROPERTY AND INVESTMENT EXHIBITION

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

May 11 to 12, 2024 | The Bristol Hotel, Deira, Dubai



PPIE FIGURES



2,500++
quality visitors
(2023)



A total of
111 exhibitors
80% repeat customers
(2014-2019,2022)



PHP 810 million worth of
closed and closeable
units in 2023

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



- ENGINEERS
- ARCHITECTS
- NURSES
- ACCOUNTANTS
- HOTELIERS

PR MAINSTREAM MEDIA

- NEW YORK TIMES
- OVER 20 COUNTRIES WORLDWIDE
- GULF NEWS
- KHALEEJ TIMES
- AL BAYAN
- AL KHALEEJ

ACE PR Value (2022)

AED 39,037,500



COMMUNITY PARTNERS

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



PPIE


- Weekly eNewsletter
- Website



NPM SOCIAL MEDIA INFLUENCERS

1 Million++
FOLLOWERS

WHY TARGET THE FILIPINOS IN THE UAE?

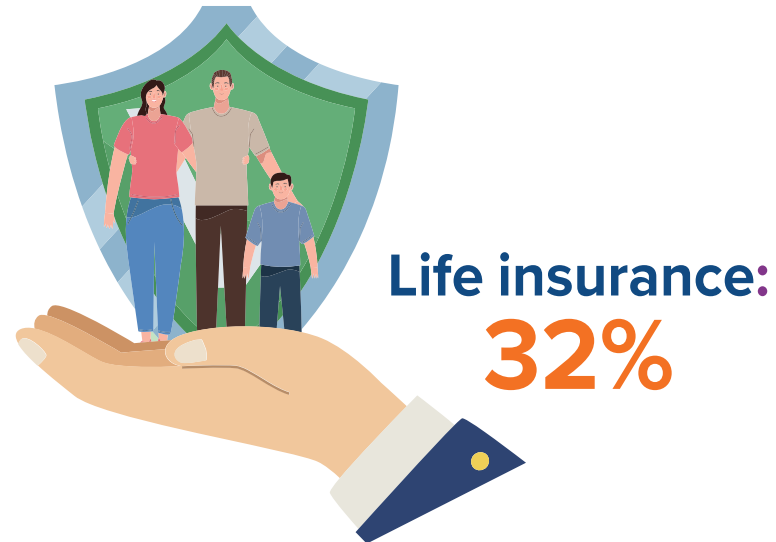
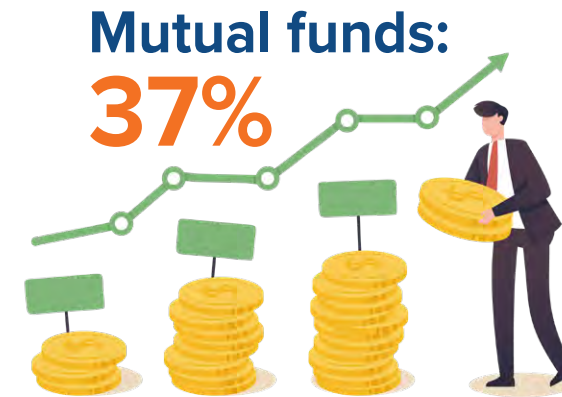
90% 
of Filipinos in the UAE
expected improvement in
the quality of life both in
UAE and in the Philippines

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

19% 
of Filipino visitors
increased in Dubai in 2017

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

TOP INVESTMENT PREFERENCES OF FILIPINOS IN UAE





PHILIPPINE ECONOMIC AND INVESTMENT SUMMIT



PHILIPPINE ECONOMIC AND INVESTMENT SUMMIT

Edwin Duria

Chairman
Philippine Business Council -
DNE

Mustafa Sultan Khwaja

Board of Director
Business Council -
Dubai

Prof. Gey Raganit

Chairman
Philippine Business Council -
Dubai

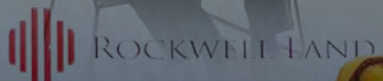
Raju Gidwani

Executive Director
Shankar Trading Company LLC

Dr. Karen

CEO
New Perspective

GOLD SPONSORS



PHILIPPINE ECONOMIC AND INVESTMENT SUMMIT

The Philippine Economic and Investment Summit is a dedicated event to promote business and investment opportunities in the Philippines highlighting the economic forecast, business trends, government initiatives, investment incentives and other laws and regulations that will encourage investors to invest in the Philippines.

Date: May 12, 2024

Venue: The Bristol Hotel, Deira, Dubai





PHILIPPINE PROPERTY AND INVESTMENT AWARDS

PHILIPPINE PROPERTY AND INVESTMENT AWARDS

The Inaugural ***Philippine Property and Investment Awards*** will bring together the key players in real estate industry from property development, interior design, architecture, landscape design to marketing; as we recognize various projects, personalities and initiatives that sets them apart from the competition.

Date: May 12, 2024

Venue: The Bristol Hotel, Deira, Dubai

Nomination and participation details will be announced soon.



PHILIPPINE PROPERTY AND INVESTMENT AWARDS

Celebrating a decade of showcasing the latest developments and opportunities in the Philippine real estate industry, PPIE is taking it a step further by recognizing the achievements of outstanding developers in 20 categories, encompassing various aspects of the real estate industry, such as residential developments, township and mixed-use projects, sustainable designs, innovative concepts, affordable housing, luxury properties, and more.

October 2023	Nomination
January 26, 2024	Entry form deadline
March 15, 2024	Final judging
April 1, 2024	Confirmation of results
May 12, 2024	Awarding Ceremony



PHILIPPINES INTERNATIONAL TRAVEL FAIR





PHILIPPINES

International Travel Fair



PHILIPPINES INTERNATIONAL TRAVEL FAIR



PPIE 2024 introduces the ***Philippines International Travel Fair*** in Dubai!

The exhibition will make investing more fun in the Philippines by making the travel aspirations of the 190 nationalities in the UAE come true.

PPIE will promote localities and destinations primed for tourism and investment.





LOVE

THE PHILIPPINES



BE MY GUEST
PHILIPPINES



“

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

”

WHY TARGET FOREIGN INVESTORS IN THE UAE?

TOP 10

United Arab Emirates ranks among the world's top 10 richest countries

#1

UAE is the Philippines' biggest export partner in the Middle East with total trade reaching \$951 million in 2021

P33 BILLION

Companies based in the UAE are expected to invest P33 billion pesos that will create 4,000 jobs as a result of ongoing trade agreements talks between the two countries

APPROVED INVESTMENTS

The UAE ranked as the 17th top source of approved investments to the Philippines

TRUSTED BY REPUTABLE BRANDS

PROPERTY DEVELOPERS



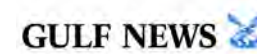
BANKS AND FINANCIAL INSTITUTIONS



COMPANIES TARGETING FILIPINOS



MEDIA SUPPORTERS



PPIE 2024 MARKETING PLAN

PR		
Press release/features/interviews	15 media activities	AED 4,000,000
PRINT AD		
The Filipino Times	16 weeks, full page outside back cover	AED 320,000
SOCIAL MEDIA		
Facebook - TFT	2 posts / week x 16 weeks	AED 480,000
Facebook - PPIE	2 posts / week x 16 weeks	AED 240,000
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	10,000	AED 3,000
TOTAL MEDIA VALUE*		AED 6,883,000 (USD 1,875,476)

FORECAST MEDIA EXPOSURE



MARKETING 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

THE
FILIPINO
TIMES
WEBSITE

THE
FILIPINO
TIMES
Print Edition

THE
FILIPINO
TIMES
Awards

eNEWS
TFT NEWSLETTER

THE FILIPINO TIMES
NEWS
BREAK

THE FILIPINO TIMES
advertorial

Facebook
Competition

TFT^{TV}
lifeStyle

NEWS
THE FILIPINO TIMES
MEDIA
PARTNERSHIP

TFT
Events
MANAGEMENT

THE FILIPINO TIMES
COMMUNITY
EVENT
PARTNERSHIP

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





HOW TO REACH YOUR CUSTOMERS?





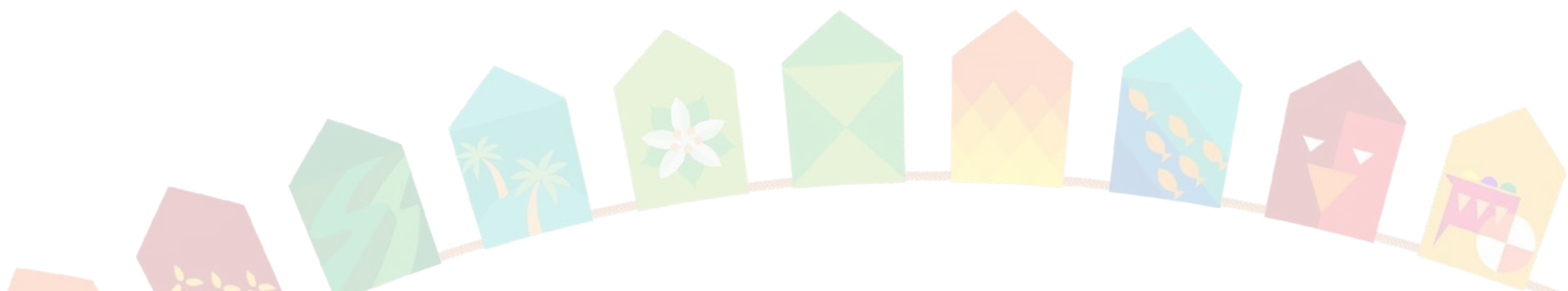
SPONSORSHIP OPPORTUNITIES

	PAVILION		PLATINUM		GOLD		SILVER	
DISCOUNTED OFFER	300,000		200,000		175,000		127,400	
	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)
EVENT DAY								
Shell scheme stand or space in prime location	80 sqm	276,000	50 sqm	172,500	36 sqm	124,200	24 sqm	79,200
Lamp post banners	1 week	60,000	N/A	N/A	N/A	N/A	N/A	N/A
Speaking opportunity	5	75,000	2	30,000	1	15,000	1 panel discussion	7,500
Flyering at the registration	1	20,000	1	20,000	N/A	N/A	N/A	N/A
Logo inclusion on stage backdrop	1	20,000	1	20,000	1	15,000	1	15,000
Logo inclusion on media wall	1	15,000	1	15,000	1	15,000	1	15,000
Advertisement or TVC inclusion on-site screens (s)	1	8,000	1	8,000	1	8,000	N/A	N/A
Event mentions	1	8,000	1	8,000	1	8,000	1	8,000
MARKETING & PROMOTIONS								
Full page ads in The Filipino Times (TFT print)	6	84,000	4	56,000	2	28,000	1	14,000
Editorial coverage on TFT print, online, newsletter	8 activities	60,000	5 activities	37,500	3 activities	22,500	2 activities	15,000
Logo inclusion on group collaterals: video, flyers, newsletter	1	25,000	1	25,000	1	25,000	1	25,000
Logo inclusion on PPIE Ads for TFT print	1	15,000	1	15,000	1	15,000	1	15,000
Mention of company name in press releases disseminated to national and international media	1	10,000	1	10,000	1	10,000	1	10,000
Show supplement (newspaper insert)	1	10,000	1	10,000	1	10,000	1	10,000

SPONSORSHIP OPPORTUNITIES

	PAVILION		PLATINUM		GOLD		SILVER	
	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)	Quantity/Details	Value (AED)
MARKETING & PROMOTIONS								
PPIE website exposure	Leader board with hyperlink for 2 month	10,000	Leader board with hyperlink for 1 month	5,000	MPU with hyperlink for 1 month	2,500	MPU with hyperlink for 1 month	2,500
PPIE e-newsletter banner with hyperlink	Leader board banner plus logo	3,000	Leader board banner plus logo	3,000	logo only	1,000	logo only	1,000
Logo inclusion on social media posts TFT Facebook	1*	15,000	1*	15,000	1*	15,000	1*	15,000
Logo inclusion on social media posts PPIE Facebook	1*	7,500	1*	7,500	1*	7,500	1*	7,500
Logo inclusion on TFT website leaderboard banner	1*	36,075	1*	36,075	1*	36,075	1*	36,075
Logo inclusion on TFT newsletter tower banner	1*	44,590	1*	44,590	1*	44,590	1*	44,590
		802,165		538,165		402,365		320,365
DISCOUNTED OFFER		300,000		200,000		175,000		127,400

NOTE: 1* - Will run from February 2024 to May 2024 (exposure valid at the time of sponsorship confirmation and signing of contract)



EXHIBITOR OPPORTUNITIES (NON SPONSOR AREA)

Property-related

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

SIZE	AED	USD
9 sqm	27,000	7,357
18 sqm	54,000	14,714
27 sqm	81,000	22,071

Non-property

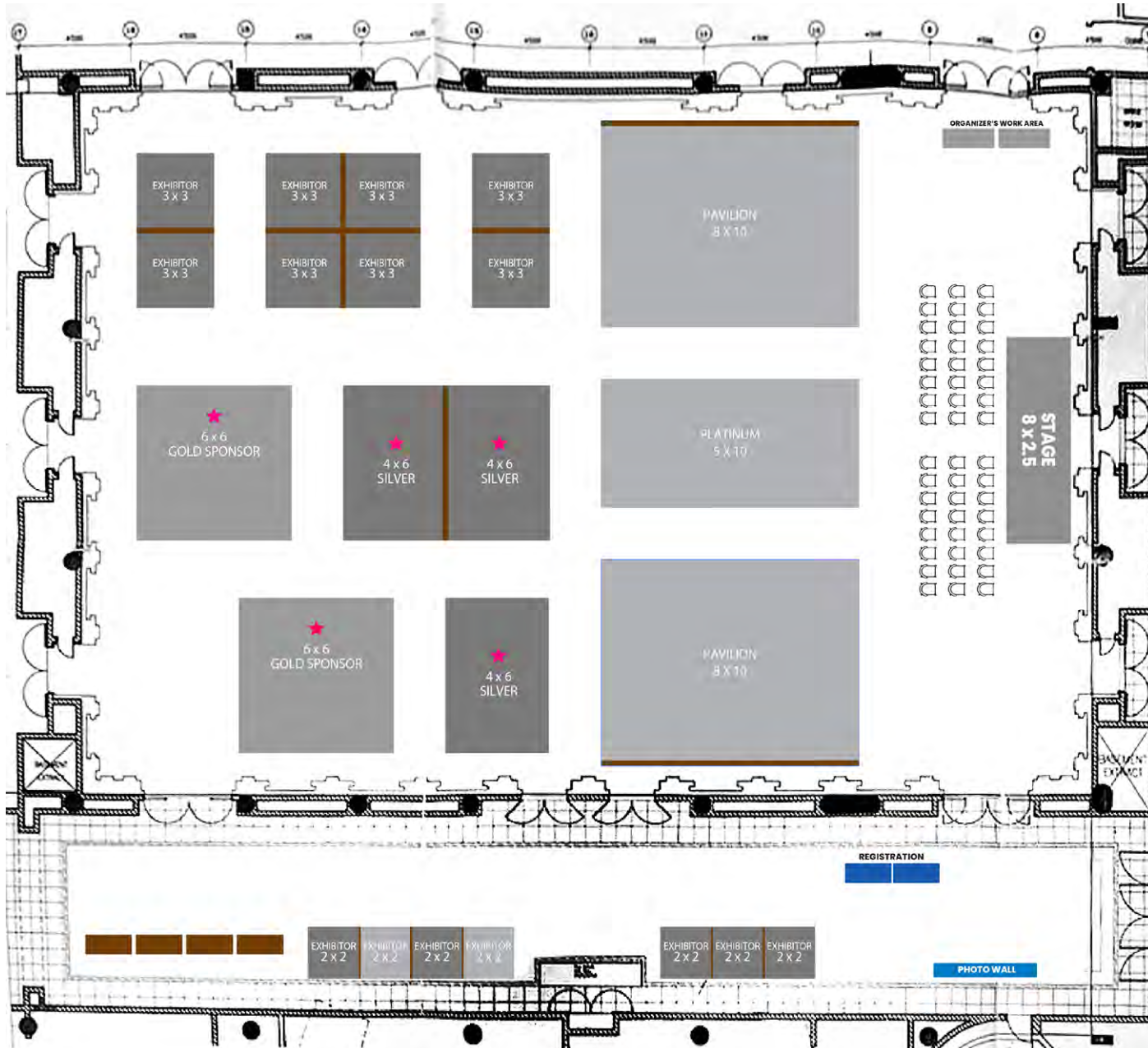
The stand built by the organizer will include the following: Octanorm shell scheme with infill panels, fasciboard, with company name, a table, a lockable counter, two chairs, three spotlights, and one socket.

SIZE	AED	USD
4 sqm	12,000	3,270
8 sqm	24,000	6,540
12 sqm	36,000	9,410

NOTE: All information provided here are subject to change.



THE BRISTOL HOTEL, DEIRA, DUBAI



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

★ **Premium space**

SEE YOU AT



MAY 11 - 12, 2024 | THE BRISTOL HOTEL, DEIRA, DUBAI



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