



Ahlan Kerala Expo 2019 Saudi Arabia

Riyadh International Convention & Exhibition Centre

November 7th & 8th 2019

Exclusive Kerala Travel Trade Tourism Expo



Supported by:



AHLAN KERALA EXPO 2019

A Great Step Forward

I am delighted that 'Ahlan Kerala Expo 2019' the Tourism Expo is proposed to be conducted projecting the attractions of Kerala and introducing a wide range of service providers of Kerala to the potential travelers and Tourism industry in Saudi Arabia.

Kerala has a long association with the Arab countries. Even now Saudi Arabia is a country that is close to the hearts of many in Kerala. There are also attractive opportunities for investment in the Tourism industry in Kerala. The Government supports Tourism very positively.

It is a thoughtful effort of the organizers of 'Ahlan Kerala Expo 2019' to conduct this meaningful Tourism Expo in the Kingdom of Saudi Arabia, with the wholehearted cooperation and support of the Department of Tourism, Kerala. This effort, I am sure, will catalyze increased tourist traffic to Kerala from the Kingdom of Saudi Arabia.



E.M. Najeeb

President, Confederation of Kerala Tourism Industry (CKTI)
Senior Vice – President, Indian Association of Tour
Operators (IATO)
Chairman, Airtravel Enterprises India Limited & the Great
India Tour Company

A handwritten signature in black ink, appearing to read 'E.M. Najeeb', written over a horizontal line.



About Ahlan Kerala Expo

AHLAN KERALA is a tourism promotion initiative aimed at tapping and exhibiting the tourist potentials of Kerala to the advantage of tourists from the Kingdom of Saudi Arabia. The idea is to effectively present the enormous tourism opportunities offered by Kerala through face-to-face communication with enthusiasts on an authentic platform. The event is segmented as below:

Exhibition

**Cultural & Art
Fests**

**B2B, B2C
Activities &
Seminars**

Target Groups

Tour & Travel
Companies



Hotels, Homestays & Budget
Accommodation Units



Ayurvedic, Modern Health
Care & Wellness Institutions



Houseboat Operators &
Service Providers



Adventure &
Eco-tourism Specialists



Trade & Investment
Opportunities



Medical Health Center



Buliders &
Develepor



Hospitals



Exhibition

Food Festival

Handicrafts &
artisans

Traditional & Cultural
Art forms

Concerts



EXPO SECTION



Why Saudi Arabia?

Based on the latest statistics and researches that monthly an average more than two thousand tourists come to Kerala from Saudi Arabia, it is the most from any Gulf country, we look at this as an opportunity that Kerala, as an exemplary tourist destination, can take advantage.

Over the years, we were able to get to know why tourists from Saudi Arabia prefers Kerala—the socio-cultural elements, the natural beauty and presence of Arabic-speaking guides have all played a crucial role in making Kerala a go-to destination for Saudi Arabian tourists.

The Gulf region recorded more than 9 million outbound tourists in 2011 and the figure is likely to touch 35 million by 2020. And Saudi Arabian tourists are the highest spending travellers abroad from the Gulf region with nearly half of the country's population in the higher income bracket.





Organizer of the event

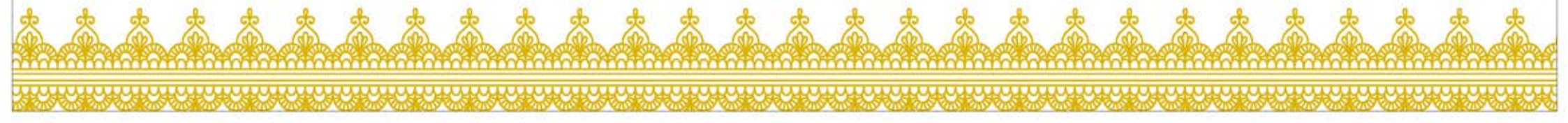


2059 Makkah Al Mukarramah Branch Rd, As
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www.expohorizon.com

Expo Horizon is an event organizing company in Saudi Arabia. Expo Horizon deals in Event Management, Stand Building and Exhibition Organizing. Founded in 2005, the company has been dealing with both local and international Expo's

International Memberships



INTERNATIONAL EXPO'S Organized By



How do we market AHLAN KERALA ?

- **General Entertainment Authority** of Saudi Arabia supported event
- **Kerala Tourism Department** supported event
- National and regional **media coverage** of the event
- Email-shots of the event to target enthusiasts and participants
- Circulation of informational messages through **SMS, social media, radio broadcasts**
- Placing of information banners at strategic locations across the region
- Advertisement of the event in leading **national and regional dailies**
- Coverage on targeted national and regional **websites**
- Distribution of flyers and brochures to all Educational Institutions ,
- **Residential areas, Mosques, Government Offices, IT Centers, Markets etc.**
- Weekly release of **short film ads** through social medias
- Inviting **Travel agents** through respective associations
- Promotion of event through **Malayali associations**

TRAVEL & TOURISM

Presenting the Enormous Tourism opportunities offered by Kerala through Face to face Communication with Enthusiastic's on an Authentic Platform

- ✈ B to B meeting
- ✈ Increase in sale
- ✈ Meet the elite Arab World



Perfect Opportunity to showcase Kerala's Wellness Sector to Arab World Meet, Grow & Stamp your Presence ..

If your Health brand can offer solution to an age old problem or offer a new perspective to Wellness and Care, Your brand will be able to keep Arabs coming back for more..

- ✓ Demonstrate your Health products & Service
- ✓ Network with Niche Arabs
- ✓ Creating new Partnership
- ✓ Market your Brand

Wellness





PROPERTY SHOW

We present you an exclusive earth shattering mega event where you can showcase your engineering marvel to the expat Malayalies who resides in Saudi Arabia.

- 🏠 4.5 lakhs Malayalies expatriates in KSA.**
 - 🏠 Assistance from Banking & finance sector.**
 - 🏠 Arab investors.**
 - 🏠 Easy Bookings.**
 - 🏠 Endorsing your Brand.**
- 

TRADE & INVESTMENTS

Don't ever make the mistake of believing that market success

has to come to you fast. Trade small, Stay in the game, Persist and eventually.

We give you an absolute earth shattering mega event

where you can root your Business in Arab World

-  Kerala Business Forum
-  Valid Contacts
-  Interaction With Investors
-  Joint Venture World
-  Distribution / Partnership



Exhibitors Benefits

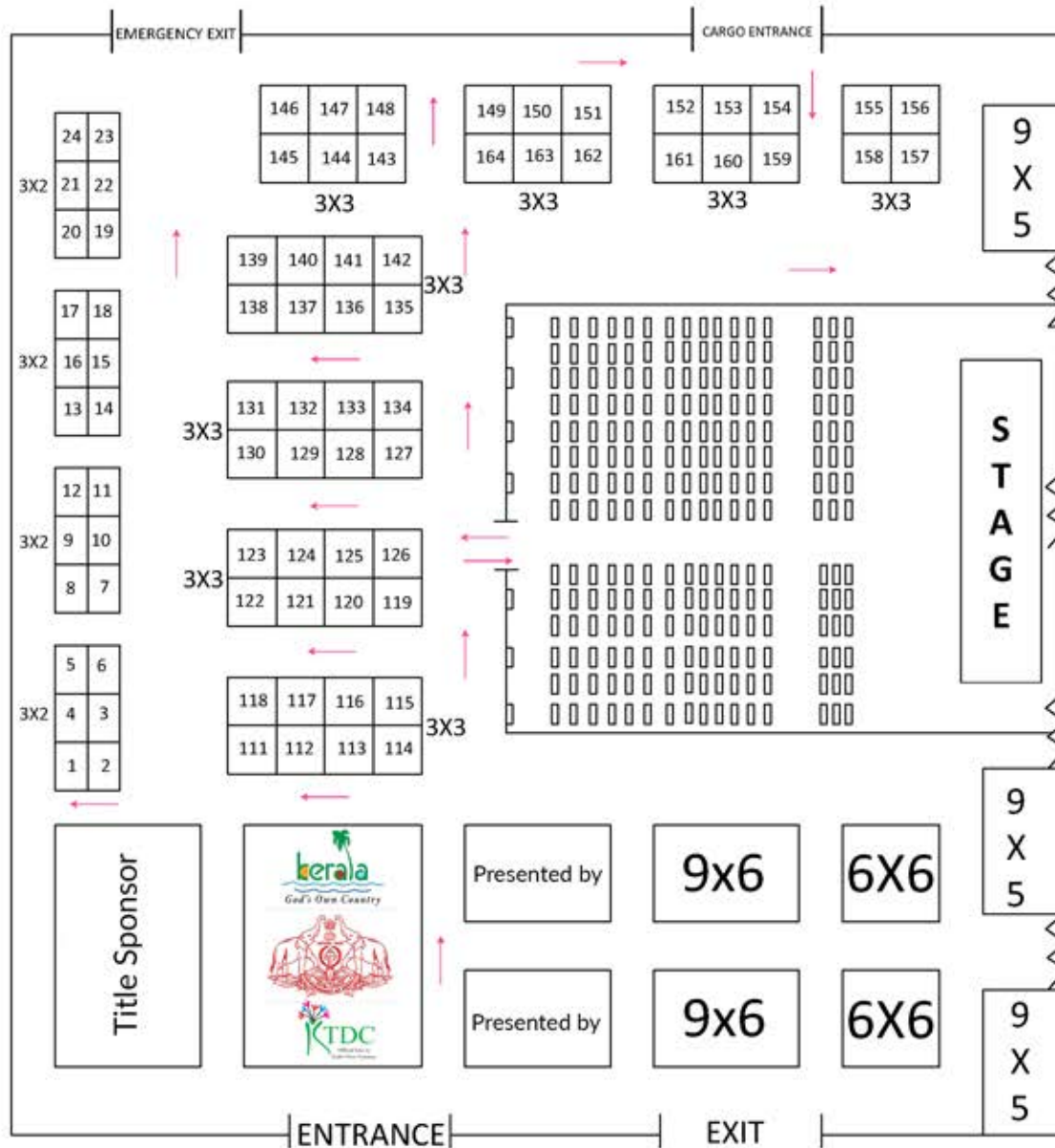
Exhibit more than **50,000** walk in visitors (B2C)

Exhibit more than **250** Travel Agents(B2B)

Trade and investment oppurtunity with more than 5lakh keralites in Saudi Arabia

- Global Exposure
- Increase in sales and revenue
- Expansion in market
- Meet the elite group in one of the richest country

Rate Card



3x3 sqm: \$ 3870

3x2 sqm: \$ 2580

* \$ 430/sqm

Be a Part of the
Mega Event and
Grab The Unlimited
Opportunities for
Growing Globally



Organized by



Marketing and Sales Partner



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