



معرض البيت والبناء  
HOME & BUILDING EXPO



أكتوبر العمران  
Urban October

وزارة الإسكان والتخطيط العربي  
Ministry of Housing and Urban Planning



06-09 October  
10am-10pm

Oman Convention &  
Exhibition Centre

**POST SHOW  
REPORT 2025**



**COMPLETE SOLUTIONS FOR YOUR HOME AND BUILDING**



# معرض البيت والبناء

## HOME & BUILDING EXPO

### Event Overview

The **HOME AND BUILDING EXPO** - Complete Solutions Under One Roof for Your Home and Building, co-located with **URBAN OCTOBER**, was held from 06-08 October 2025 and Urban October was held from 06-09 October 2025, at the Oman Convention and Exhibition Centre, Muscat.

The Event was supported by **Ministry of Housing and Urban Planning, Ministry of Commerce, Industry and Investment Promotion, Oman Vision 2040 and Muscat Municipality, Sultanate of Oman.**



The Expo showcased the most comprehensive range of innovative products, services, solutions and the entire supply chain under one roof by local and international participants to trade visitors, potential buyers, policy makers, government officials, C-Level executives, business leaders, leading industry experts, top-tier public visitors and key decision makers from the region and beyond, making it a definitive power packed networking platform, where new projects and partnerships are initiated and visionary objectives were implemented.



The Event was a great knowledge sharing platform which promoted innovation in the Construction & infrastructure sector wherein exhibitors from around the world showcased their potential by providing detailed demonstrations of latest products and services within industry segmented pavilions, curated by seasoned professionals from the fraternity.



The Home and Building Expo & Urban October was inaugurated by His Excellency Sheikh Al-Fadl bin Mohammed bin Ahmed Al-Harthi, Secretary General of the Council of Ministers of Oman.

A section displaying products for workplace, offices, commercial complexes, malls, airports, hotel and resorts, hospitals and museums will present the opportunity for key decision makers from multinational firms, government bodies, small and medium enterprises to generate ideas and find workplace solutions in a focused business environment.









# EVENT HIGHLIGHTS



**200+**

Local and International Participants

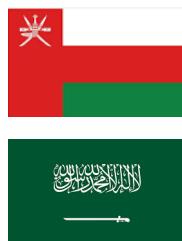


**25,000+**

Key Visitors



**PARTICIPATION FROM 10 COUNTRIES**





## STRATEGIC PARTNER

وزارة الإسكان والتخطيط العمراني  
Ministry of Housing and Urban Planning



## SUPPORTERS



## PRESENTING PARTNER



## DIAMOND SPONSOR



## PLATINUM SPONSORS



## GOLD SPONSORS



## SMART HOME AND BUILDING PARTNER



## ASSOCIATION



## INTERNATIONAL REPRESENTATIVES



## EXPO PARTNER



## RESEARCH PARTNER



## TRAVEL PARTNER



## HOTEL PARTNERS



## MEDIA PARTNERS

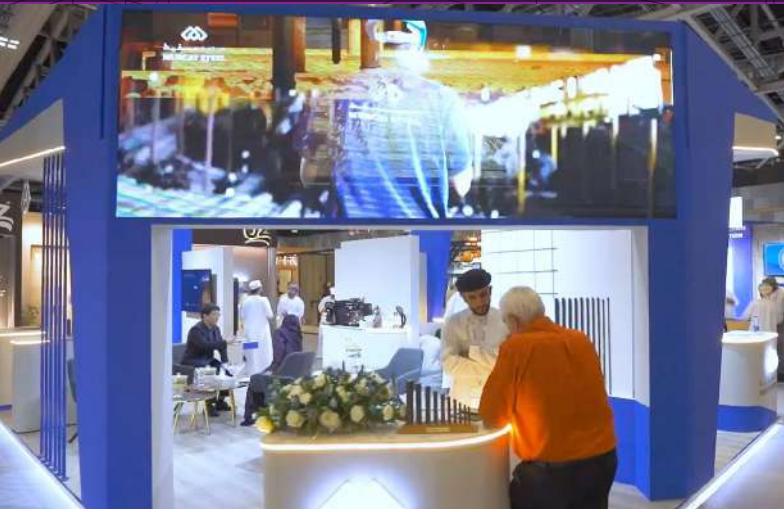


# THE EXHIBITION

## Adhesives



# ALUMINIUM & STEEL



# BATHROOM & SANITARY



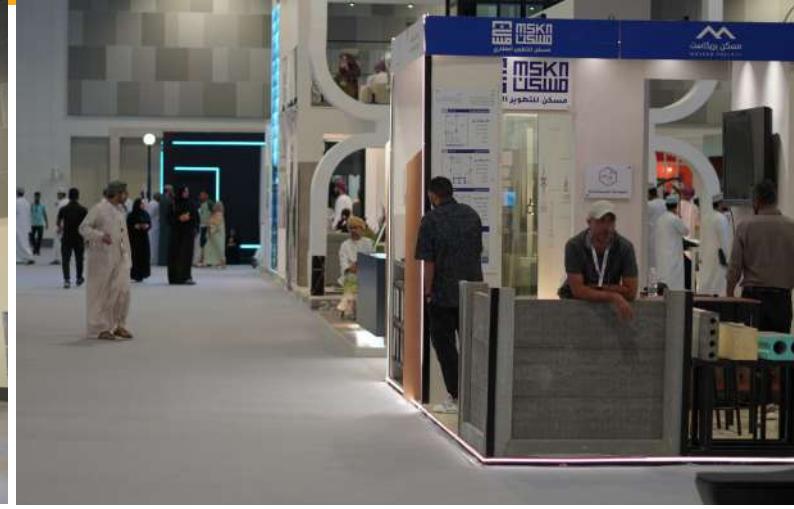
# BUILDING MATERIALS





# CEMENT PRODUCTS & BLOCKS





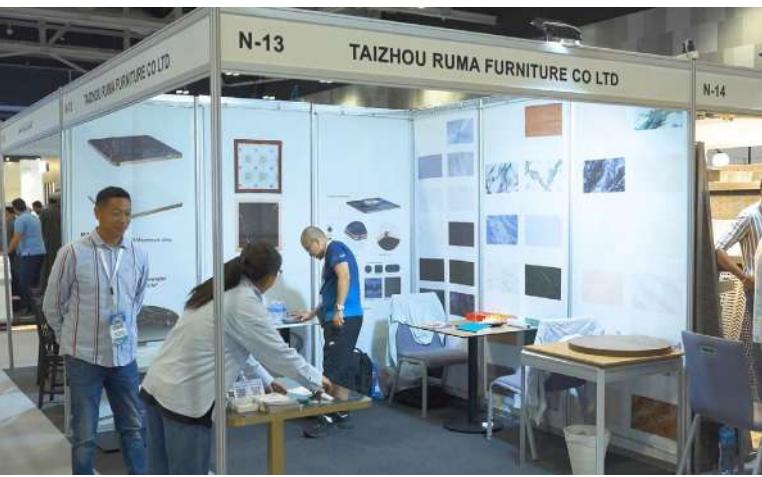
## DOORS AND WINDOWS





## ELEVATORS







## GARDEN, SWIMMING & OUTDOOR



## GOVERNMENT



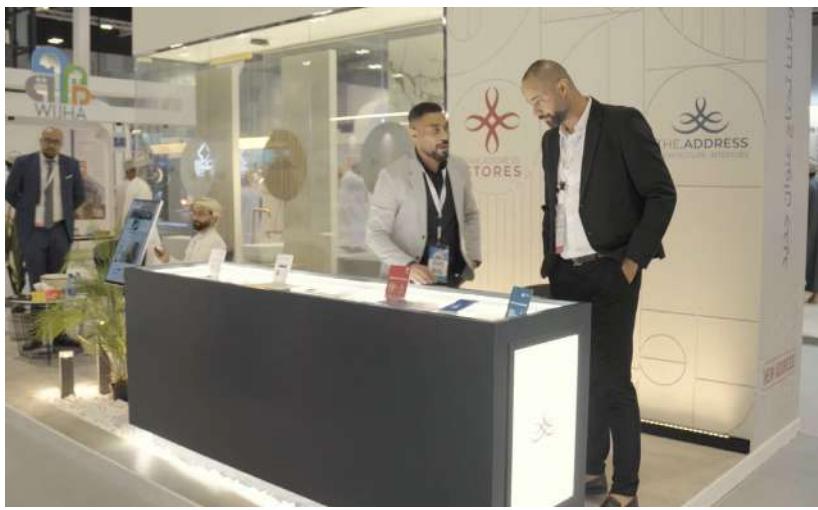
## HOME APPLIANCES



# HVAC



# INTERIOR DESIGN, ENGINEERING & CONSTRUCTION







## LIGHTING





## MARBLES & STONES





# PAINTS



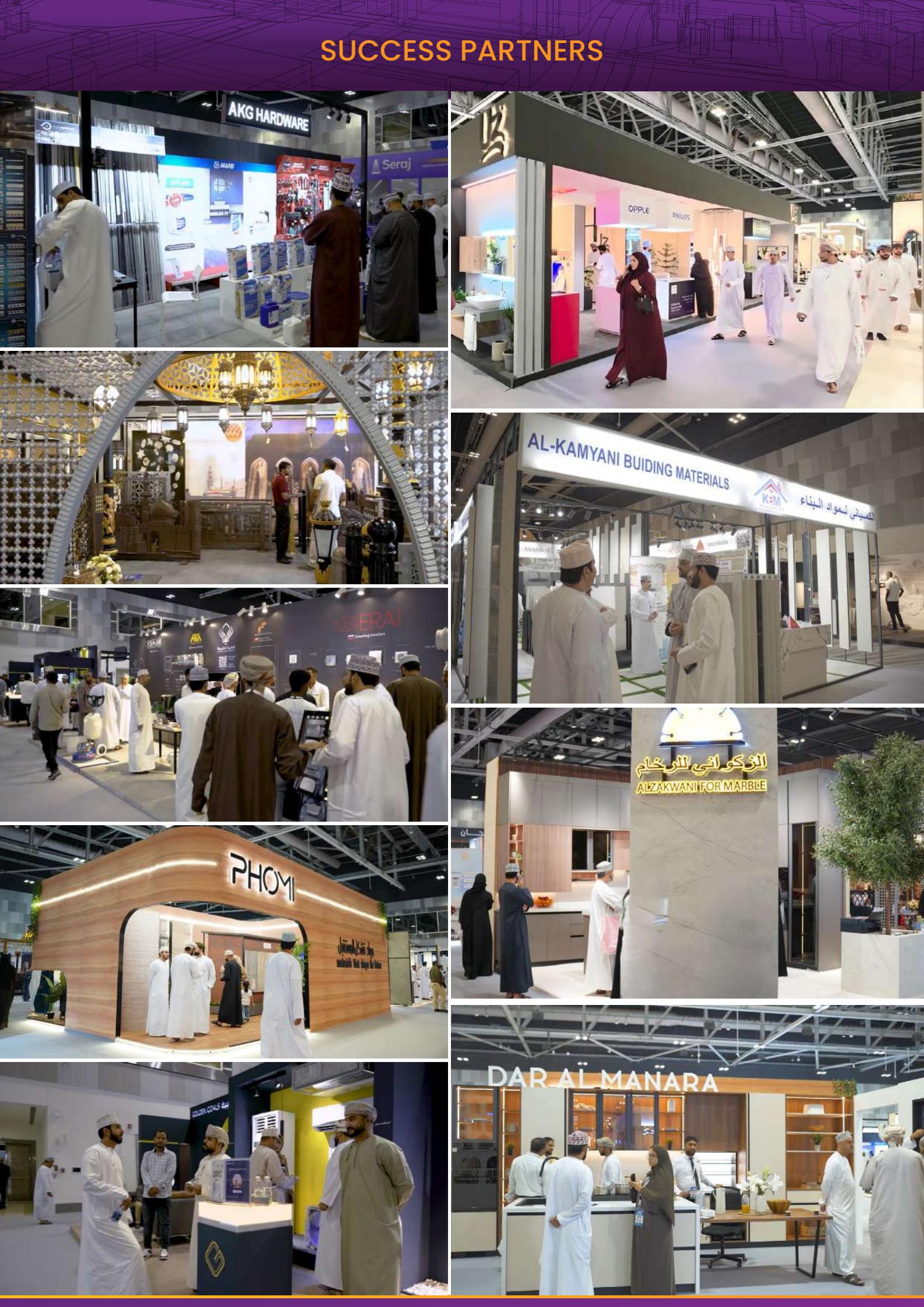
# REAL ESTATE



# SMART HOME



# SUCCESS PARTNERS





SUSTAINABLE & SOLAR



# TILES & CERAMICS



# WATERPROOFING



# URBAN OCTOBER





















# Urban October, Home & Building Expo from Oct 6

The Urban October Conference 2025 is the largest event in Urban Planning in Sultanate of Oman. It coincides with key global events like World Habitat Day, World Cities Day, and World Architecture Day, focusing on urban planning, real estate and best properties available in the market at the best price.

The expo will bring together more than 200+ exhibitors from over 10 countries showcasing the most comprehensive range of latest innovative products, services and solutions to buy, build, design, decorate and renovate homes and buildings, a press release said.

The expo is a one stop destination offering a complete a 360° platform for buyers and

visitors to source everything for their project requirements from concept to completion, within budget. Benefit from the special and exclusive offers that participating companies will showcase at the expo.

No matter what stage the projects are at, the expo will provide one-to-one advice, attendees can browse multiple new and innovative products, tailored solutions and discover the ins and outs of project requirements. Visitors can find the latest design trends for their apartment, villa, farm house or residential project at the event.

The expo features multiple product segments like smart home solutions, outdoor living, pools and gardens.



## Home and Building Exhibition 2025 to be held under theme of sustainable cities

Our Correspondent  
Muscat

Ministry of Housing and Urban Planning has announced that Home and Building Exhibition 2025 will be held from October 6 to 9 at Oman Convention and Exhibition Centre.

Organised under the theme 'Sustainable Cities for Humanity', the exhibition is part of the sixth edition of Urban October, a national initiative promoting sustainable urban development across the sultanate.

This year's edition is set to be one of the largest yet, with more than 226 booths, 70 academic and technical papers, and 48 side events planned across Oman. Six major urban development projects will be showcased, including Sultan Haitham City, Salalah Future City, Al Thuraya City, Al Jabal al Aali Project and the Al Khuwair Muscat Downtown and Waterfront Development.

The exhibition will also spotlight flagship initiatives of the ministry, such as structural plans, the Building Requirements Guide, social housing schemes, the National Addressing System, and key digital transformation projects.

Alongside policy discussions, the event will offer a unique platform for real estate investment. Thirty developers will showcase their projects - including those in Sultan Haitham City and Serouh

developments - while six banks and financial institutions will present financing solutions to encourage home ownership and investment.

High-level forums such as the Sustainable Urbanism Forum and Circular Cities Summit will feature experts from Oman and abroad. The fifth edition of the Makers of Tomorrow Urban Planning Hackathon will provide a platform for innovative solutions to real-world urban challenges.

*This year's edition is set to be one of the largest yet, with more than 226 booths, 70 academic and technical papers, and 48 side events planned across Oman*

Visitors can also explore smart home technologies, interior design, modern building materials and interactive experiences such as the Urban Puzzle initiative and youth-focused Urban Planning Debates.

Additionally, the exhibition will feature attractive prizes, including luxury cars, cash rewards and residential apartments, offered by participating developers.



# RO700mn worth of new cities, housing investments unveiled

Home and Building Expo sees major pacts to develop Sultan Haitham, Al Thuraya and Al Jabal Al A'ali projects

Our Correspondent  
Muscat

The fifth edition of the Home and Building Expo, themed 'Sustainable Cities for People', opened on Monday at the Oman Convention and Exhibition Centre. Organised by the Ministry of Housing and Urban Planning in cooperation with Expo Muscat, the three-day event was inaugurated under the patronage of Sheikh Al Fadhl bin Mohammed al Harthy, Secretary General of the Council of Ministers.

The event brought together developers, investors, and urban planners from Oman and abroad to discuss sustainable urban development and launch new investment projects. The opening ceremony also saw the release of Oman's Building Requirements and Specifications Guide, aimed at standardising construction and safety standards across all governorates.

## Agreements for future cities

During the event, the ministry signed seven major partnership and development agreements for new city projects, including Sultan Haitham City and Al Thuraya City in Muscat, and Al Jabal Al A'ali in Dakhliyah. These projects form part of Oman's efforts to accelerate urban development and attract private investment.



## MAJOR INVESTMENTS

### Al Jabal Al A'ali

**RO200**mn health and wellness zone, (Mister Company)

**RO400**mn Al Alalan Hills and golf resort, (Kamcorp Investment, UAE)

**RO30**mn residential neighbourhood (Desert Palm Tourism Projects Company)

### Sultan Haitham City

**RO7**mn sewage treatment plant (Al Saroof Trading & Contracting)

**RO8**mn main sewage line (ONEIC Company)

### Al Thuraya City

**RO25**mn Neighbourhood 8 (Modon Development Company)

**RO38.2**mn infrastructure works (Target Company)

In Sultan Haitham City, Al Saroof Trading and Contracting secured a tender worth over RO7mn for a sewage treatment plant, while ONEIC Company was awarded a contract worth over RO8mn to construct the main sewage line from Seeb to the city.

In Al Jabal Al A'ali, several agreements were signed, including a RO200mn health and wellness zone featuring 500 residential units and a 120-room

hotel by Mister Company, a RO400mn Al Alalan Hills project with 2,100 residential units, two 5-star hotels, an 18-hole golf course, an event and festival square among other facilities by UAE-based Kamcorp Investment, and two eco-tourism ventures valued at over RO3mn each. Other projects include a RO30mn residential neighbourhood and a community-led Sorouh initiative to build 200 homes for local residents.

The event also witnessed the signing of a consultancy services agreement for the master plan for the Al Jabal Al A'ali project, with an investment value exceeding RO3.6mn, in cooperation with Nicholson Jones Partnership Oman.

Al Thuraya City will see the development of Neighbourhood 8, worth over RO25mn, alongside a RO38.2mn infrastructure and road works package by Target Company.

Two new integrated residential neighbourhoods were also announced in South Batinah and South Sharqiyah governorates with a combined investment exceeding RO11mn. The Al Multaqa project in Rustaq and Al Falah project in Ja'alan Bani Bu Ali together will add over 900 housing units.

The ministry also announced 11 new investment opportunities across seven governorates for future residential and mixed-use developments covering more than 2.9mn sqm.

## Building Guide

The newly launched Building Requirements and Specifications Guide consolidates safety, quality and environmental standards under one national framework. Developed with the Permanent Technical Committee for the Guide, it aims to enhance regulatory efficiency, ensure building safety, and promote sustainable and cost-effective construction practices. The guide is part of a broader framework of six specialised manuals, covering historical buildings, energy efficiency, mechanical and plumbing systems, and sustainability.

The expo also featured the signing of over 32 usufruct agreements across industrial, agricultural and livestock sectors, valued at more than RO8.2mn and covering over 7mn sqm. These include contracts for entrepreneurs and SMEs, underlining the government's commitment to diversifying investment and supporting local enterprises.

An agreement worth RO1.3mn was also signed to implement a unified national addressing system to install street and building signage across all governorates.

# Sohar International a strategic partner at Home & Building expo

Driving innovation and advancing the nation's sustainable development agenda, Sohar International served as a strategic partner of the Home and Building Expo 2025, held from October 6-8 at the Oman Convention and Exhibition Centre under the theme 'Sustainable Cities for People'.

Aligned with the objectives of Oman Vision 2040, this partnership underscores the bank's commitment to supporting initiatives that promote innovation, sustainability, and economic diversification, a press release said.

The Home and Building Expo 2025, organised by the Ministry of Housing and Urban Planning in cooperation with Expo Muscat, was inaugurated under the patronage of H E Sheikh Al Fadhl bin Mohammed al Harthy, Secretary General of the Council of Ministers. Representing Sohar International at the official launch, Khalil Salim al Hedaifi, Chief Government and Private Banking Officer, highlighted the bank's steadfast commitment to supporting Oman's national development agenda.

"The Home & Building Expo plays a pivotal role in advancing Oman's urban development, fostering innovation in the real estate sector, and creating opportunities for sustainable



economic growth. Our strategic partnership with the Expo exemplifies Sohar International's commitment to supporting this national agenda. By connecting industry leaders, investors, and policymakers, we aim to accelerate the creation of resilient urban communities and innovative real estate projects that deliver long-term social and economic value. Initiatives like this empower businesses, attract international investment, and contribute meaningfully to the realization of Oman Vision 2040," Hedaifi said.

The Expo served as a vital platform bringing together industry leaders, developers, in-

vestors, and policymakers to exchange insights and explore forward-looking solutions in the realms of real estate, architecture, and infrastructure development. As a comprehensive one-stop destination, the expo enabled participants to source end-to-end solutions — from concept to completion — fostering collaboration and accelerating the development of smart, sustainable, and people-centric urban environments across the sultanate.

As part of its participation, Sohar International hosted a dedicated stall at the Expo, offering a range of financial products and services.

# EXHIBITORS LIST

SULTANATE OF OMAN	
4C Design	Sultanate of Oman
Abaq Al Rabeea Trad. Cont.	Sultanate of Oman
Abaq Al Zuhoor Al Mumaizah Trad. & Cont.   Alumteeh Aluminum UPVC	Sultanate of Oman
Abna Salim Hamed Al Maghderi (Star Adhesives)	Sultanate of Oman
Abu Alwaliid Alrashdi Trading Ent. / Al Amir Tanks	Sultanate of Oman
Abu Hayan National Est.	Sultanate of Oman
Abu Zaki Trading	Sultanate of Oman
AKIC	Sultanate of Oman
Al Awael for Smart Building LLC	Sultanate of Oman
Al Bani	Sultanate of Oman
Al Barzakh International Enterprises	Sultanate of Oman
Al Burtonani National Ent (Royal Solidex Factory)	Sultanate of Oman
Al Dar Construction	Sultanate of Oman
Al Fanar Al'uwlaa LLC	Sultanate of Oman
Al Hilal Integrated International LLC	Sultanate of Oman
Al Jawal National Trading   Eram Technology Electronic	Sultanate of Oman
Al Khanjar Gallery / Hometech Oman	Sultanate of Oman
Al Kidha Development	Sultanate of Oman
Al Kiyumi Oilfield	Sultanate of Oman
Al Liwan Al Arabi international Ent.	Sultanate of Oman
Al Madina Cement Products	Sultanate of Oman
Al Mukhatat Real Estate	Sultanate of Oman
Al Nassaj New Company LLC	Sultanate of Oman
Al Ramooy Cementing Products LLC	Sultanate of Oman
Al Wassam Building Materials LLC	Sultanate of Oman
Al Zakwani For Marble And Granite	Sultanate of Oman
Al-Ateed General	Sultanate of Oman
Alia Al Farsi Trading	Sultanate of Oman
Alrafaq International Co	Sultanate of Oman
Alrafd Alaali LLC	Sultanate of Oman
Alvand	Sultanate of Oman
Arabic Vision Integration	Sultanate of Oman
Architectural Creative Aluminum Factory	Sultanate of Oman

# EXHIBITORS LIST

Arica Home	Sultanate of Oman
Arma Trading and Investment LLC	Sultanate of Oman
Asalat Almasakin for Design & Construction (Future Vision)	Sultanate of Oman
Ausus Construction Solutions	Sultanate of Oman
Awazel Plus	Sultanate of Oman
Badr Terrazzo - Badr Flooring	Sultanate of Oman
Be Different	Sultanate of Oman
Be'ah (Oman Environmental Services Holding Co. (S.A.O.C)	Sultanate of Oman
Best Choice Ceramics   Mediterranean Gate Business & Trading	Sultanate of Oman
Bin Moosa Trading & Contracting	Sultanate of Oman
BSCO	Sultanate of Oman
Cables and Smart Technology Services LLC	Sultanate of Oman
Cladco	Sultanate of Oman
Control Technical Solutions LLC	Sultanate of Oman
Crystal Flash (Loox Lumination)	Sultanate of Oman
Dar Al Manara	Sultanate of Oman
Design Concepts Trading SPC (Alma Kitchen)	Sultanate of Oman
Drainex Oman   Mounting United Business S.P.C.	Sultanate of Oman
Durar House Contracting SPC	Sultanate of Oman
Dymuma Advanced Projects	Sultanate of Oman
Earth Arts Trading LLC	Sultanate of Oman
Faham International	Sultanate of Oman
Frame Lighting / Tshyed Investment Spc	Sultanate of Oman
Gethor Group	Sultanate of Oman
Global Business Specialist Company L.L.C   GBS Barka	Sultanate of Oman
Glossy Latitude LLC	Sultanate of Oman
Golden Goals for Trading Services	Sultanate of Oman
Good for Development   Saleh for Development	Sultanate of Oman
Green Architectural Solutions	Sultanate of Oman
Green Olive Distinctive LLC (Bella)	Sultanate of Oman
GroTech LLC	Sultanate of Oman
Gulf Insulation	Sultanate of Oman
Holike Oman	Sultanate of Oman
Innovation for Design & Services	Sultanate of Oman

# EXHIBITORS LIST

Integrated Intellectual Growth Projects LLC	Sultanate of Oman
Intelligent Projects	Sultanate of Oman
International Elevators Escalator & Business L.L.C	Sultanate of Oman
International Honey Business LLC	Sultanate of Oman
Interra Oman	Sultanate of Oman
Investment Corporation (Mazoon Aluminium)	Sultanate of Oman
Jotun Paints Co. LLC	Sultanate of Oman
Juma Ali Hamed Al Kamyani Trading Est. LLC	Sultanate of Oman
Kanz International Projects	Sultanate of Oman
Kayan Marble	Sultanate of Oman
Kenzo Marble & Granite	Sultanate of Oman
Khazayin Furniture Industry	Sultanate of Oman
Mada Group	Sultanate of Oman
Makeen Oman	Sultanate of Oman
Manahel Majan	Sultanate of Oman
Marj Design and Build	Sultanate of Oman
Maskan Precast LLC	Sultanate of Oman
Massaed Elevators Oman	Sultanate of Oman
Metal Engineering LLC	Sultanate of Oman
Mirshekari General Trading SPC	Sultanate of Oman
Mohammed Bin Malallah Bin Ali Al Lawati Trading Est.	Sultanate of Oman
Muna Noor International Group	Sultanate of Oman
Muneer Ahmed Sulaiman Trading (Lumina)	Sultanate of Oman
Muscat Advance Cement Products Industry	Sultanate of Oman
Muscat Municipality	Sultanate of Oman
Muscat Steel	Sultanate of Oman
Muscat Vetonit   Saveto	Sultanate of Oman
Mutrah Insofoam Co. SAOC	Sultanate of Oman
Nahar Al Khadeera	Sultanate of Oman
Nama Majan	Sultanate of Oman
Nasaim Air Conditioning	Sultanate of Oman
National Aluminium Products Company S.A.O.G	Sultanate of Oman
New Home For World Projects LLC	Sultanate of Oman
Oman Golden Dragon International Trade LLC	Sultanate of Oman

# EXHIBITORS LIST

Oman Mechanical Services Company	Sultanate of Oman
Oman Society of Engineers	Sultanate of Oman
OMN Lighting	Sultanate of Oman
Omran White Cement	Sultanate of Oman
Oryx Elevators and Construction LLC	Sultanate of Oman
Philips Oman	Sultanate of Oman
Pioneers Overall LLC	Sultanate of Oman
Quality Carpentry LLC	Sultanate of Oman
Qurm Stone Development LLC	Sultanate of Oman
Rawabi Bosher Trading and Cont. Est. SPC / AKG Hardware	Sultanate of Oman
Red Desert SPC	Sultanate of Oman
Rose Milano Design	Sultanate of Oman
Royal Institute of British Architects - Gulf Chapter	Sultanate of Oman
Royal Stones for National Projects LLC	Sultanate of Oman
Sahal Al Suyaht Trading - Kitchen Idea	Sultanate of Oman
Shah Nagardas Manji & Co LLC	Sultanate of Oman
Steel Panel LLC	Sultanate of Oman
Sulaiman Nasser Sulaiman Al-Rushidi Group	Sultanate of Oman
Summit Tech Trading SPC	Sultanate of Oman
Taameer Construction Materials	Sultanate of Oman
Tabreed Cooling	Sultanate of Oman
The Address Group	Sultanate of Oman
Top Home	Sultanate of Oman
TOPEX (Safeline International Trading SPC)	Sultanate of Oman
Trade Links & Services Co. LLC	Sultanate of Oman
UZ Store (United Al Zahra LLC)	Sultanate of Oman
Vertex Plus LLC	Sultanate of Oman
Wijha Oman	Sultanate of Oman
Zukhrof Oman	Sultanate of Oman

## INTERNATIONAL PARTICIPANTS

AS Group Investment LLC	Azerbaijan
KNX Association	Belgium
Bemeta Design	Czech Republic
Czech Trade Promotion Agency   CzechTrade	Czech Republic

# EXHIBITORS LIST

Pipe Life	Czech Republic
Plast Brno	Czech Republic
Scoolpt s.r.o	Czech Republic
Treevos	Czech Republic
Hongkong Brand Furnishing Association Co. Limited	Hongkong China
Jemkon Private Limited	India
Miracle Marble Art	India
Azood Electronic Industries	Kingdom of Saudi Arabia
Saudi Bitumen Industries Co. Ltd	Kingdom of Saudi Arabia
Tanasuq Company for Industry	Kingdom of Saudi Arabia
National Paints Factories Co., Doha	Qatar
Ras Al Khaimah Adhesive & Waterproof Materials Factory (RAKAM) LLC	United Arab Emirates

## URBAN OCTOBER

Adante Realty Properties	Sultanate of Oman
Adrak Developers	Sultanate of Oman
Al Abrar Real Estate	Sultanate of Oman
Al Ahli Bank	Sultanate of Oman
Al Ardh Real Estate Development	Sultanate of Oman
Al Badi Investment Holding Group LLC	Sultanate of Oman
Al Daham Real Estate	Sultanate of Oman
Al Hakmani Real Estate	Sultanate of Oman
Al Itqan Real Estate Company	Sultanate of Oman
Al Madina Real Estate Company SAOC - Hayy Al Ahad	Sultanate of Oman
Al Masa Real Estate	Sultanate of Oman
Al Nama Real Estate	Sultanate of Oman
Al Nudba Construction and Development Company	Sultanate of Oman
AlBandar Development Company	Sultanate of Oman
Alefthar National Trade	Sultanate of Oman
Awqaf Aqur Nizwa	Sultanate of Oman
Bank Dhofar	Sultanate of Oman
Dar Arabia Development	Sultanate of Oman
Doorly App	Sultanate of Oman
Dream Villa	Sultanate of Oman
Dywan Real Estate	Sultanate of Oman
Edara - Hayy Al Ahad	Sultanate of Oman

# EXHIBITORS LIST

F&M Middle East Engineering Consultancy LLC	Sultanate of Oman
Ibrahim Jaidah Architects & Engineers	Sultanate of Oman
Kathban Real Estate	Sultanate of Oman
Marven Real Estate	Sultanate of Oman
Ministry of Labour - Vocational Colleges	Sultanate of Oman
Ministry of Transport , Communication and Information Technology	Sultanate of Oman
Muroj Real Estate	Sultanate of Oman
Nama Electricity Distribution	Sultanate of Oman
Nama Water Services	Sultanate of Oman
Oman Airport Management Company	Sultanate of Oman
Oman Arab Bank	Sultanate of Oman
Oman Housing Bank	Sultanate of Oman
Oman National Construction LLC	Sultanate of Oman
Oman Society of Architects	Sultanate of Oman
Oman Water Society	Sultanate of Oman
Sayyar	Sultanate of Oman
Sohar International	Sultanate of Oman
Sohar Real Estate Development "Majd"	Sultanate of Oman
Stay Development	Sultanate of Oman
Tathmeer Properties	Sultanate of Oman
Tibiaan Properties	Sultanate of Oman
Yosr Real Estate	Sultanate of Oman
Zahi	Sultanate of Oman
Zain Property Development	Sultanate of Oman
Al Ahly Sabbour Developments	Egypt
Talaat Moustafa Group - Muscat	Egypt
SP Architects	Turkey

**SEE YOU AT THE 4<sup>TH</sup> EDITION  
05 - 07 OCTOBER 2026**



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ORGANISED BY



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