



Exhibition Center



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PROJECT OVERVIEW

The Aqaba Development Corporation and its partners seek to establish a state-of-the-art, permanent exhibition center, as part of a strategic effort to position Aqaba as Jordan's hub for the MICE (meetings, incentives, conferences, and exhibitions) industry. This project includes the development and operation of a modern, spacious exhibition center, the first phase of which will be completed by mid-2024 (ahead of SOFEX 2024, the bi-annual Special Operations Forces Exhibition) and comprises four exhibition halls across a total area of 12,000 square meters. The project sits on a land area of 170,000 m², with a total built-up area to encompass 35,000 m². ADC's goal is to leverage this world-class exhibition center in order to host at least seven exhibitions per year.

Investment Highlights

1- Expected Investment Size: USD24 million

2- Location: Aqaba

Location Features and Characteristics

The project is situated in the heart of Aqaba, already a strategic destination for the MICE industry. The city is served by the King Hussein International Airport, which offers direct routes to 14 destinations (with four more destinations planned for the near future), as well as the Aqaba port, which serves as a strategic gateway to the entire Levant region. The project is located within the Aqaba Special Economic Zone, benefitting from a highly attractive investment environment, including unique incentives and tax exemptions.

VALUE PROPOSITION

Aqaba is already a notable conference and exhibition destination: in 2022, the city hosted SOFEX, one of the largest special operations forces exhibitions in the world. The event was an enormous success, welcoming more than 14,000 attendees from 98 countries over four days, including over 400 military delegations from 38 countries. This project would establish a permanent exhibition and conference space of the highest quality, capable of hosting numerous events each year and catering to a wide array of industries and sectors. In addition to catering to Aqaba's already promising MICE industry, the facilities would further elevate the city's attractiveness as a conference and exhibition destination.

INSIGHTS

Aqaba's potential as a MICE destination cannot be overstated: the city is a key location for several strategic industries and sectors that offer enormous opportunities for B2B conferences, exhibitions, and events. These industries include military and defense, tourism, mining, fertilizer production, logistics, and more. It is worth noting that Jordan's potash and phosphate production is one of the highest in the world, and its reserves are located within close proximity to Aqaba, making it a prime destination for a vital sector. Aqaba is also home to the only port in the country, which handles 85 percent of the Kingdom's imports and exports, and the city boasts strong economic activity across a variety of sectors, including tourism, healthcare, and mining. The city's hospitality offerings for both business and leisure guests are robust and high quality.

DETAILS

- Total Land Area: 170,000 m²
- Built-up Area: 35,000 m²
- Phase One Exhibition Building: 12,960 m² (comprising four exhibition halls)
- Management Offices and Facilities: 6,750 m²
- Display Area A: 3,550 m²
- Display Area B: 16,300 m²
- Aircraft Display Area: 15,280 m²
- Live Demonstration Area and Helipad: 17,500 m²
- Outdoor Area: 13,800 m²
- Storage Facilities: 2,300 m²
- Visitor Parking A Capacity: 707 vehicles
- Visitor Parking B Capacity: 686 vehicles
- VIP Parking Capacity: 123 vehicles

YOUR ROLE AS AN INVESTOR

As an investor, your role will include managing the new exhibition center, overseeing business development in order to attract multiple B2B exhibitions annually, and driving the development of the MICE ecosystem in Aqaba. You will assist in the design of the administration and management offices and will equip and furnish all facilities. You will also hire a team to manage, market, and operate the exhibition center. You will be responsible for running all operations, with the continuous support of the Jordan Tourism Board (as your local tourism expert partner), the Aqaba Development Corporation (as your local point of contact and your strategic and financial partner), and ASEZA (as your policy partner). The Aqaba Development Corporation will further contribute through the allocation and development of the land and infrastructure, a USD24 million investment in the infrastructure construction, and business development support via three to four anchor events.

SUCCESS FACTORS

It will be important to develop the project in close consultation with key stakeholders from the relevant local industries, in order to ensure that the center successfully attracts high-caliber events and exhibitions.



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