

OVERVIEW

The 14th edition of the International Real Estate & Investment Show (IREIS 2025), held from 12–14 September 2025 at the Abu Dhabi National Exhibition Centre (ADNEC), concluded with record-breaking success — marking a defining moment for Abu Dhabi's booming property market. The three-day exhibition attracted over 2,000 investors, 35 developers, and featured AED 2.78 trillion (US\$ 758.79 billion) in active projects.

Leading developers including Reportage Properties, Danube Properties, Object 1, Dugasta Real Estate, Meta Homes, and Dia Properties reported exceptional on-site sales, with many projects selling out during the show. Buyers took advantage of exclusive 10–20% discounts on property bookings, resulting in multi-million-dirham transactions and significant investor engagement throughout the event.

Major media outlets provided extensive coverage of IREIS 2025.

- Gulf News highlighted Abu Dhabi's resilient economy, global investor appeal, and Vision 2030-driven real estate transformation.
- Khaleej Times emphasized the AED 2.78 trillion active project pipeline and strong developer participation.
- Arabian Business focused on the surge in housing demand and 18% rise in apartment prices, underscoring Abu Dhabi's call for more projects.
- Zawya detailed the 39% year-on-year increase in real estate transactions, reflecting the emirate's accelerating growth.
- Al Etihad showcased Abu Dhabi's investor-friendly environment, the Golden Visa program, and its status as the world's safest city - fuelling international demand.

IREIS 2025 successfully positioned Abu Dhabi as a global real estate powerhouse, where innovation, transparency, and investor confidence converge. The event demonstrated unprecedented sales momentum, strong ROI potential, and reinforced Abu Dhabi's growing appeal to both investors and residents migrating from Dubai solidifying its reputation as the Middle East's next major investment destination.



REPORT



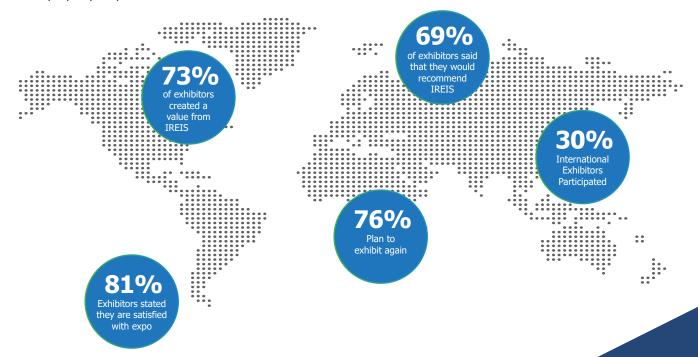
To Generate Sales & Leads for Future – Targeted marketing campaign that will help to generate valuable leads and network expansion

Networking Platform – An opportunity to network and engage with the interested Regional & International Real Estate Investors and Developers

To Build Brand Awareness – To meet and interact with the potential customers and real estate professionals from across the world and to build a more established and reliable brand.

Knowledge about the Latest Real Estate Market Trends – Develop brand awareness and penetration by allowing you to network with local and regional agents

Meet and interact – with the Institutional and private real estate investors, Industry Experts to make informed decisions about property acquisition





TOP 5 COUNTRIES OF RESIDENCE







KINGDOM



SAUDI ARABIA







TOP 5 NATIONALITIES



INDIAN



EMIRATI











VISITOR ANALYSIS



93% of visitors were satisfied or very satisfied with IREIS 2025



90% of visitors agree that IREIS 2025 is a must attend event



67%

of visitors stated they intend to make a purchase or do business witha company they met at the show in next 12 months



49%

interested in completed projects



WE WOULD LIKE TO THANK OUR SPONSORS & PARTNERS

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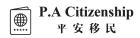












Media partners:













116 ADVERTS ON NEWSPAPER



placed in leading publication across the GCC region

65 EMAIL CAMPAIGNS

sent to more than 300,000 contact in GCC



55 MILLION IMPRESSIONS



made by online advertisements & campaigns

Before, during and after the event 1000's of updates were posted on

SOCIAL MEDIA CHANNELS



2 SMS CAMPAIGNS

sent to over 100,000 contacts in UAE



USD 434,500

value print coverage circulated in UAE before and during the event



15+ MAGAZINE ADVERTS

placed in both UAE and International magazines and publications



2000+ VIP INVITATIONS

emailed & delivered directly



























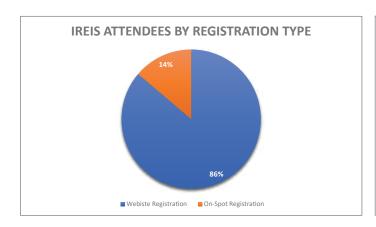




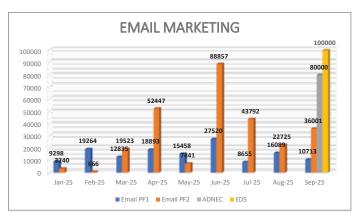


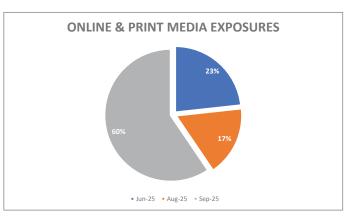


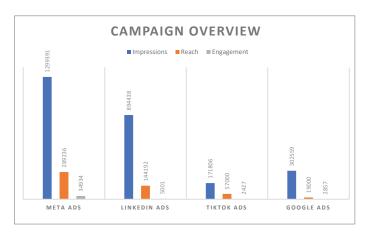
CAMPAIGN RESULTS SUMMARY

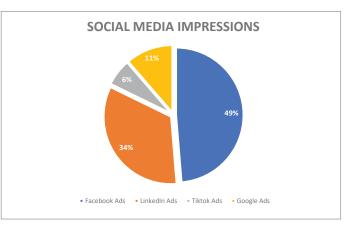














PRINT & DIGITAL



Real estate growth in Abu Dhabi accelerates amid rising demand



Africati added that strong demand is driving siness higher, mesting highly no fisiols opportunities for westers. "Proposities are coding set at learnth exems, as none international buyers choose. Zou Druschfor is investment appearance in resistation as one of the earls at alloces in the learns," he made.

Supportive investment framework

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Holdings of Vertic and Capatone Peal Estate

Centur Holdings, a clivarea organization with interests in investment facilities management property management, artificial intelligence, and education, includes Capetone Real Estale, which overses a portfolio of 2,800 residental units.

Abu Dhabi real estate boom: \$758.79bn pipeline fuels race to launch projects

Abu Dhabi's IREIS 2023 closed with AED 2,78tn (\$758,79bn) in active projects as housing demand outpaces supply, driving record sales and new developer launches.



The 14th ecinon of the International Heal Estate and Investment Show (REIS 2025) concluded at the Abu Dhabi National Enhibtion Centre (ADNEC) with strong calls for developers to launch more residential projects to most surging demand.

GULF NEWS 🔀

eptember 11, 2025





Active development projects' value exceeds \$758bln in Abu Dhabi as Int'l Real Estate & Investment Show 2025 starts on a high note

Developers offering 10-20% discounts on on-site booking at the three-day IREIS 2025 exhibition in which 2,000 investors, 35 exhibitors, and international experts converge at ADNEC to shape the UAE's Dh1 trillion property market.





- The total value of active projects in Abu Dhabi reached approximately US\$758.79
- The value of urban construction projects are estimated at US\$221.56 billion;
 The total value of real estate transactions in Abu Dhabi grow 99 per cent to Dh6172 billion in the first half of 2025 compared to Dh37.2 billion recorded the same period in
- Residential supply in Abu Dhabi city is growing with around 2.400 units delivered in 2025, with approximately 10,400 units projected for completion by year-ond and over 11,000 units scheduled for delivery in 2026.

Active development projects' value exceeds \$758 billion in Abu Dhabi



The value of active unbehildered projects or litrus Disco has togged \$758.79 tolloos, accord

Ext of the EPH. To billion valuation, unless investigation consulting for the largest groups of EEP his below, see a region to valuating or life. Teachers, are of the largest construction project scales. Other applicant existent about cell and gas accord with EEPS CF billion, industrial record with EEPS 25 billion, transport belong EEPS of billion, and unites having \$150.23 billion record of projects at reaccus stages of planning, development and construction.



Abu Dhabi real estate growth accelerates amid rising demand



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-أيريس 2005- للعفارات يتطلق في أيودفي بعشاركة 15 عارضاً



قال قبل بورخ مد الراحية على الاستراكة ويونا فاضاف سندني الوطن سنان الراحي سنتود في 1000 سنتود في 1000 سنتودية وعلى مديرة مدين من أو ياضي أناه الها المن خدماء مثل الكافر شاريعات المناط الراحية في 1000 سنتود المناطقة المنا ومناطقة المناطقة المناطق

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POST SHOW





Active development projects' value exceeds \$758 billion in Abu Dhabi

2,000 investors. 35 exhibitors, and international experts converge at PEIS 2025 to shape the UAE's DM trillion property market

Published: Sun 14 Sept 2025, 8:18 PM

By: Khaleej Times Staff









The value of active urban development projects in Abu Dhabi has looped \$758.79 billion, according to industry reports

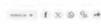
Out of the \$758.79 billion valuation, urban construction accounting for the largest portion at \$221.56 billion, said a report by according to BNC Nativers, one of the largest construction project trackers. Other significant sectors include oil and gas sector with \$595.67 billion, industrial sector with \$151.36 billion, transport having \$238.01 billion, and utilities having \$130.29 billion worth of projects at various stages of planning, development and

Abu Dhabi real estate growth accelerates amid rising demand

investors pour in as FRCIS 2025 highlights beaming market

Michille Riskered Color-Haw Shake

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Also Chaldes properly market is expanding at an exponential poce, with demand for bosoing significantly outstripping available supply, expents said at the international Real Eatote Conference, held alongside the International Real Estate & Investment Show (IEEES) 2025 at the Abu Dhabi Notional Exhibition Centre (ADNEC).

"Economic diversification is generating new jobs and opportunities in Abu-Unach, fusing demand for quality residential units at a rate that far exceeds outenot supply. Developers sunst respond by accelerating the delivery of ne-honous," said Asser Al Alsbahi, Chairman of Capetone Beal Estate.

Prices rise, investment opportunities surge

At Almost acked that strong demand is strong prices higher, evening highly profiteder appartualties for inventors. "Properties are selling out at least-to-events, as more interactional layers choose Also Dinkis for its investment. appeal and its reputation as one of the safest places in the world," he noted...



Supportive investment framework

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Capatone Real Estate and Vertix Holdings

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Abu Dhabi real estate demand 'outgrows supplies'



الطلب التزايد يقود غو سوق العقارات في أبوظي

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Developers pledge to accelerate housing supply in Abu Dhabi due to high demand

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Real Estate Growth in Abu Dhabi Increases



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The UNIT's noticel real entate regulatory system ensures investor protection and featers a work-class investored environment. The noveling steply is projected to increase, with ower 10,000 works expected in 2025, and more than 31,000 additional soils under

Active development projects' value exceeds US\$758 billion in Abu Dhabi as Int'l Real Estate & Investment Show 2025 starts on a high note



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Developes a offering 19-20's discussion on or othe benking or the deve-200's exhibition in which I. 200 investors, 16 exhibition, and intermedia converge of ADVIC is along the UEFs Dist individual property market

State: Aloc Shalld, USAS September 15, 2429





































SEE YOU IN 2026

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