

WHY INVEST IN THE MIDDLE EAST?

THE SCALE OF OPPORTUNITIES AND DEMAND FOR WORKPLACE SOLUTIONS, PRODUCTS & SERVICES SUPPLIERS IN THE GCC

With major events like Dubai EXPO 2020, Abu Dhabi Vision 2030 and Saudi Vision 2030, the development of commercial, healthcare and educational facilities has increased exponentially across the Middle East. Upon completion of EXPO 2020 in April 2021, the sprawling event space and pavilions will also be turned into a full accommodating educational and events hub - these projects call for the availability of workplace products, solutions & technology.

\$2.7BN

Smart building projects in the Middle East to double to \$2.7bn in the next four years, highlighting opportunities for smart solution providers and fit-out businesses to tap into.

Source: Gulf News

\$898 BN

Spending in the building sector in the Middle East region is estimated to hit \$898bn by 2020, creating demand for workplace design concepts, fit-out and commercial interior solutions.

Source: Adgeco

FLEXIBLE WORKSPACES WILL CONSTITUTE MORE THAN 60% OF THE TOTAL OFFICE DEMAND IN THE GCC BY 2025

60%

In the GCC, there is a growing demand for flexible workspaces, fully integrated with technology and services - from large corporate occupiers, SMEs to entrepreneurs - as part of bigger changes in the region's office market where co-working spaces are growing at a very high pace.

YOUNG WORKERS REPRESENT \$1TN IN PURCHASING POWER IN THE GCC.

75%

of the total number of the Middle East's workforce are millennials, who are changing workplace dynamics to reflect better work environments.

73%

of young workers would spend more to support sustainable products and companies, that leave a positive impact on their workplace.

Source: Gulf News

"UAE is leading the way with the implementation and design of new buildings, with an active emphasis on improving indoor environmental quality (IEQ), building efficiency, improved employee productivity, mental health, wellbeing & comfort, reduced absenteeism, staff turnover, and medical costs of the region's workforce. This results in growing demand and availability of healthy workplace/corporate wellness product solutions and technological tools."

Source: ME Construction News

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