

V International Property Abroad Fair



Conclusions of the exposition

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PROPERTY
нерухомість
за кордоном

October 23-24

KIEV AT THE
UKRAINIAN HOUSE

Conclusions of the exposition

THE 5TH YEARLY INTERNATIONAL PROPERTY ABROAD FAIR TOOK PLACE ON OCTOBER 23-24 IN KIEV AT THE UKRAINIAN HOUSE. PRIMARY AND SECONDARY REAL ESTATE FROM 20 COUNTRIES WAS PRESENTED AT THE EXPO.

ALEKSANDR TARCHENKO, DIRECTOR OF THE INTERNATIONAL REAL ESTATE ABROAD AGENCY DEC PROPERTY REMARKED THAT THE INTEREST OF THE UKRAINIAN POTENTIAL BUYERS WAS MAINLY INCITED BY COUNTRIES OFFERING THE PERSPECTIVE OF OBTAINING RESIDENCE PERMIT OR ADDITIONAL FACILITIES TO OPEN VISAS, AND ALSO THE COUNTRIES OFFERING THE OPPORTUNITY TO START A BUSINESS. "WE HAVE NOTED IN SPRING ALREADY, DURING THE 4TH INTERNATIONAL PROPERTY ABROAD FAIR, THAT THE CUSTOMERS ARE INTERESTED IN COUNTRIES THEY VISITED ALREADY FOR TOURIST PURPOSES (TURKEY, EGIPT, MONTENEGRO), AS THEY PERCEIVED THE ACQUISITION OF REAL STATE ABROAD AS PURCHASING A "SECOND HOUSE". AS WE CAN SEE, THE CRISIS CHANGED THE PRIORITIES OF THE UKRAINIAN BUYER. NOW WE CAN OBSERVE THE TENDENCY OF LOOKING AT A PROPERTY ACQUISITION ABROAD AS A MEANS TO INVEST OR START AND CARRY OUT A BUSINESS.", MENTIONED ALEKSANDR TARCHENKO.

ELENA KOZAR, REPRESENTATIVE OF THE CYPRIOT DEVELOPER "PANDOMUS PROPERTY DEVELOPERS", OBSERVED: "WE DID NOT EXPECT THAT WE WOULD BE ABLE TO AROUSE SUCH AN INTEREST OF THE UKRAINIAN CUSTOMER FOR OUR OBJECTS. THE CRISIS DID NOT CAUSE A SIGNIFICANT DECREASE IN PRICES OF PRIMARY REAL ESTATE OFFERED BY CYPRIOT DEVELOPERS. IN LIMASSOL, A REGION WHERE WE ARE CURRENTLY DEVELOPING 6 OBJECTS AT VARIOUS PROJECT STAGES, THE REAL ESTATE PRICES START FROM 150 THOUSANDS EURO. WE ARE PLEASANTLY SURPRISED TO BE OF INTEREST FOR THE UKRAINIAN CUSTOMER AND HOPE THAT THIS PRIMARY INTEREST WILL BE TRANSFORMED INTO REAL SALES".

THE DIRECTOR OF THE "PAFILIA PROPERTY DEVELOPERS" REPRESENTATION ALSO SHARED ITS IMPRESSIONS: "OUR COMPANY PARTICIPATES AT MANY SPECIALIZED EXPOSITIONS, AND WE CAN OBJECTIVELY COMPARE THE QUALITY OF ORGANIZATION, THE NUMBER OF VISITORS, THE SCALE AND, FINALLY, ITS EFFECTIVENESS. THE CRISIS STILL HAD AN IMPACT ON THE NUMBER OF COMPANIES PRESENTING THEIR PRODUCTS AT THE EXPO. THIS EXPOSITION DID NOT HAVE COMPANIES FROM COUNTRIES LIKE PORTUGAL, AUSTRIA,



Conclusions of the exposition

USA, CANADA, ISRAEL, CROATIA, WHICH ARE ALSO OF INTEREST FOR THE UKRAINIAN CUSTOMER. WE WERE SATISFIED BY THE QUANTITY AND "QUALITY" OF THE VISITORS, AS WE WERE VISITED EXCLUSIVELY BY THOSE PEOPLE, WHO ARE INTERESTED IN A PURCHASE OR INVESTMENT IN PROPERTY ABROAD. AND FOR THE PARTICIPATING COMPANY, HAVING THEM WAS A TOP PRIORITY!"

ALSO SATISFIED BY THE EXISTENCE OF "REAL" VISITORS AT THE EXPO WERE THE REPRESENTATIVES OF THE "API", DEVELOPER COMPANY WHO PRESENTED REAL ESTATE FROM TURKEY. "THE VISITORS WERE VERY INTERESTED, BESIDES THE REAL ESTATE ITSELF, IN THE MORTGAGE CONDITIONS OFFERED BY TURKISH BANKS. CURRENTLY UKRAINIANS ARE READILY CREDITED BY OUR BANKS, BUT FOR A 0,9% MONTHLY RATE. IT SEEMS THOUGH THAT THE UKRAINIANS ARE HAPPY TO TAKE A CREDIT EVEN AT THESE RATES, AS BANKS IN UKRAINE, WHO OFFER CREDITS AT A YEARLY RATE OF 30%, DO NOT WORK YET IN THE MORTGAGING SECTOR", SAID ELENA GOLOVACHEVA.

ALL THE PARTICIPANTS AT THE EXPO MENTIONED NOT ONLY THE HIGH INTEREST OF THE UKRAINIANS IN PROPERTY ABROAD, BUT ALSO THEIR "PROFESSIONAL PREPAREDNESS" FOR THE MEETINGS - THEIR WELL PREPARED QUESTIONS, ON

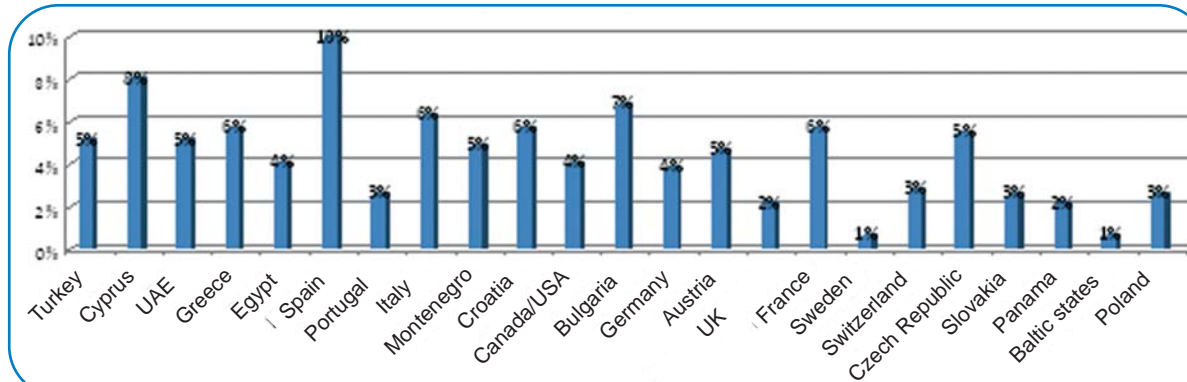
SPECIFIC ALREADY CHOSEN COUNTRIES AND OBJECTS, ASKING FOR ADDITIONAL DETAILS, DISCOUNTS AND SERVICES. "IT IS GREAT TO COMMUNICATE WITH A PREPARED AUDITORIUM, WHEN CONSULTATIONS ARE DONE "IN A BREATH" AND THERE IS GREAT UNDERSTANDING. WE PRESENTED FOR THE FIRST TIME OUR PRODUCTS IN UKRAINE, MISTAKENLY BELIEVING THAT THERE IS NOTHING BEYOND THE RUSSIAN MARKET. "AFTER THE EXPO, WE CAME TO THE CONCLUSION THAT THE UKRAINIAN MARKET HAS AN ENORMOUS POTENTIAL AND, THE MOST IMPORTANT, WE CAME HERE ON TIME. OUR COMPANY WILL START TO COOPERATE INTENSELY WITH THE UKRAINIAN CONSUMER", SHARED THEIR PERSPECTIVE THE REPRESENTATIVES OF THE BULGARIAN COMPANY "DINEVI GROUP", WHO ARE BUILDING NEW PRESTIGIOUS REAL ESTATE COMPLEXES ON THE SEASIDE AND SKI RESORTS.

DUE TO THE SUCCESSFUL RESULTS BROUGHT BY THE EXPO, ITS ORGANIZER, THE INTERNATIONAL REAL ESTATE ABROAD AGENCY DEC PROPERTY RECEIVED ON OCTOBER 24 IN LONDON A PRESTIGIOUS AWARD IN THE NOMINATION "BEST EXHIBITION PLATFORM" OF THE LEADING INTERNATIONAL PUBLICATION FOR REAL ESTATE MARKET PROFESSIONALS OVERSEAS PROPERTY PROFESSIONALS (OPP).

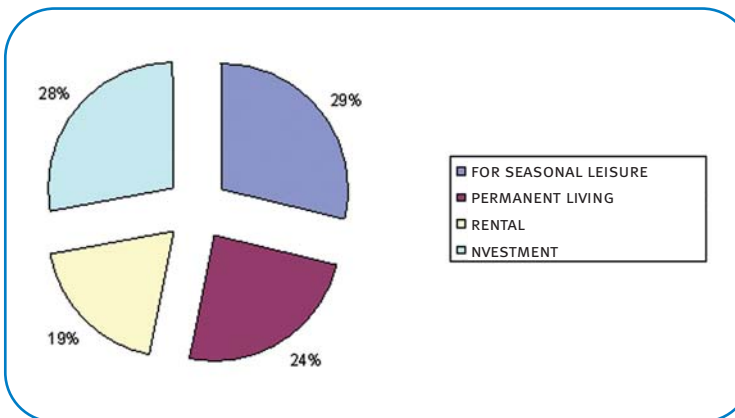


Statistical analysis of the participants at the exposition

COUNTRIES OF INTEREST

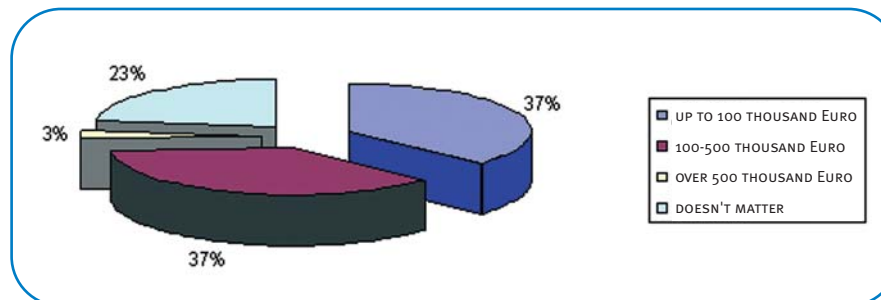


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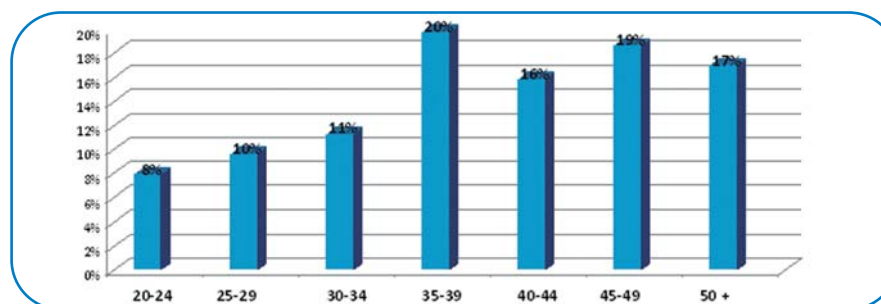


Statistical analysis of the participants at the exposition

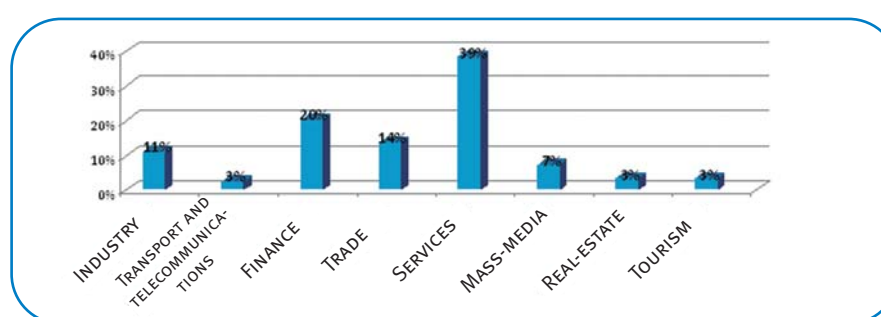
PRICE PREFERENCES



VISITORS AGE



VISITORS ARE OF ACTIVITY



Expo advertising campaign

A SPECIFICITY OF THE 5TH INTERNATIONAL PROPERTY ABROAD FAIR IS THAT IT WAS VISITED BY THE TARGET AUDIENCE, I.E. POTENTIAL BUYERS OF PROPERTY ABROAD. THIS WAS NOTICED BY ALL PARTICIPANTS AT THE EXPO. THEREFORE, THE CHANNELS OF COMMUNICATION WERE CHOSEN TO MAXIMALLY HELP IN PRECISELY REACHING THE NEEDED TARGET GROUP.

◉ TV and radio

BUSINESS RADIO AND TV STATIONS WERE USED FOR BROADCASTING TV AND RADIO ADVERTISING SPOTS. THE SPOTS WERE BROADCAST 5 TIMES EVERY DAY DURING PRIME/TIME. THE LENGTH OF THE ADVERTISING CAMPAIGN WAS OF 2 WEEKS.

◉ Press

INFORMATION WAS DISSEMINATED BY USING ADVERTISING BLOCKS, ARTICLES, PRESS-RELEASES IN 32 BUSINESS AND SPECIALIZED PUBLICATIONS.

◉ Internet

BANNERS, NEWS, PRESS-RELEASES, ARTICLES WERE PLACED ON BUSINESS AND NEWS SITES, REAL ESTATE PORTALS (MORE THAN 50 INTERNET SITES).

◉ Informational agencies

ALL INFORMATIONAL AGENCIES PROVIDED NEWS STORIES ON THE EVENT

◉ Outdoor advertisement

7 LARGE BILLBOARDS IN CENTRAL REGIONS OF KIEV WERE USED FOR 2 MONTHS.

◉ Direct mail

12 000 INVITATIONS WERE SENT ON OUR CLIENTS DATABASE, 6000 INVITATIONS WERE DISTRIBUTED THROUGH THE PUBLICATIONS "ЭКСПЕРТ", "КОММЕРСАНТ".

◉ Promotional stands

12 000 INVITATIONS WITH INFORMATIONAL AND ANALYTICAL MATERIALS WERE DISTRIBUTED AT PROMOTIONAL STANDS IN THE AIRPORT, BUSINESS CENTERS, FITNESS CLUBS, GOLF CENTERS, RESTAURANTS, BOUTIQUES.

◉ E-newsletters and SMS

ELECTRONIC NEWSLETTERS AND SMSES WERE SENT THROUGH OUR DATABASE OF OVER 30000 COMPANIES AND PEOPLE.



Electronic newsletters
and SMSes were sent
through our database
of over 30000 com-
panies and people.



Informational
partners



[канал чесних новин]





Organizational committee

THE EXPOSITION WAS ORGANIZED BY THE INTERNATIONAL REAL ESTATE ABROAD AGENCY DEC PROPERTY, WHICH IS WORKING IN UKRAINE SINCE 2007, AND IS PART OF THE DEC GROUP COMPANY, FOUNDED IN 1999.

IN THE END OF OCTOBER WERE ANNOUNCED THE RESULTS OF THE PRESTIGIOUS INTERNATIONAL CONTEST OPP AWARDS, ORGANIZED YEARLY BY THE OVERSEAS PROPERTY PROFESSIONAL MAGAZINE. DEC PROPERTY WAS NOMINATED AS ONE OF THE BEST COMPANIES IN ORGANIZING INTERNATIONAL EXPOSITIONS: "FOR A PROFESSIONAL APPROACH IN THE GROWING REAL ESTATE ABROAD MARKET IN UKRAINE".

AS ALEX EVANS, EDITOR-IN-CHIEF OF OPP, NOTED, "ACCORDING TO THE JUDGES, THE LEVEL OF THE PARTICIPANTS THIS YEAR IS CONSIDERABLY HIGHER THAN LAST YEAR. ALL PARTICIPANTS, REPRESENTING VARIOUS SEGMENTS OF THE PROPERTY MARKET (DESIGNERS, DEVELOPERS, REALTORS, MASS-MEDIA SPECIALIZED ON CONSTRUCTIONS AND REAL ESTATE) WORKED SO SUCCESSFULLY, THAT WE WERE ABLE TO WITNESS AN INDUSTRY THAT IS DEVELOPING DYNAMICALLY, ADAPTING ITSELF TO THE NEW CHALLENGES AND HAS GREAT PERSPECTIVES". IN THREE CATEGORIES - "PARTNERSHIP", "PRODUCTS AND SERVICES", "MASS-MEDIA" - AND 9 NOMINATIONS INCLUDED COMPANIES FROM SPAIN, PORTUGAL, GREAT BRITAIN, NETHERLANDS, MOROCCO, SOUTH AMERICA, PANAMA, USA AND UKRAINE. DEC PROPERTY WAS THE ONLY SELECTED AND NOMINATED UKRAINIAN COMPANY IN THE CONTEST.





**The 6th
International
Property
Abroad Fair**

The 6th International Property Abroad Fair will take place on March 19-20 at the Ukrainian House in Kiev

Applications to participate are being received starting with 15.11.09.

ALL INFORMATION WITH REGARDS TO CONDITIONS OF PARTICIPATION, APPLICATION FORMS, EXPOSITIONAL SPACES ETC. CAN BE OBTAINED AT THE FOLLOWING PHONE NUMBERS. +38 044 390-76-24; 495-51-86, (-87)

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