

FM EXPO

Facilities Management Solutions

Co-located with:



5 - 8 DECEMBER 2022

DUBAI WORLD TRADE CENTRE

CONNECTING THE FACILITIES MANAGEMENT INDUSTRY IN THE MIDDLE EAST

• SHARE YOUR STORY • ACCESS NEW MARKETS • GROW YOUR BUSINESS



SHARE YOUR STORY, ACCESS NEW MARKETS, GROW YOUR BUSINESS.

FM Expo provides an unmatched platform for the facilities management industry to secure new business across the Middle East.

Running alongside The Big 5, the event is a key platform that propels businesses into new markets through live product showcases, knowledge exchange and networking opportunities, both online and in person.

Join the industry's suppliers, buyers, and stakeholders at FM Expo to accelerate your business today.



If you are a professional working within the construction sectors - you must be here.



**Faisal Butt, Senior Director – Project Delivery,
The Red Sea Development Company, Saudi Arabia
Speaker at the Industry Talks**



THE BIG 5 2021 OVERVIEW: THE ONLY LIVE IN-PERSON GLOBAL CONSTRUCTION EVENT

1,200

EXHIBITORS

50

EXHIBITING COUNTRIES

20

COUNTRY PAVILIONS

9

SPECIALISED EVENTS

36,386

LIVE IN-PERSON VISITORS

15,915

ONLINE VISITORS

447

LIVE IN-PERSON DELEGATES*

152

PARTICIPATING COUNTRIES



*pre-qualified unique attendees for high-level summits

WHAT TO EXPECT IN 2022

2,000+
exhibitors

60+
exhibiting countries

55,000
in-person visitors

6
specialised events

*These numbers are for The Big 5, including FM Expo

WHY EXHIBIT?



Generate new business opportunities and get leads



Get insights into booming construction markets in the Middle East, Africa and South Asia



Meet distributors and agents to increase your international presence



Gain direct access to key industry stakeholders from across the globe

“ It’s good to be back and meet people face to face. It’s the first time in a year and half that we can be amongst our clients and prospective clients, and I am very happy about that – it’s always nice to have those interactions. ”

Walenwien Lichtenauer, Managing Director, FCLT-E, U.A.E

GROW YOUR BUSINESS WITH FM EXPO

Get the best of both worlds, in-person and online. Connect with the industry prior, during and after the event ensuring you the maximum ROI.

IN PERSON



Meet targeted buyers at your stand and increase your sales pipeline



Showcase your offering by letting buyers see, touch, and experience your products



Build long-lasting relationships



Face-to-face networking

ONLINE



Network with buyers before the live in-person event



Connect instantly thanks to powerful AI matchmaking and schedule meetings



Meet buyers who can't attend the live in-person event



Plan, promote, and follow up with clients in your own time and from anywhere



ACCESS THE 3 LARGEST PROJECT MARKETS IN THE MEASA REGION

SAUDI ARABIA



Over **\$1.34 trillion** worth of projects planned or under way, including the \$500 billion Neom giga project.

UAE



The Abu Dhabi Economic Vision 2030 and the Dubai 2040 Urban Masterplan provide the framework for more than 1,800 major projects worth just over **\$700 billion**

EGYPT



The busiest projects market over the past two years, with just under **\$570 billion** worth of active projects

\$5.06 TRILLION

WORTH OF PROJECTS ACROSS ALL SECTORS PLANNED AND UN-AWARDED IN THE MIDDLE EAST AND AFRICA

\$163 BILLION

WORTH OF PROJECTS AWARDED IN 2020 DESPITE THE GLOBAL PANDEMIC

\$1.9 BILLION

WORTH OF PROJECTS IN EXECUTION



This is the most relevant crowd we have seen! We have also made many appointments with international visitors. This has given us encouragement and we will be here again next year.



M. Asghar M. Hussain, Managing Director, Water Seal Insulation Mat. Cont. Co. LLC, U.A.E

GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS



said FM Expo is important for their business



rated the quality of visitors from good to excellent



said they closed deals or made sales



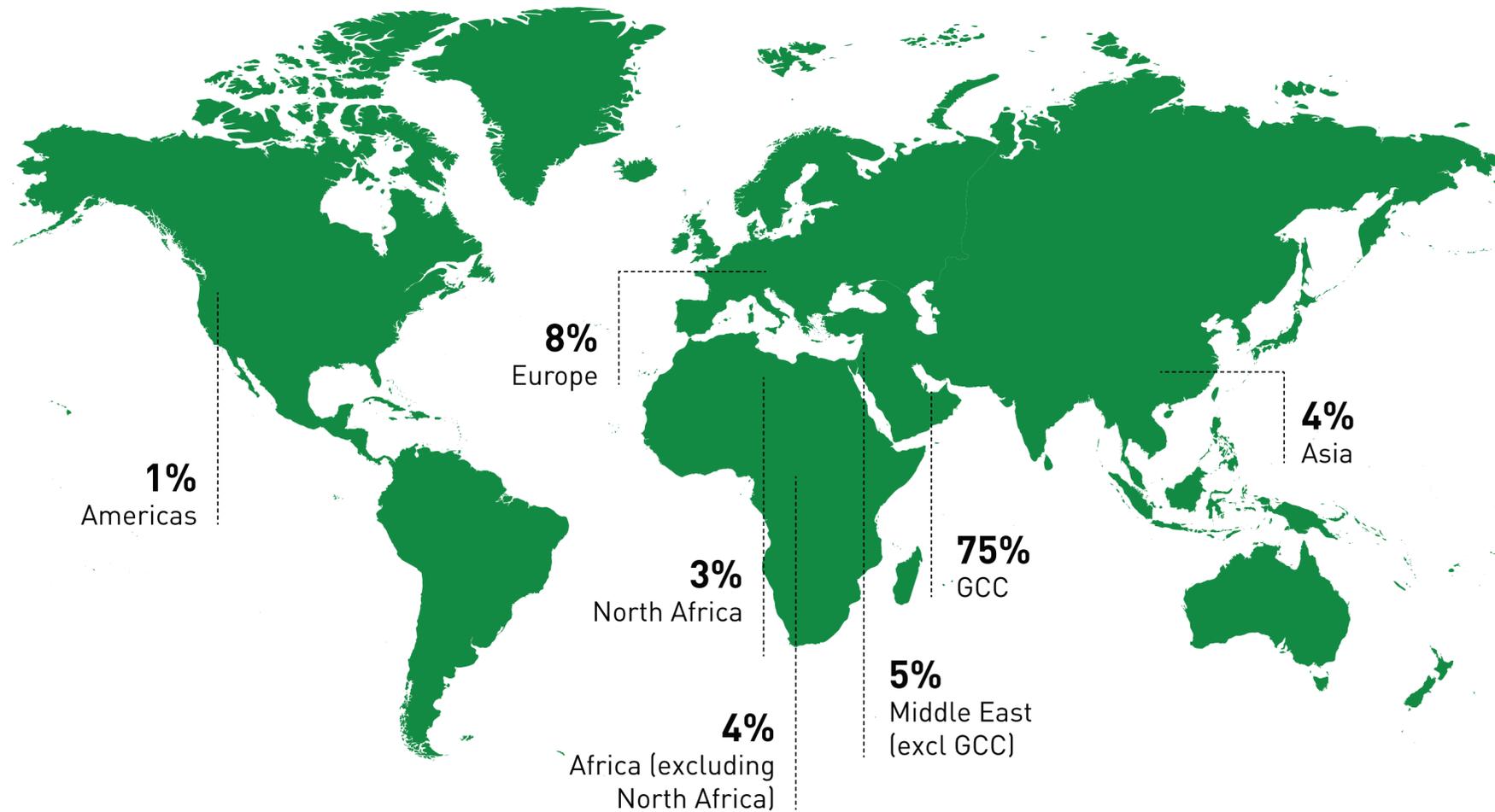
It's been a very successful show for us, the quality of visitors we met was excellent.

Steve Day, Sales Manager, Goveco, Belgium



GET DIRECT ACCESS TO QUALITY BUYERS

Visitors by region:



4,837

Visitors interested in FM products and services

Meet with current suppliers	98% achieved this
Source new international products	94% achieved this
Network with the industry	91% achieved this
Meet with new suppliers	89% achieved this
Discover the latest product Innovations and trends	88% achieved this

PUT YOUR BRAND IN FRONT OF KEY INDUSTRY STAKEHOLDERS ATTENDING FM EXPO

ASGC Construction
Procurement Engineer

Azizi Developments
CEO

Bena Construction & Project Management
CEO

Binghatti Holding
Procurement Manager

Binladin Contracting Group
Architect

Damac Properties
Senior Design Architect

Emaar Development
Senior Manager

Sobha Realty
Assistant Manager

Amaala
Director Site Controls

Danube Properties Development Llc
Head Of Audit

The Dynamic Builders
COO

Engineering Office
Facilities Manager

Idama
MEP Supervisor

Hilton
Shift Engineer

Sigmac For Real Estate
Projects Director

Al Marjan Island
Project Manager

Abu Dhabi National Hotels
Purchasing Officer

DEWA
Maintenance Engineer

Dubai Healthcare City
Senior Manager

Dubai Holding
SVP Strategic Projects

Emirates Holding
General Manager

Nakheel
CEO

Sobha Constructions Llc
Director Of Procurement

Alshaya Enterprises
Design & Estimation Manager

Takween
CEO

Arif & Bintoak
Civil Engineer

Dubai Municipality
Civil Engineer

Landmark Group
Facility In Charge

“ We are impressed with the innovation, quality, sustainability, and designs of these high-quality European brands, and are looking forward to sourcing more of them for our distinguished developments across Dubai. ”

Farhad Azizi, CEO, Azizi Development, U.A.E

A WIDE-REACHING MARKETING AND PR CAMPAIGN

FM Expo benefited from an enhanced exposure thanks to the integrated marketing and PR campaign for The Big 5 and specialised events:



3,517,135

emails sent to construction professionals globally



526,499

unique website visitors with 2,879,045 page views on The Big 5 website



763,356

SMS invitations delivered across the region



118,273

followers on social media (and growing daily)



216

radio adverts targeting 2.4 million listeners



42

media and association partners reaching 2.02 million professionals

FOCUSED SECTORS

COMMERCIAL CLEANING & HYGIENE

- Carpet & Upholstery Equipment & Services
- Catering & Food Hygiene Equipment & Services
- Cleaning Chemicals & Materials
- Cleaning Products
- Cleaning Services
- Commercial Laundry Equipment & Services
- Dispensers
- Disposables
- Duct Cleaning
- Facade & Window Cleaning
- Fire & Flood Equipment
- Hard Floor Cleaning Equipment
- Janitorial & Washroom Supplies
- Pest Control Equipment & Services
- Pressure Washers

FM PRODUCTS & SERVICES

- CAFM
- Emergency Evacuation Solutions
- Fit-Out / Retrofit
- FM Security Services
- FM Software & Related Technologies
- Integrated Facilities Management Providers
- Landscaping Services & Maintenance
- Legionella
- Manpower
- Pest Control Products & Services
- Property Management Services

WASTE & RECYCLING

- Air Pollution Solutions
- Composting & Fermentation
- Healthcare Waste
- Material Recycling & Reuse
- Refuse Disposal
- Site Decontamination & Treatment
- Waste Containers
- Waste Disposal Equipment
- Waste Management
- Waste to Energy
- Waste Transport
- Waste Treatment
- Wastewater Treatment



ATTRACTING QUALITY VISITORS THROUGH ENGAGING FEATURES



An exclusive event for the industry's leading architects, designers, and specifiers to connect with innovative suppliers from around the globe.



Engaging the most influential construction leaders and government representatives.



Sharing insights into the future of the construction industry.

CELEBRATING EXCELLENCE



FOCUS ON TECHNOLOGY



Connecting construction technology providers and relevant buyers.



Showcasing the most innovative start-ups in the industry.



Celebrating stand-out achievements and industry transformation.

FOCUS ON PROFESSIONAL DEVELOPMENT



Providing crucial knowledge and CPD certification across a wide variety of themes.

PUTTING YOUR SAFETY FIRST



The Big 5 puts the safety of attendees first by implementing the dmg events All Secure protocol that comprises of four cornerstones:



SOCIAL DISTANCING

- Revised floorplans
- Staggered admission
- Spaced-out seating



CLEANING & HYGIENE

- Enhanced cleaning
- Hand washing
- Sanitising



PROTECT & DETECT

- Face masks
- Separation screens
- Medical support



COMMUNICATION

- Digital channels
- Event signage
- Public announcements



BOOK YOUR STAND AT THE NEXT EDITION OF FM EXPO

5 - 8 DECEMBER 2022

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Co-located with:

