



International  
Building &  
Construction  
Show

**5 – 8 DECEMBER 2022**  
**DUBAI WORLD TRADE CENTRE**

# CONNECTING THE GLOBAL CONSTRUCTION INDUSTRY TO BUILD A BETTER TOMORROW

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

[www.thebig5.ae](http://www.thebig5.ae)



Specialised events at The Big 5:



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

With a 42-year legacy, The Big 5 continues to provide an unmatched platform for the global construction industry to secure new business opportunities across the Middle East, Africa, and South Asia (MEASA).

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 The Big 5 to accelerate your business today.

“

It is great to be back again, meeting face to face with the whole construction community. We have been amazed by the crowd we have seen. It is very impressive and great for us to meet new client prospects.

Alejandro Bonilla Corzo, Corporate Marketing Director, Forsa S.A., Colombia



# 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 AT THE BIG 5 2022

**2,000+**  
exhibitors

**60+**  
exhibiting countries

**55,000**  
in-person visitors

**6**  
specialised events

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



Steve Day, Sales Manager, Goveco, Belgium

# GROW YOUR BUSINESS WITH THE BIG 5

Get the best of both worlds, in-person and online, with your participation at The Big 5. 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



We had visitors from across the globe and they are buying our products. We have already rebooked our stand for next year.

Ameen Qadri, Project Manager, Al Waseef Industries LLC, U.A.E



# GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS

Promote company in the region	<b>93% achieved this in 2021</b>
Get insights into the Middle East region	<b>86% achieved this in 2021</b>
Meet distributors and agents in the region	<b>86% achieved this in 2021</b>
Sell current products to new customers	<b>80% achieved this in 2021</b>
Sell current products to existing customers	<b>73% achieved this in 2021</b>



said The Big 5 is important for their business



rated the quality of visitors from good to excellent



said they closed deals or made sales



We signed several distribution agreements, and we took many orders.

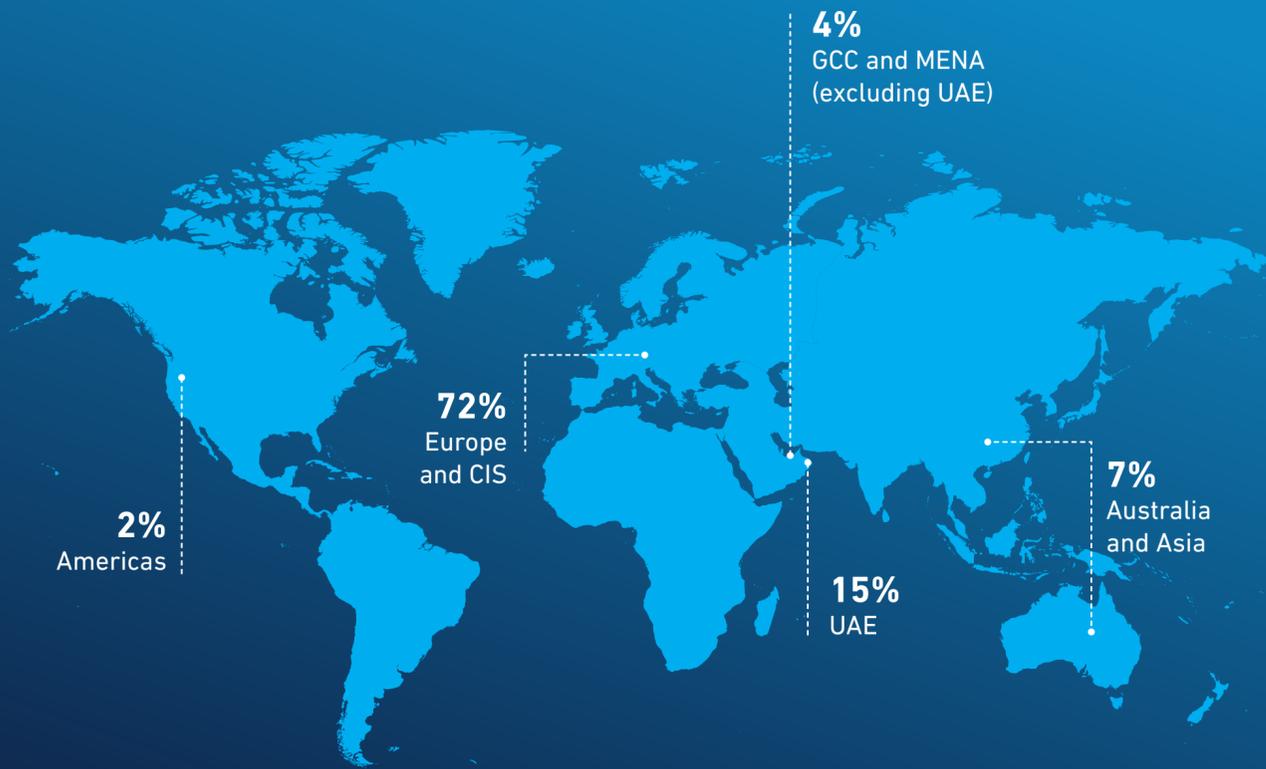


Joseph Anthony Miceli, Chief Executive Officer, Officine Marchetta, Italy



# JOIN YOUR COMPETITORS FROM ACROSS THE GLOBE

## Exhibitors by region:



## Exhibiting countries:

- |                |          |             |                |             |                             |          |  |          |
|----------------|----------|-------------|----------------|-------------|-----------------------------|----------|--|----------|
| Australia      | Austria  | Bahrain     | Belgium        | Brazil      | Bulgaria                    | Canada   | China  | Cyprus   |
| Czech Republic | Denmark  | Egypt       | Finland        | France      | Germany                     | Greece   | Hong Kong<br>Special Administrative<br>Region of China | India    |
| Indonesia      | Israel   | Italy       | Japan          | Jordan      | Kazakhstan                  | Latvia   | North Macedonia  | Malaysia |
| Netherlands    | Oman     | Poland      | Portugal       | Qatar       | Romania                     | Russia   | Saudi Arabia   | Serbia   |
| Singapore      | Slovenia | South Korea | Spain          | Switzerland | Taiwan<br>Province of China | Thailand | Turkey   | UAE      |
|                |          |             | United Kingdom | USA         | Uzbekistan                  |          |  |          |



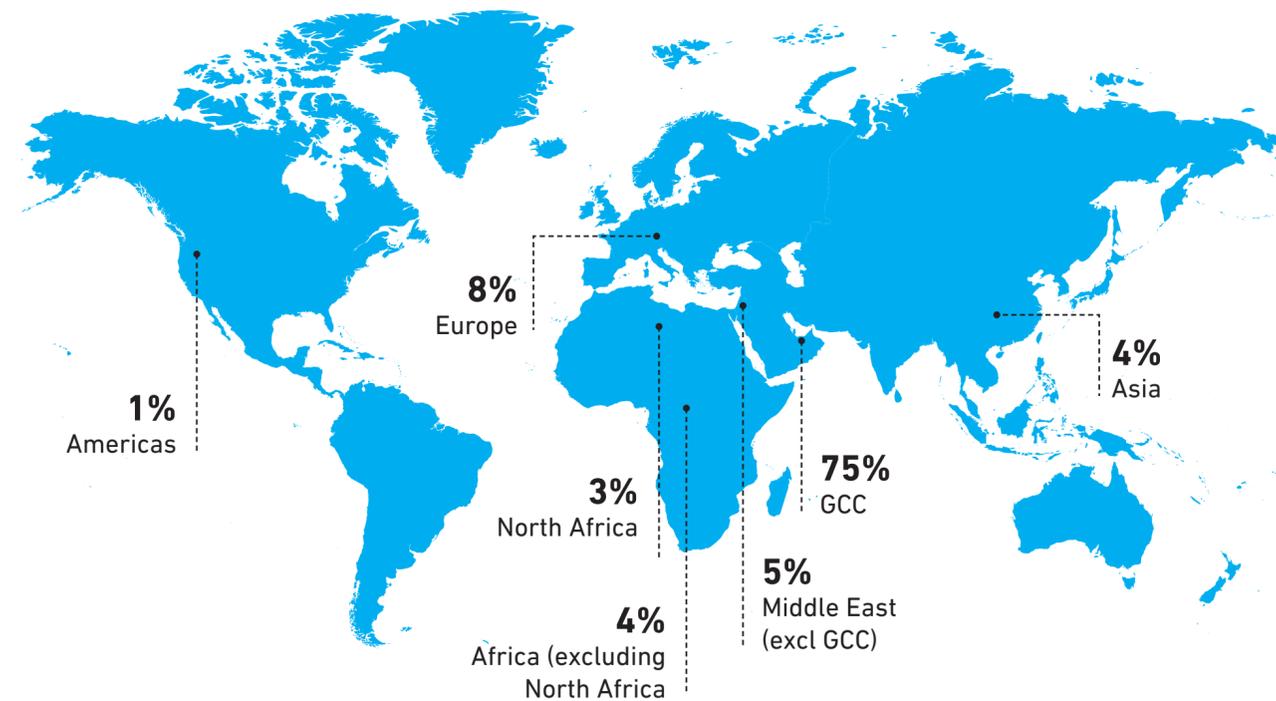
This is amazing. It shows that business is back to normal. This is the most relevant crowd we have seen! We have also made many appointments with international visitors.



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

# GET DIRECT ACCESS TO QUALITY BUYERS

## Visitors by region:



## Reasons for visiting:



## Top 10 international visiting countries:



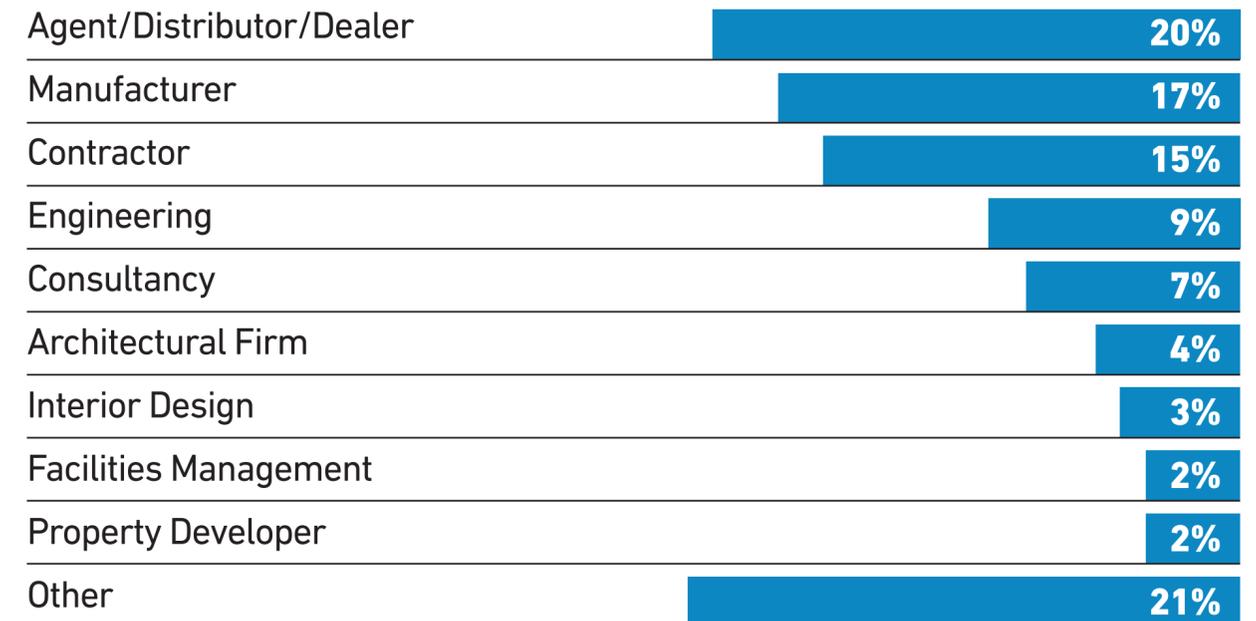
“ The exhibition showcases many products and the latest technologies – it is very impressive! I was able to exchange good contacts for future business. ”

Alex Tochukwu, Engineer, YAS Airconditioning Supplies Industry LLC, U.A.E

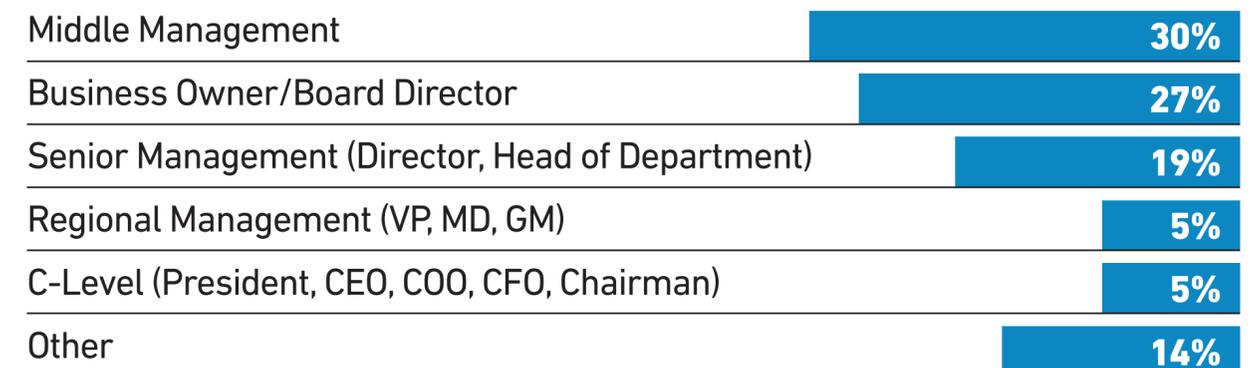


# WHO WILL YOU MEET?

## Key visitor profiles:



## Visitors' seniority level:



# PUT YOUR BRAND IN FRONT OF KEY INDUSTRY STAKEHOLDERS ATTENDING THE BIG 5

Abu Dhabi City Municipality

Abu Dhabi Ports

AECOM

AESG

AG Engineering

Al Ashram Contracting

ALEC

The Arab Contractors

Arabian Construction Co

Arcadis

Ashghal -Public Works Authority

Atkins

Azizi Developments

Beaver Gulf Contracting

Besix Group

China State Construction Engineering

Damac Properties

Dubai Electricity & Water Authority

Dewan Architects

Doha Municipality

Dubai Municipality

Egypt Ministry of Housing,  
Utilities and New Urban Communities

Emaar

Empower

GCC Contracting

Gensler

KEO International Consultants

Larsen & Toubro

MAG Group

Nakheel

NEOM

Oman Ministry of Housing

Parsons

Qatar Ministry of Municipality & Environment

Roads and Transport Authority – Dubai

Saudi Aramco

Sobha

The Red Sea Development Company

UAE Ministry of Energy and Infrastructure

WSP Global



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



# 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 stand-out achievements and industry transformation.

CELEBRATING EXCELLENCE



FOCUS ON TECHNOLOGY



FOCUS ON PROFESSIONAL DEVELOPMENT



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



Connecting construction technology providers and relevant buyers.



Showcasing the most innovative start-ups in the industry.

# 2022 FLOORPLAN

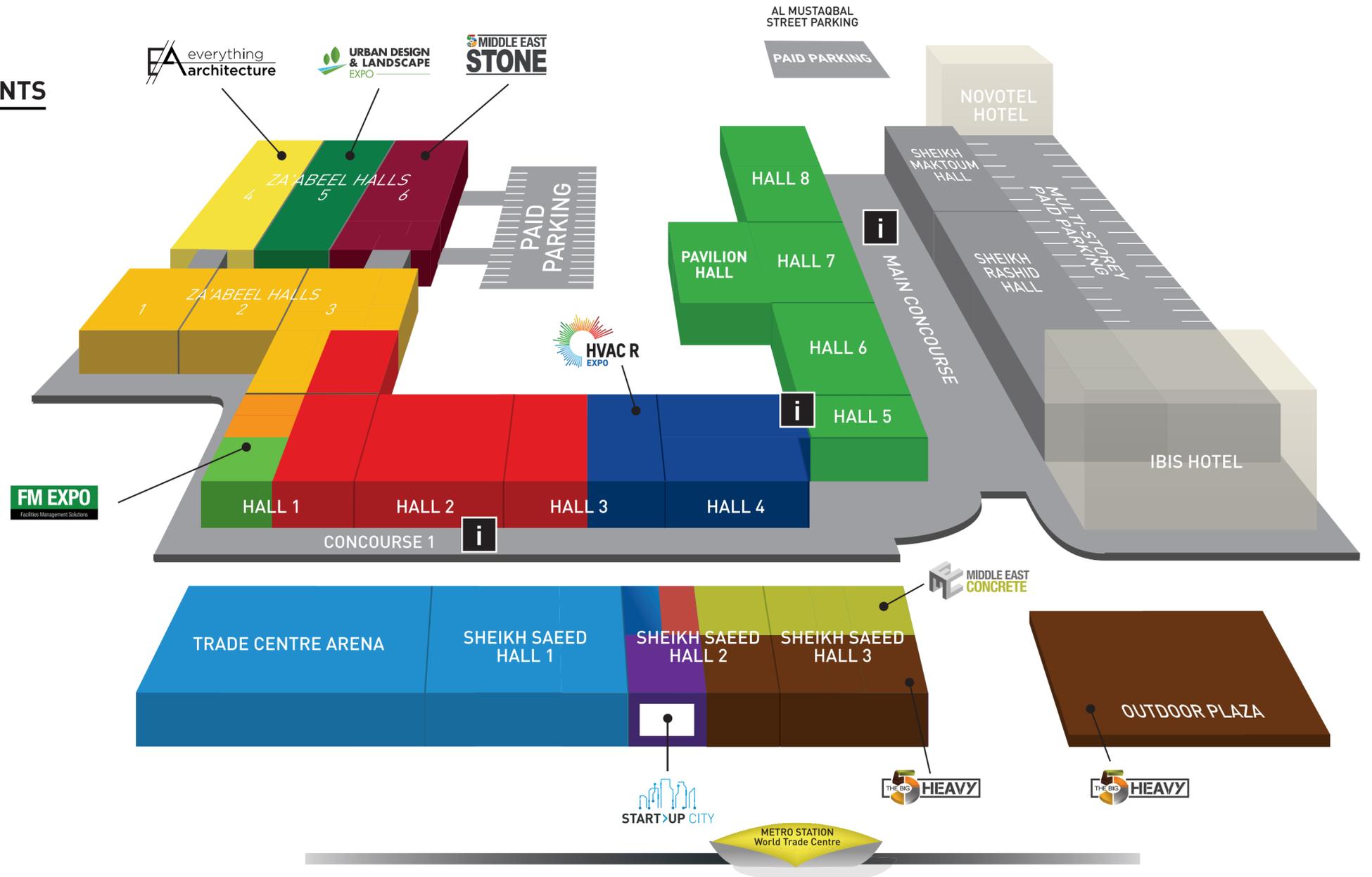
## THE BIG 5 PRODUCT SECTORS

-  Building Envelope & Special Construction
-  Building Interiors & Finishes
-  Construction Tools & Personal Protection Equipment (PPE)
-  Digital Construction Products & Services
-  Intelligent Buildings
-  MEP Services
-  Offsite & Modular Construction
-  Solar Products & Technologies

## THE BIG 5 SPECIALISED EVENTS



**NEW IN 2022**



# THE BIG 5 MARKETING & PR CAMPAIGN\*



**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

\*2021 statistics



It is a fantastic platform to meet new partners, look at new technologies, network within the industry and learn where the industry is going. 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

# 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 BIG 5 2022

5 - 8 DECEMBER 2022

**HUSSEIN ABDEL KHALIK**  
Commercial Director

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Specialised events at The Big 5:

