



STARTUP CITY

05 – 08 DECEMBER 2022

DUBAI WORLD TRADE CENTRE

SHAPING THE FUTURE OF THE CONSTRUCTION INDUSTRY

DISRUPTORS IN ACTION

Part of



#startupcity

CONNECTING THE GLOBAL CONSTRUCTION INDUSTRY TO BUILD A BETTER TOMORROW

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.



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



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

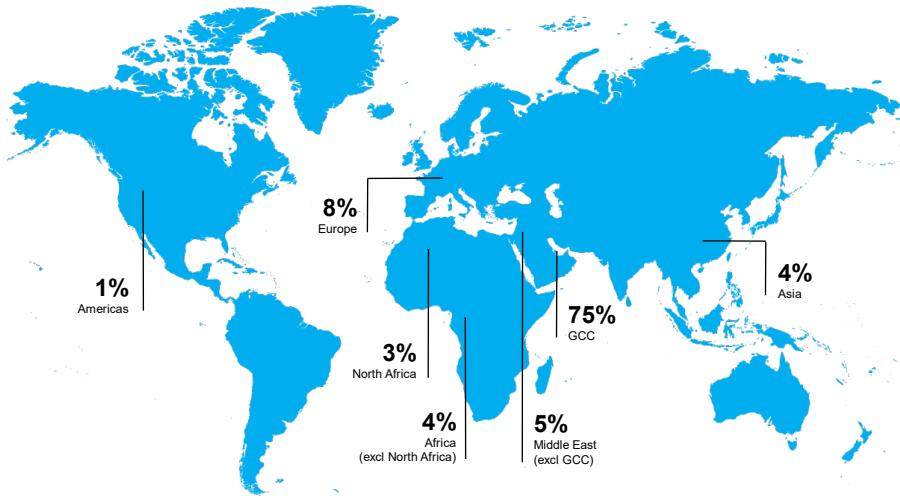
PARTICIPATING
COUNTRIES



*pre-qualified unique attendees for high-level summits

KEY BUYERS AND DECISION MAKERS ATTEND THE BIG 5

VISITORS BY REGION

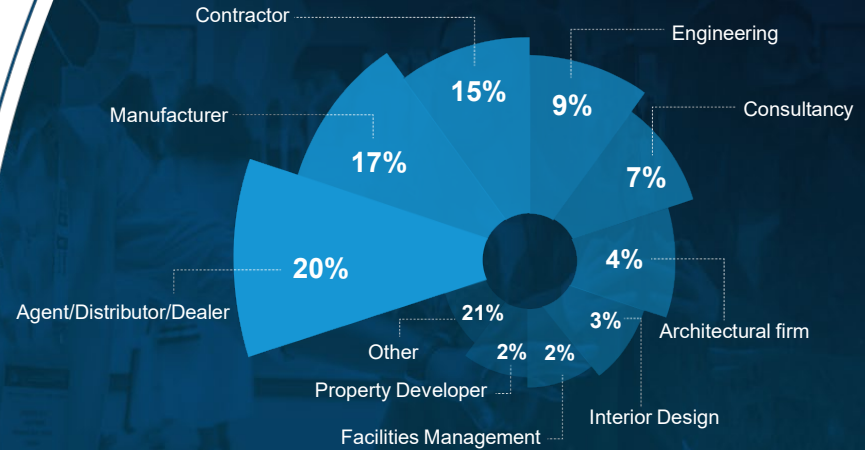


As technology evolves and is adopted throughout the industry, the possibilities are truly endless and will transform the construction sector from the top to the bottom.

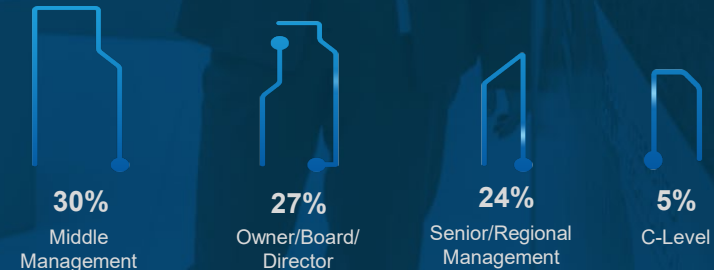
Maged El-Hawary, CIO, ASGC

WHO WILL YOU MEET

NATURE OF BUSINESS



SENIORITY LEVEL



A WIDE-REACHING MARKETING AND PR CAMPAIGN



3,517,135

emails sent to construction professionals globally



526,499

unique website visitors clicking on 2,879,045 pages



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



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

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 qualified leads



Network with industry stakeholders & investors from across the globe



Build lasting business relationships to increase your international presence



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



Test the market and validate your product in the market



Boost your brand awareness



The Big 5 is our reference point for any business conducted in the Middle East.
Georgios Foroglou, CEO. Embeusys PC

AN EVOLVING CONSTRUCTION MARKET

The Big 5 is the ideal platform to access the Middle East, Africa and South Asia region and to monetise on unmatched business opportunities that await. National government agenda that calls for increased efficiency, sustainability, and improved quality across industries thus creating massive opportunities for the start-up ecosystem in the GCC and beyond.



The Middle East and North Africa region growth is forecast at

4.1% for 2022

Source: IMF



Projects worth

\$5.2 trillion

to be awarded in Middle East, Africa, and South Asia.

Source: MEED



Construction remains largest sector in MEA future projects pipeline

Source: MEED



3D PRINTING VISION

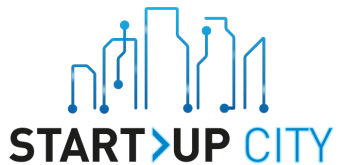
(25% of Dubai's buildings will be 3D printed by 2030)

UAE NET ZERO BY 2050

strategic initiative

The World Economic Forum estimates that full-scale digitalisation could unlock savings between USD700 billion to USD1.2 trillion in design, engineering, and construction industries within ten years.

**Dr Anas Bataw, Centre of Excellence for Smart Construction
Herriot Watt University**




BRINGING INNOVATION INTO CONSTRUCTION

Start-up City bridges the gap in construction industry between the status quo and the need for innovation, sustainability, efficiency and cost-effectiveness.

Start-ups have the unique opportunity to showcase their solutions in front of construction stakeholders and decision-makers and to become technology disruptors of the future.

The platform allows start-ups from contech, proptech, infratech, sustainability and energy sectors to engage with the global construction industry and to take advantage of the 40+ years traction The Big 5 has to offer.

 We look forward to offering market pioneers the incentive needed to drive forward their creative approaches and entrepreneurial spirit.
Josine Heijmans, VP – Construction, The Big 5

OUR HOST COUNTRY
locally developed | globally positioned

UAE ranked 4th globally and 1st regionally in Global Entrepreneurship Index 2020.

UAE leads investment growth by number of deals and funding capturing 61% of MENA investments

Forbes most-funded startups in the Middle East 33 out of 50 headquartered in the UAE

Forbes 50 most-funded startups in the Middle East 7 in the top 10 established in the UAE

START-UPS FROM 9 COUNTRIES



Belgium



France



Germany



Greece



Saudi Arabia



Spain



Switzerland



UAE



United States
of America

20

pre-qualified exhibiting
startups

5

pitch competition
prizes

58

matched investor
meetings

Attendees'
satisfaction rate:

83%

43% of participating start-ups
generated at Start-up City 2021

sales up to

\$500,000

21% of participating start-ups
received at Start-up City 2021

investment up to

\$500,000

Great place to meet industry experts to expose our product and build relationships.
Mostafa Oumoh, Head of business, Scientist Technologies

BRIEF SNAPSHOT OF LEADING COMPANIES WHO ATTEND INCLUDE

Abu Dhabi Municipality	Ministry of Energy & Infrastructure – UAE
ADNOC	Ministry of Housing, Utilities & New Urban Communities – Egypt
Ajman Municipality	Ministry of Housing – Oman
ASHGHAL - Public works Authority	Ministry of Housing – UAE
China State Construction Engineering Corp (CSCEC)	Ministry of Industry & Advanced Technology
Doha Municipality	Ministry of Presidential Affairs – UAE
Dubai Electricity & Water Authority	NEOM
Dubai Investments	Mubadala Investment
Dubai Municipality	Roads & Transport Authority – Dubai
Empower	Saudi Aramco
Ministry of Commerce & Investment – KSA	Qatar Ministry of Municipality & Environment

Acciona	Gensler
AECOM	Hassan Allam Holding
ALEC	Jacobs
Arcadis	KEO International Consultants
Arup	Larsen & Toubro
ASGC	MACE
Atkins	Mott MacDonald
Azizi Developments	Parsons
Bam International LLC	Schlumberger
BESIX	Stantec
Emaar	Vinci
Dewan Architects	WSP Global

START-UPS WITH THESE REQUIREMENTS CAN APPLY



Are a proptech, infratech or contech start-up



Have a minimum viable product



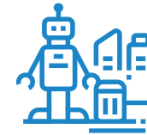
Are registered prior to the show dates

A SHOWCASE OF INNOVATIONS

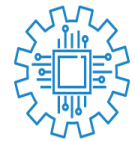
At Start-up City, the construction industry stakeholders interact with the latest products and solutions fit to take their projects and operations to the next level.



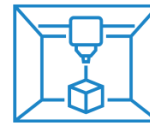
Smart Cities & Mobility



AI, IoT & Robotics



Digital engineering & BIM



Modular Construction & 3D Printing



Virtual Reality & Geospatial Tech



Sustainability & Smart Grids



The Big 5 Start-up City is good way of getting familiar in the region and getting access to potential investors.

Pascal van Dalen, VP Sales, Picterra

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



Connect instantly thanks to powerful AI matchmaking to schedule meetings



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



Network with buyers before the live in-person event



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



EXHIBITING ONSITE

An encompassing experience

- ◆ Your physical pod - a fully equipped exhibiting space onsite
- ◆ Your online booth - access to digital event to increase your ROI and your networking reach
- ◆ Online listing on The Big 5 online platform
- ◆ Marketing support by a team of experts
- ◆ A pitch training for the competition
- ◆ Opportunity to enter to the pitch competition
- ◆ Mentoring sessions onsite
- ◆ Matchmaking meetings onsite
- ◆ Additional prizes from our partners



EXHIBITING ONLINE ONLY

Online booth includes

- ◆ Company name, logo and contact details, website
- ◆ Company description (max 200 characters)
- ◆ Company collaterals on the company profile (brochure, images)
- ◆ Header image
- ◆ Social media accounts¹
- ◆ Video header¹
- ◆ Background image¹
- ◆ Advertising banner on company profile¹
- ◆ Video calls functionality
- ◆ Instant chat on the virtual stand
- ◆ Upload project showcase (3)¹
- ◆ Display products and services in the product marketplace (2)²
- ◆ Company representative to manage your virtual booth (2)²
- ◆ Opportunity to enter the pitch competition virtually
- ◆ Pitch training for the competition virtually
- ◆ Meetings' report

¹ Not applicable to onsite exhibitors with the standard package

² For onsite exhibitors: 1 product can be displayed in the product marketplace and access to 1 company representative



EXHIBIT, PITCH AND WIN

All exhibiting start-ups can enter the highly regarded Start-up City Pitch Competition, which is an additional opportunity to magnify your brand recognition.

The Pitch Competition

- 3 minutes to pitch
- 3 minutes of Q&A
- Pitch theatre will be open to all to attend, public space
- Expert judging panel
- Winning prize of \$25,000 worth of bespoke marketing package and many more from our partners to come

21 November 2022
Pre-qualifications, online

07 December 2022
Finals, onsite



The Big 5 has proven to be one of the most influential events when it comes to bringing innovation to one of the toughest industries.

Muhanad Khayal, Sales Manager

instagrid



2021 JUDGES



DR. ANAS BATAW
Director
Centre of Excellence in Smart
Construction (CESC)



AREF BOUALWAN
Group Manager – Digital
Transformation
CCC



CINAR KURRA
CEO
Catalyst - A Masdar – BP
Initiative



IMAD ITANI
Innovation Manager
ALEC



MANDAR JOSHI
Managing Partner
MStrategy



DR. MARLENE MULLER
Academic Head of Business,
Management and Enterprise
Associate Professor in Leadership
Heriot-Watt University (Dubai)



MOHAMAD SABOUNEH
Managing Director
Startupbootcamp



NATALIA SYCHEVA
Senior Manager – Special
Projects and Entrepreneurship
Dubai Chamber of Commerce
& Industry



NED JAROUDI
Startup Business Development
Lead
Amazon Web Services



ALAA ISMAIL
Founder & CEO
AladdinB2B for
Draper-Aladdin prize

2021 WINNERS

Pitch Competitions winners awarded by:

- The Big 5 Start-up City
- Dubai Chamber of Commerce & Industry
- Catalyst - A Masdar – BP Initiative
- Draper-Aladdin

Additionally:

- 2 start-ups entered POC discussions
- 2 start-ups pilot discussions



2021 PARTNERS

SUPPORTING PARTNERS

غرفة دبي
DUBAI CHAMBER

دبي للمشاريع الناشئة
DUBAI STARTUP HUB
AN INITIATIVE OF DUBAI CHAMBER OF COMMERCE & INDUSTRY

DUBAI
NEXT
PITCH SMART

ENTERPRISE GREECE
INVEST & TRADE

ECOSYSTEM PARTNERS


CATALYST
A Masdar-BP Initiative

HERIOT WATT
UNIVERSITY
CENTRE OF
EXCELLENCE IN
SMART CONSTRUCTION




DRAPER-ALADDIN
Startup Competition

Microsoft for Startups

Startupbootcamp 









COMMUNITY PARTNERS


bundesverband
digitales
bauwesen

SMITH
SINGAPORE WEEK OF
INNOVATION & TECHNOLOGY

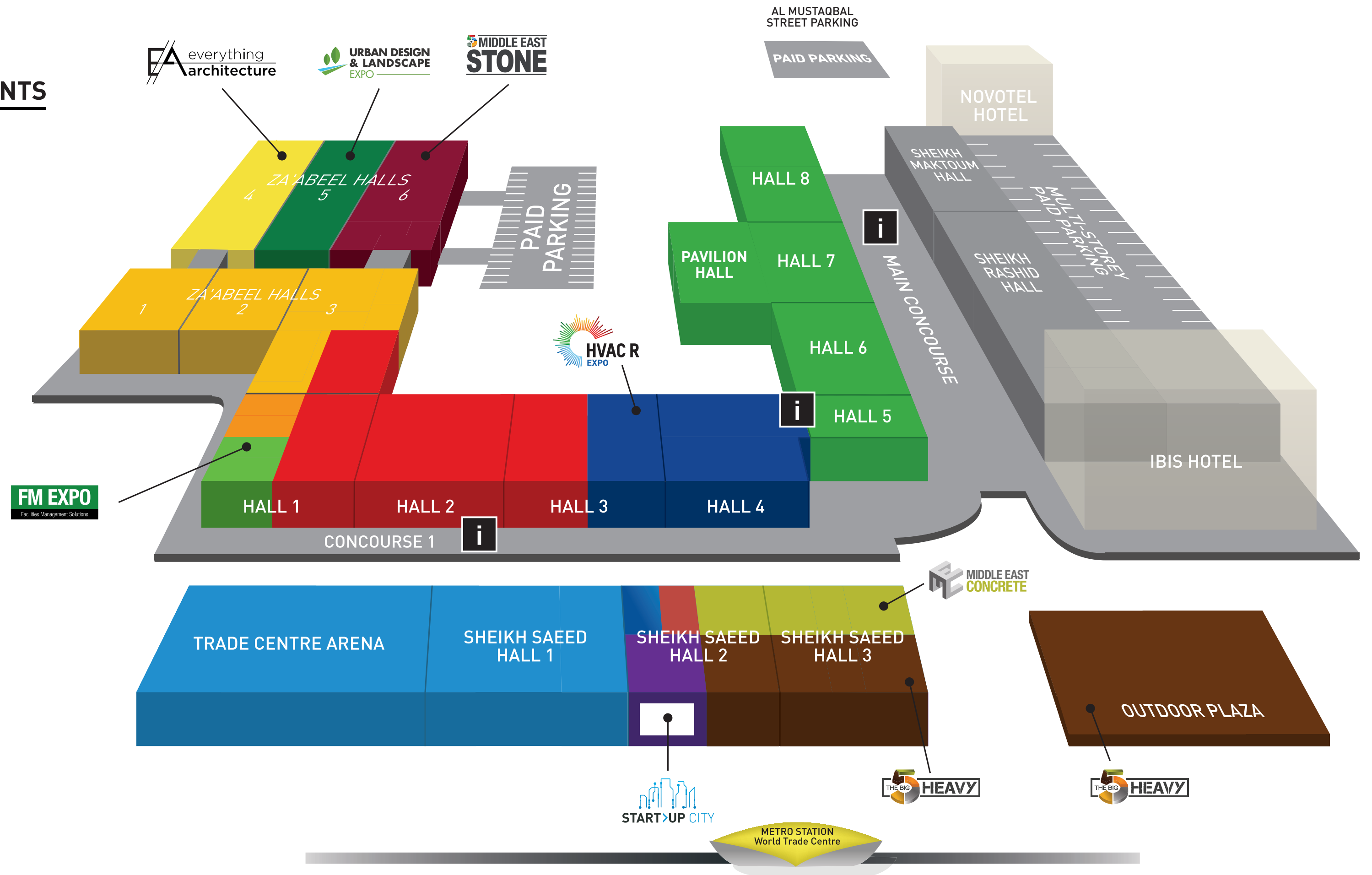
2022 FLOORPLAN

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

-  THE BIG 5 HEAVY
-  MIDDLE EAST CONCRETE
-  HVAC R EXPO
-  MIDDLE EAST STONE
-  URBAN DESIGN & LANDSCAPE EXPO
-  FM EXPO
- NEW IN 2022**
-  everything architecture



PUTTING YOUR SAFETY FIRST



dmg events
AllSecure

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

For further information visit www.dmgevents.com/dmg-events-all-secure/





STARTUP CITY


05 – 08 DECEMBER 2022

DUBAI WORLD TRADE CENTRE

**EXHIBIT AT
START-UP CITY 2022**

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 www.startupcity.ae



Specialised events at The Big 5:

