

# 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

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

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# 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

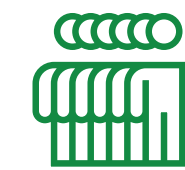


Face-to-face networking

## 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



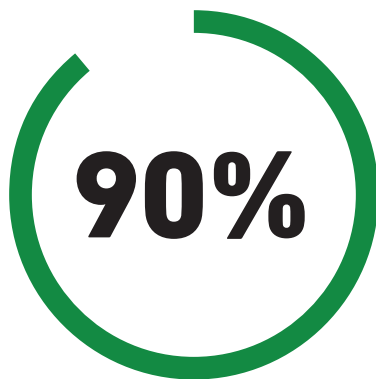
This is the most relevant crowd we have seen! We have also made many appointments with international visitors. This has given us encouragement and we will be here again next year.



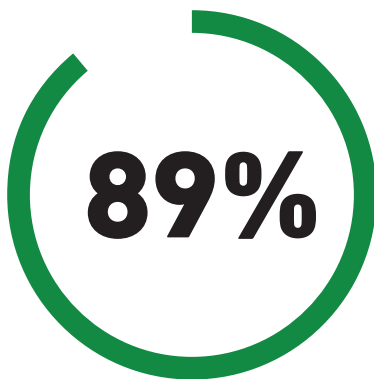
M. Asghar M. Hussain, Managing Director, Water Seal Insulation Mat. Cont. Co. LLC, U.A.E



# 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.

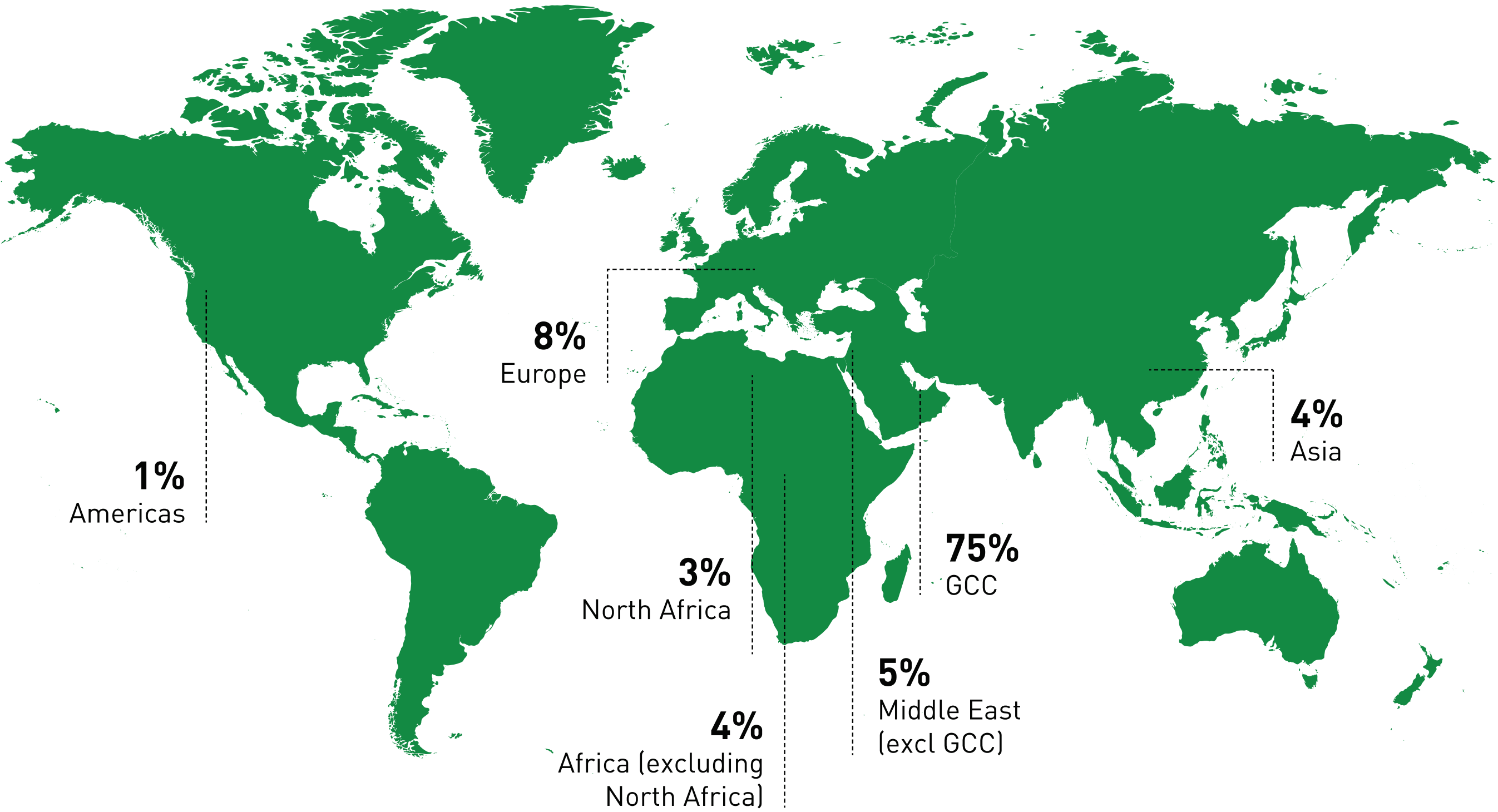
Steve Day, Sales Manager, Goveco, Belgium





# 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

**Benaa Construction & Project Managmeent**  
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





# 2022 FLOORPLAN

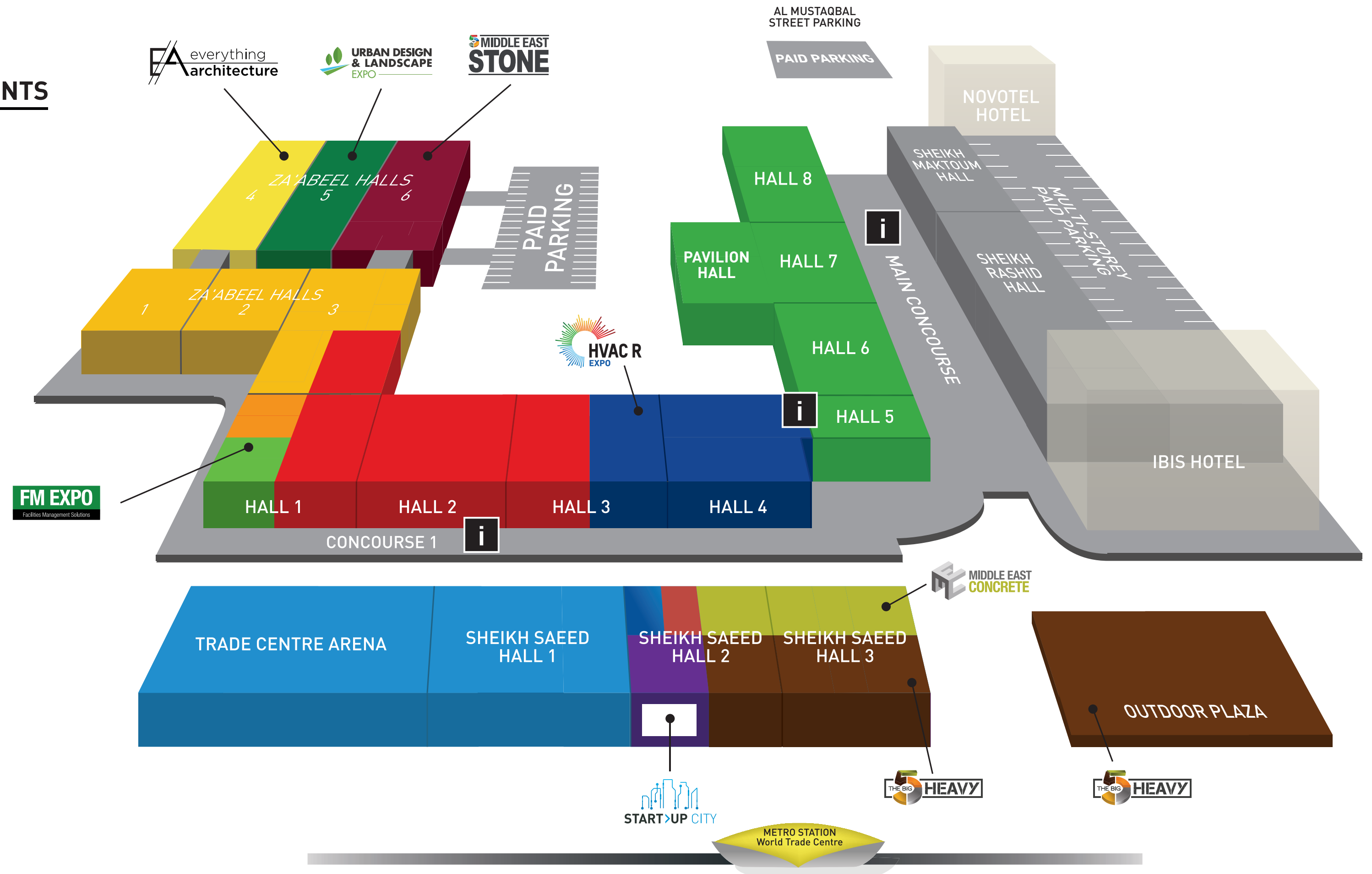
## THE BIG 5 PRODUCT SECTORS

-  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





# 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:



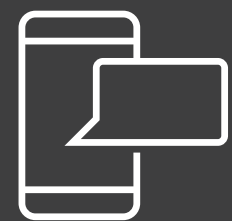
**3,517,135**

emails sent to construction professionals globally



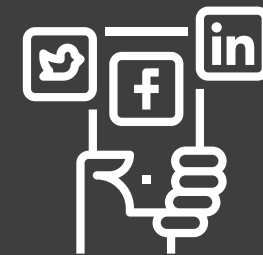
**526,499**

unique website visitors clicking on 2,879,045 pages 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.



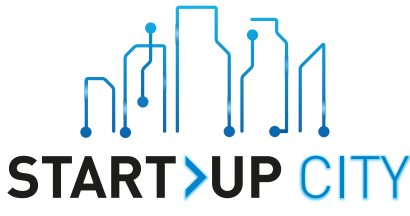
Sharing insights into the future of the construction industry.



Celebrating stand-out achievements and industry transformation.



Connecting construction technology providers and relevant buyers.



Showcasing the most innovative start-ups in the industry.



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**

**MUHAMMAD BILAL**

Senior Sales Executive

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Co-located with:

