



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



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

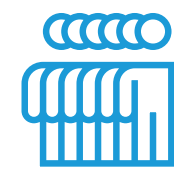


Face-to-face networking

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



\$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

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



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

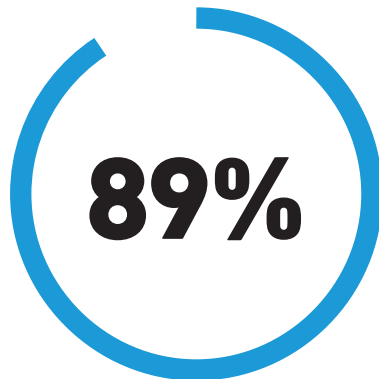


GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS

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



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



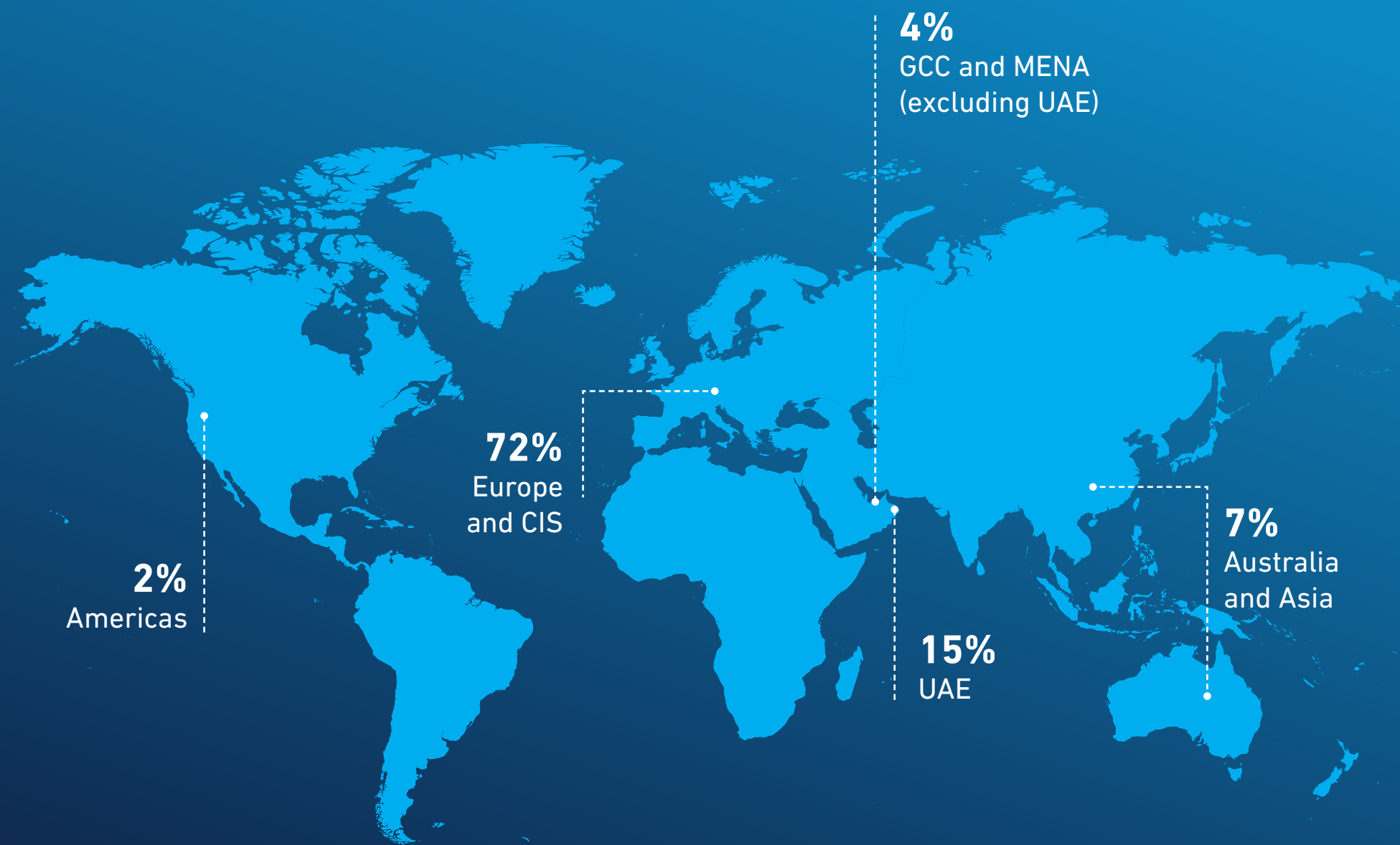
We signed several distribution agreements,
and we took many orders.

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



JOIN YOUR COMPETITORS FROM ACROSS THE GLOBE

Exhibitors by region:



Exhibiting countries:



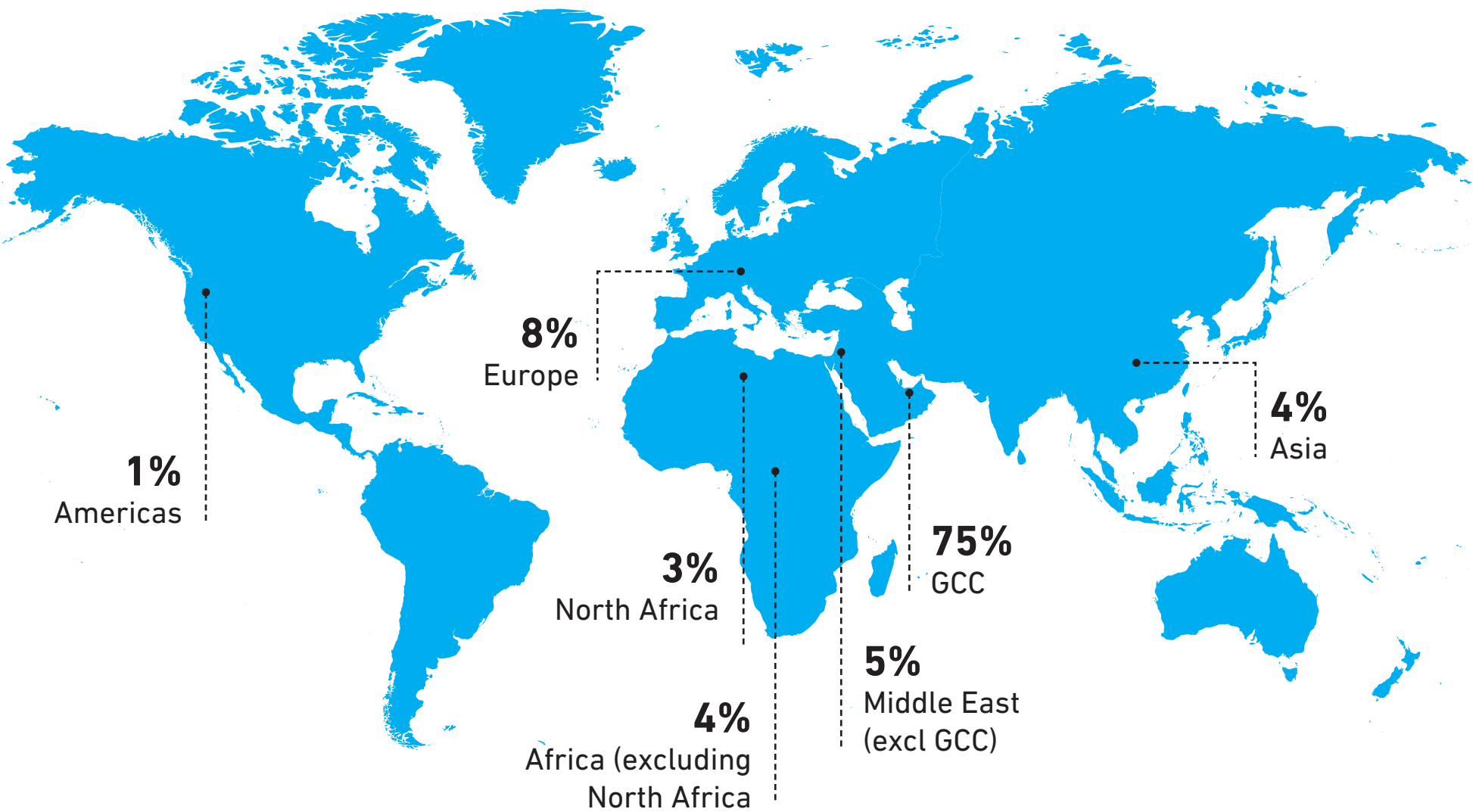
This is amazing. It shows that business is back to normal. This is the most relevant crowd we have seen! We have also made many appointments with international visitors.



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:



“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

Reasons for visiting:

Meet new suppliers	89% achieved this in 2021
Meet with current suppliers	88% achieved this in 2021
Network with the industry	87% achieved this in 2021
Source new international products	87% achieved this in 2021
Discover the latest product innovations and trends	85% achieved this in 2021

Top 10 international visiting countries:





WHO WILL YOU MEET?

Key visitor profiles:

Agent/Distributor/Dealer	20%
Manufacturer	17%
Contractor	15%
Engineering	9%
Consultancy	7%
Architectural Firm	4%
Interior Design	3%
Facilities Management	2%
Property Developer	2%
Other	21%

Visitors' seniority level:

Middle Management	30%
Business Owner/Board Director	27%
Senior Management (Director, Head of Department)	19%
Regional Management (VP, MD, GM)	5%
C-Level (President, CEO, COO, CFO, Chairman)	5%
Other	14%

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.



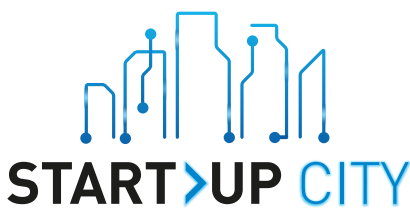
Sharing insights into the future of the construction industry.



Celebrating stand-out achievements and industry transformation.



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.

2022 FLOORPLAN

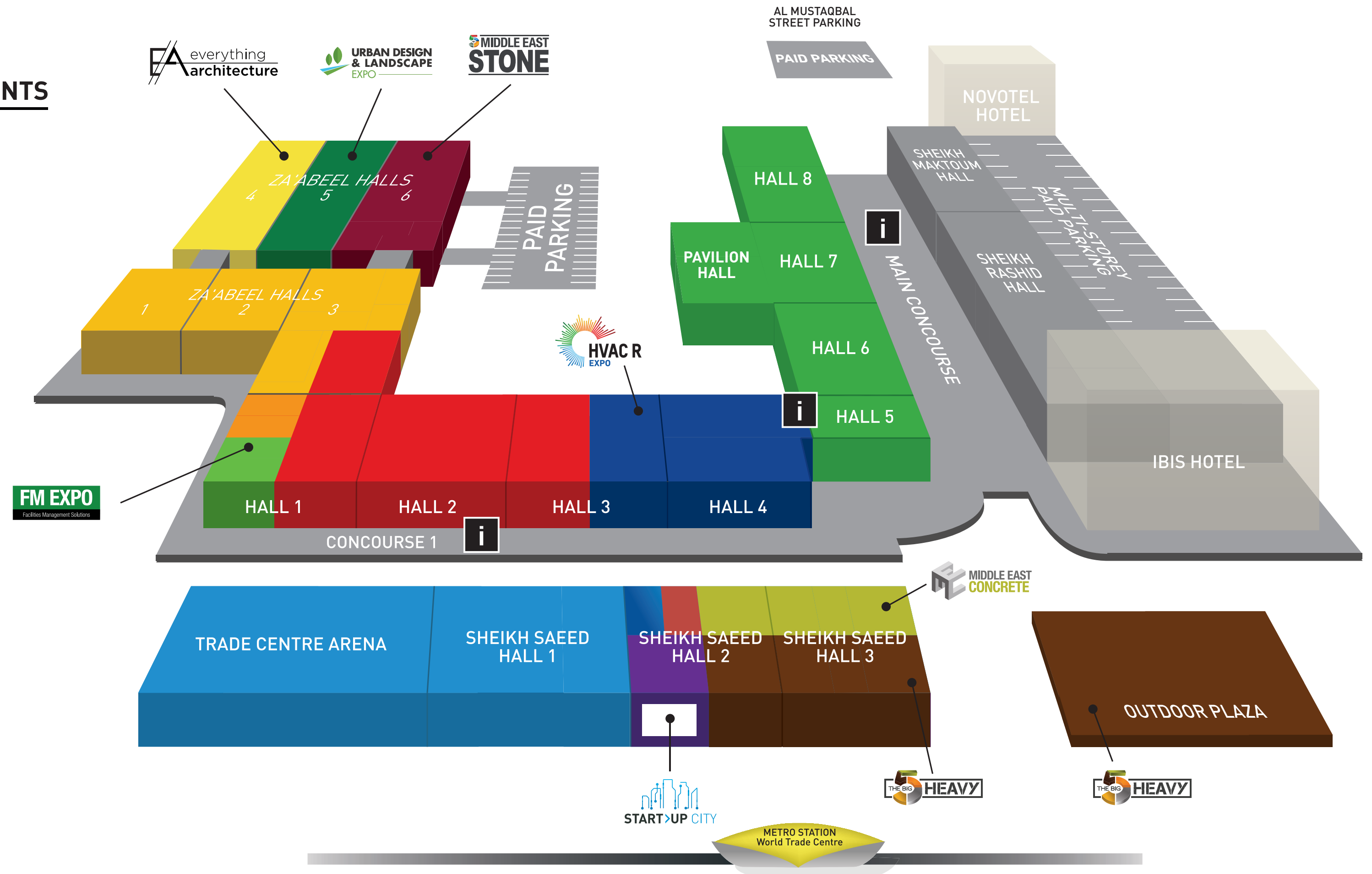
THE BIG 5 PRODUCT SECTORS

-  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



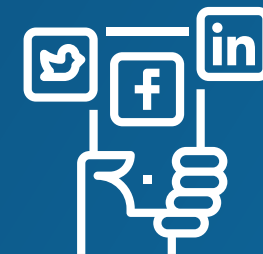
526,499

unique website visitors 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



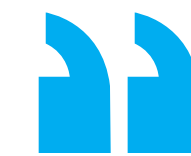
42

media and association partners reaching 2.02 million professionals

*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.

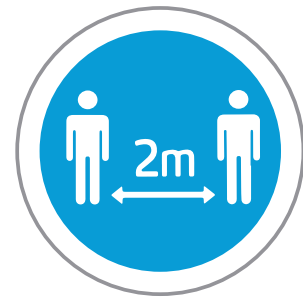


Faisal Butt, Senior Director - Project Delivery, The Red Sea Development Company, Saudi Arabia

PUTTING YOUR SAFETY FIRST



The Big 5 puts the safety of attendees first by implementing the dmgevents 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

Sales Director

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Specialised events at The Big 5:

