



URBAN DESIGN & LANDSCAPE EXPO

5 - 8 DECEMBER 2022

DUBAI WORLD TRADE CENTRE

CONNECTING THE URBAN DESIGN AND LANDSCAPE INDUSTRY IN THE MIDDLE EAST

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

Co-located with:



International
Building &
Construction
Show



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

Urban Design and Landscape Expo provides an unmatched platform for the urban and landscape design 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 Urban Design and Landscape 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 Urban Design & Landscape 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



The Big 5 gives us an exposure not just for the UAE market but also for international markets. We've had a lot of visitors from Jordan, Iraq, Bahrain, Oman, and also from some parts of Africa - we are here to showcase our products for those markets as well.



Faruq Ahmed Mangera, General Manager, Al Waseef Industries LLC, U.A.E Exhibitor

GROW YOUR BUSINESS WITH URBAN DESIGN AND LANDSCAPE 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

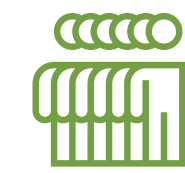


Face-to-face networking

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



It's important to take part in The Big 5 because you meet a lot of customers in a very short period of time. It's nice to be here and talk to people personally. The quality of visitors is very high.



Cristian Brugioli, Managing Director, Masa Middle East FZCO, U.A.E, Exhibitor and Concrete Partner

JOIN YOUR COMPETITORS FROM ACROSS THE GLOBE

46

Specialised exhibitors showcasing heavy machinery and concrete products

3

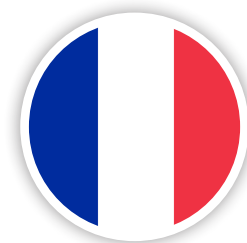
country pavilions

13

exhibiting countries



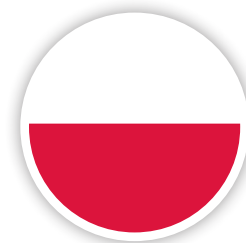
DENMARK



FRANCE



GERMANY



POLAND



RUSSIAN FEDERATION



SAUDI ARABIA



SLOVENIA



SOUTH KOREA



SPAIN



TURKEY



UNITED ARAB EMIRATES



UNITED KINGDOM



UNITED STATES



*2021 statistics

GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS



said Urban Design and Landscape Expo is important for their business



rated the quality of visitors from good to excellent



said they closed deals or made sales



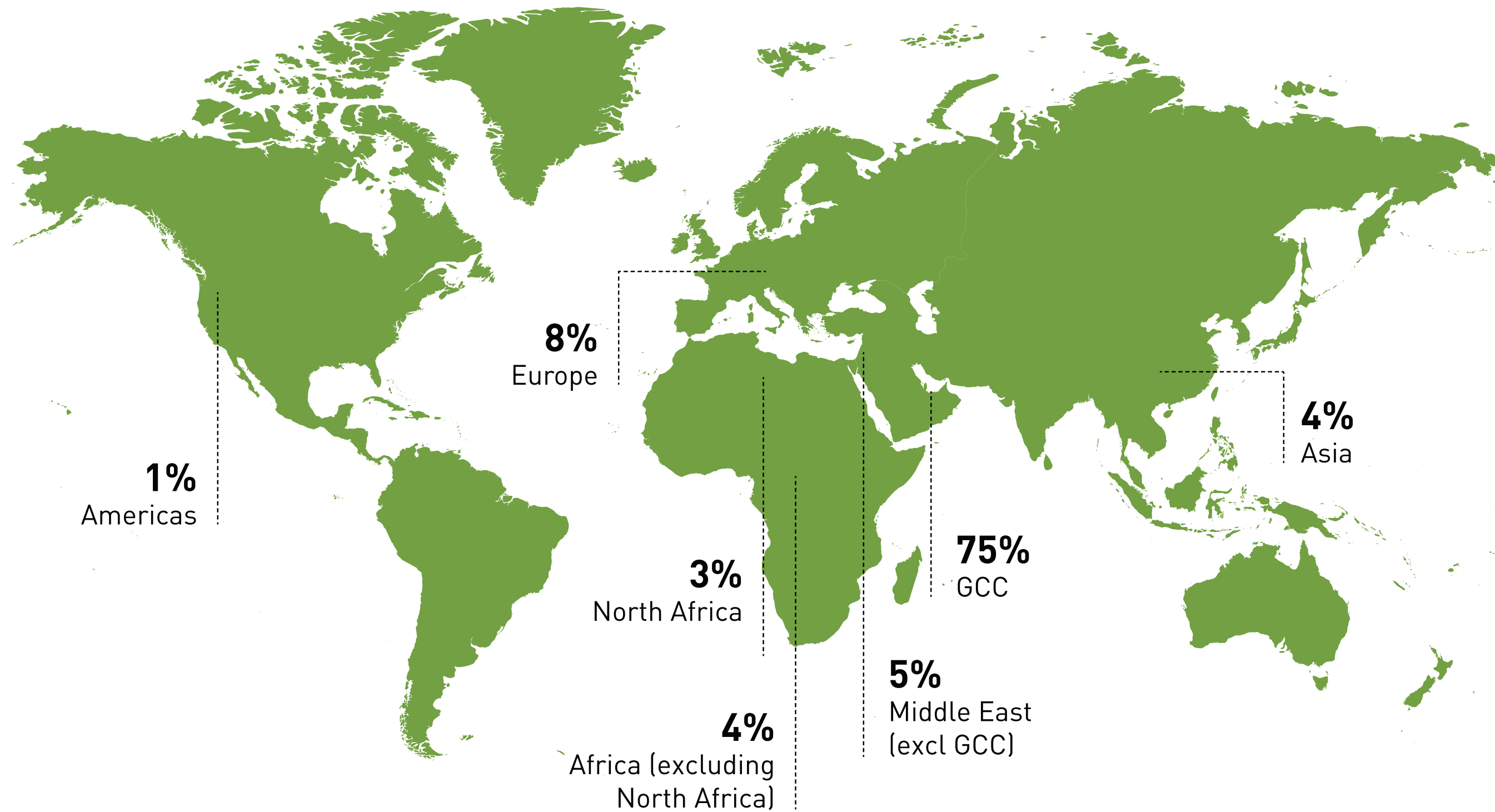
We have been amazed by the crowd we have seen. It is very impressive and great for us to meet new client prospects.

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



GET DIRECT ACCESS TO QUALITY BUYERS

Visitors by region:



5,938

Visitors interested in urban and landscape design products, technologies and services

Meet with current suppliers	97% achieved this
Source new international products	95% achieved this
Discover the latest product Innovations and trends	93% achieved this
Network with the industry	92% achieved this
Meet new suppliers	88% achieved this

PUT YOUR BRAND IN FRONT OF KEY INDUSTRY STAKEHOLDERS ATTENDING URBAN DESIGN AND LANDSCAPE EXPO

Parsons
Project Manager

WS Atkins
Architect

Sharjah City Municipality
Civil Engineer

Ministry Of Energy & Infrastructure
Project Manager

Majid Al Futtaim
Landscape Architect

Pnc Architects, Sobha Group Llc
Landscape Architect

Memaar Building Systems
Finance Head

Green Field Landscape & Gardening Works & Maintenance
Landscape Architect

Desert Group - Landscape
Assistant Procurement Manager

AESG
Senior Sustainability Consultant

Cracknell
Senior Architect & Urban Designer

Dubai Municipality
Civil Engineer

RAK Municipality
Civil Engineer

Emaar Development Pjsc
Senior Manager

Dewan
Project Manager

Sharjah Sports Council
Civil Engineer

Ajman Municipality
Civil Engineer

Khorfakkan Municipality
Agricultural Engineer

Buro Happold
Sustainability Engineer

Ghd Global Pty Ltd
Landscape Architect

Al Hamra Real Estate Development
Project Manager

Roads & Transport Authority
Project Manager











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

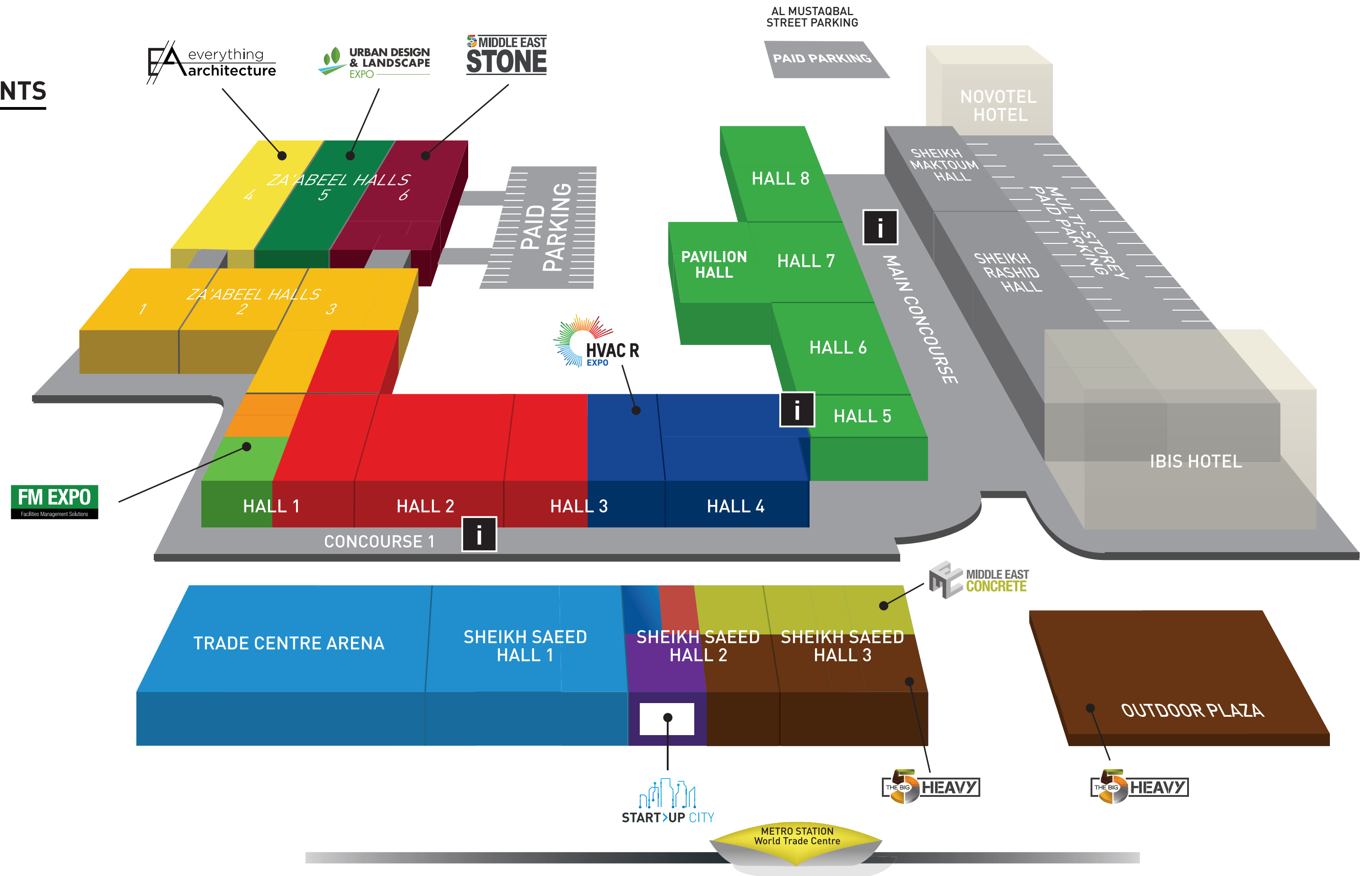
THE BIG 5 PRODUCT SECTORS

-  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

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



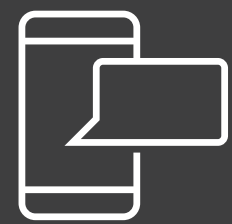
3,517,135

emails sent to construction professionals globally



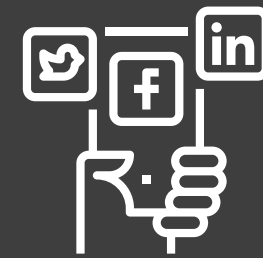
526,499

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

HARD LANDSCAPING

- Benches & Seating Barriers
- Composite Wood & Decking
- Furniture Plant Containers
- Garden & Street Furniture
- Outdoor Kitchens & Garden Grills
- Outdoor Lighting
- Outdoor Sculptures
- Pergolas & Pavilions
- Plant Containers
- Roofs & Timber Structures
- Shades & Tents
- Waste Bins & Ashtrays
- Water Features

IRRIGATION & DRAINAGE

- Gutters & Drain Pipes
- Other Material & Components
- Smart Irrigation Systems & Controllers
- Sprinklers & Drip Irrigation

MACHINERY & EQUIPMENT

- For Construction of Paths and Squares
- For Grassed Areas and Seeding
- For Sports Grounds
- For Synthetic & Synthetic Grass Surfaces
- For Wooded Areas
- Special Equipment

MATERIALS & COMPONENTS

- Fertilising & Plant Protection
- Materials & Components for Soil
- Pavers
- Plants and Seeds
- Wood Materials
- Tree Protection Materials

SPECIALIST SECTORS

- Cultivation of Wasteland
- Grassing & Planting in / on Buildings
- Green Walls & Green Roofs
- Installation & Maintenance
- Landscape Design & Consulting
- Plant Nurseries
- Soil Regeneration & Aeration
- Transplanting of Large Trees

SPORTS & PLAYGROUNDS

- Artificial Turf
- Natural Playgrounds
- Sports & Playground Surfaces & Equipment



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.



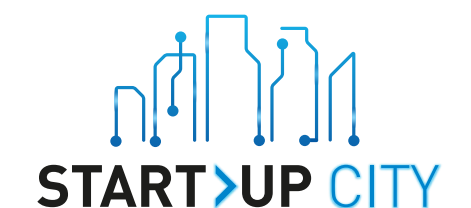
Engaging the most influential construction leaders and government representatives.



Sharing insights into the future of the construction industry.



Connecting construction technology providers and relevant buyers.



Showcasing the most innovative start-ups in the industry.



Celebrating stand-out achievements and industry transformation.



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 URBAN DESIGN AND
LANDSCAPE EXPO**

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Co-located with:

