

MIDDLE EAST STONE

5 - 8 DECEMBER 2022
DUBAI WORLD TRADE CENTRE

Co-located with:



CONNECTING THE STONE INDUSTRY IN THE MIDDLE EAST

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



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

Middle East Stone provides an unmatched platform for the stone 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 Middle East Stone 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 Middle East Stone

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



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



**Joseph Anthony Miceli, Chief Executive Officer,
Officine Marchetti, Italy**

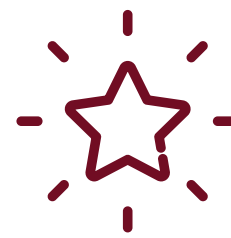
GROW YOUR BUSINESS WITH MIDDLE EAST STONE

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



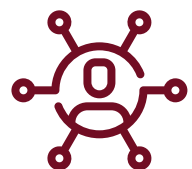
Meet targeted buyers at your stand and increase your sales pipeline



Showcase your offering by letting buyers see, touch, and experience your products



Build long-lasting relationships

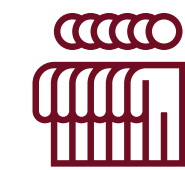


Face-to-face networking

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



\$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



JOIN YOUR COMPETITORS FROM ACROSS THE GLOBE

86

Specialised exhibitors
showcasing stone products

4

country pavilions

11

exhibiting countries



GREECE



HONG KONG
CHINESE SPECIAL
ADMINISTRATIVE REGION



ITALY



OMAN



PORTUGAL



QATAR



RUSSIAN FEDERATION



SPAIN



TURKEY



UNITED ARAB
EMIRATES

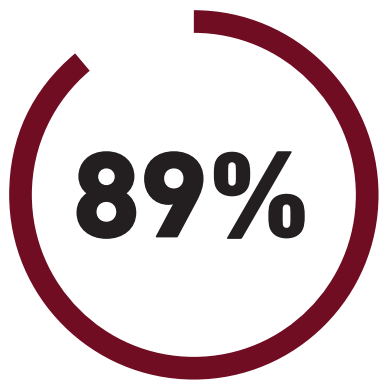
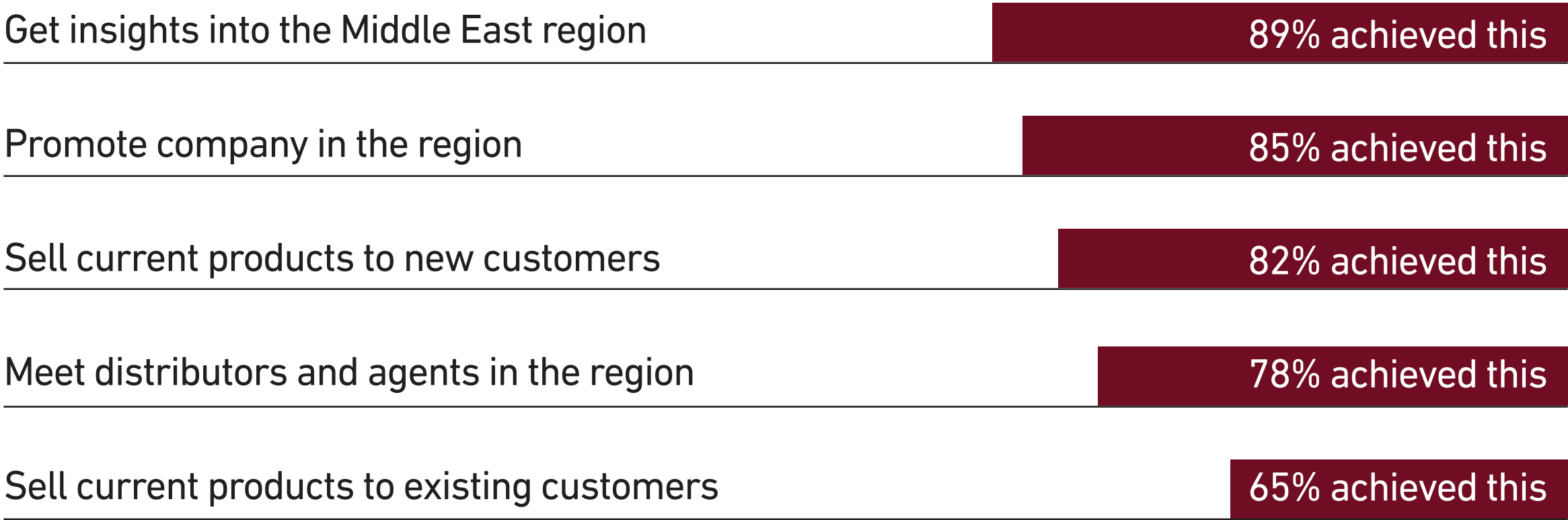


UNITED KINGDOM

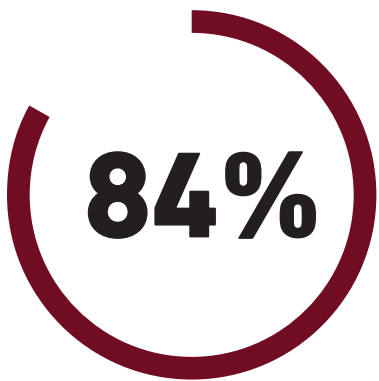


*2021 statistics

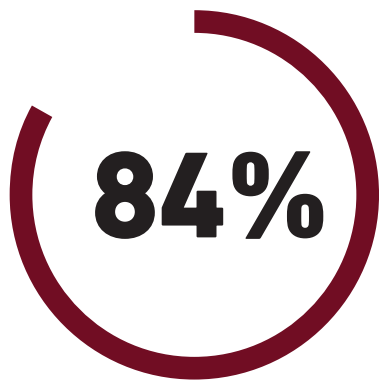
GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS



said Middle East Stone is important for their business



rated the quality of visitors from good to excellent



said they closed deals or made sales



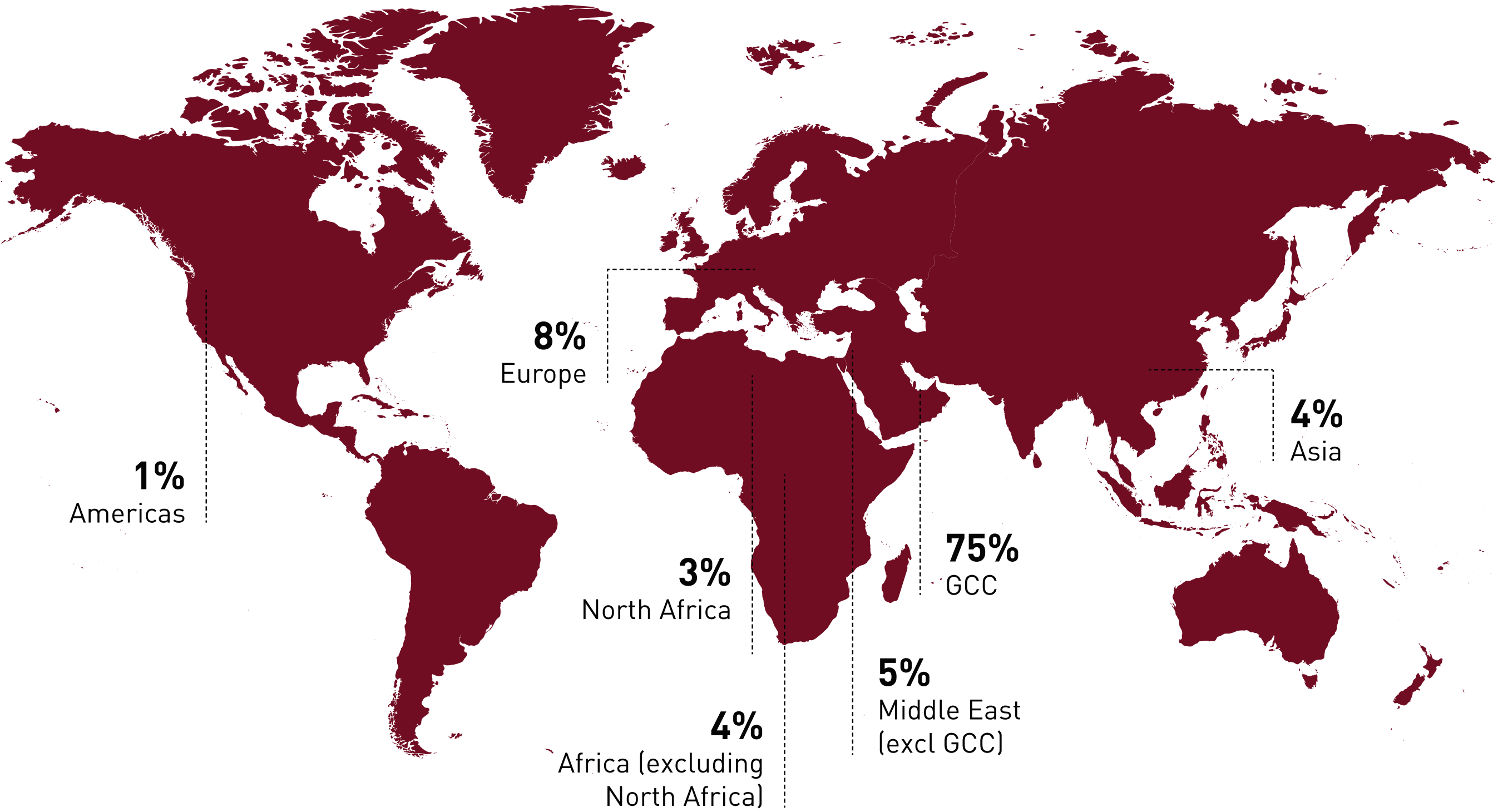
It's been a very successful show for us, the quality of visitors we met was excellent.

Steve Day, Sales Manager, Goveco, Belgium



GET DIRECT ACCESS TO QUALITY BUYERS

Visitors by region:



5,474

Visitors interested in stone products, technologies and services

Meet with current suppliers	97% achieved this
Network with the industry	94% achieved this
Source new international products	91% achieved this
Meet new suppliers	89% achieved this
Discover the latest product Innovations and trends	89% achieved this

PUT YOUR BRAND IN FRONT OF KEY INDUSTRY STAKEHOLDERS ATTENDING MIDDLE EAST STONE

3 Dimension Engineering Services Llc
Architect

Aecom
Senior Architect

Al Baha Engineering Consultants
Architect

Al Hilal Engineering Consultant
Architect

Al Khalil Group
Executive Manager

Al Khalili Group
Chairman & Group Managing Director

Alsahel Engineering
Architect

Atkins
Business Development Director

Azizi Developments
CEO

Benaa Construction & Project Managmeent
CEO

Binghatti Holding
Procurement Manager

Binladin Contracting Group
Architect

Cracknell
Senior Architect & Urban Designer

Damac Properties
Senior Design Architect

Dar Al Amara Engineering Consultants
Principal Architect

Dar Al Handasah
Senior Architect Project Manager

Dewan
Project Manager

Dubai Municipality
Project Manager

Emaar Development
Senior Manager

Majid Al Futtaim
Landscape Architect

Pace Architecture Engineering
CEO

**Palace Office Of The Late H H Sheikh
Hamdan Bin Rashid Al Maktoum**
Director Of Projects

Parsons Corp
Project Manager

Ramboll Me
Senior Facade Designer

Redcon Construction Co
Sourcing Procurement Engineer

Saudi Emaar
CEO

Staitieh Group - Bassam & Zuhair
Staitieh Bros Co
CEO









WS Atkins
Architect

“ 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

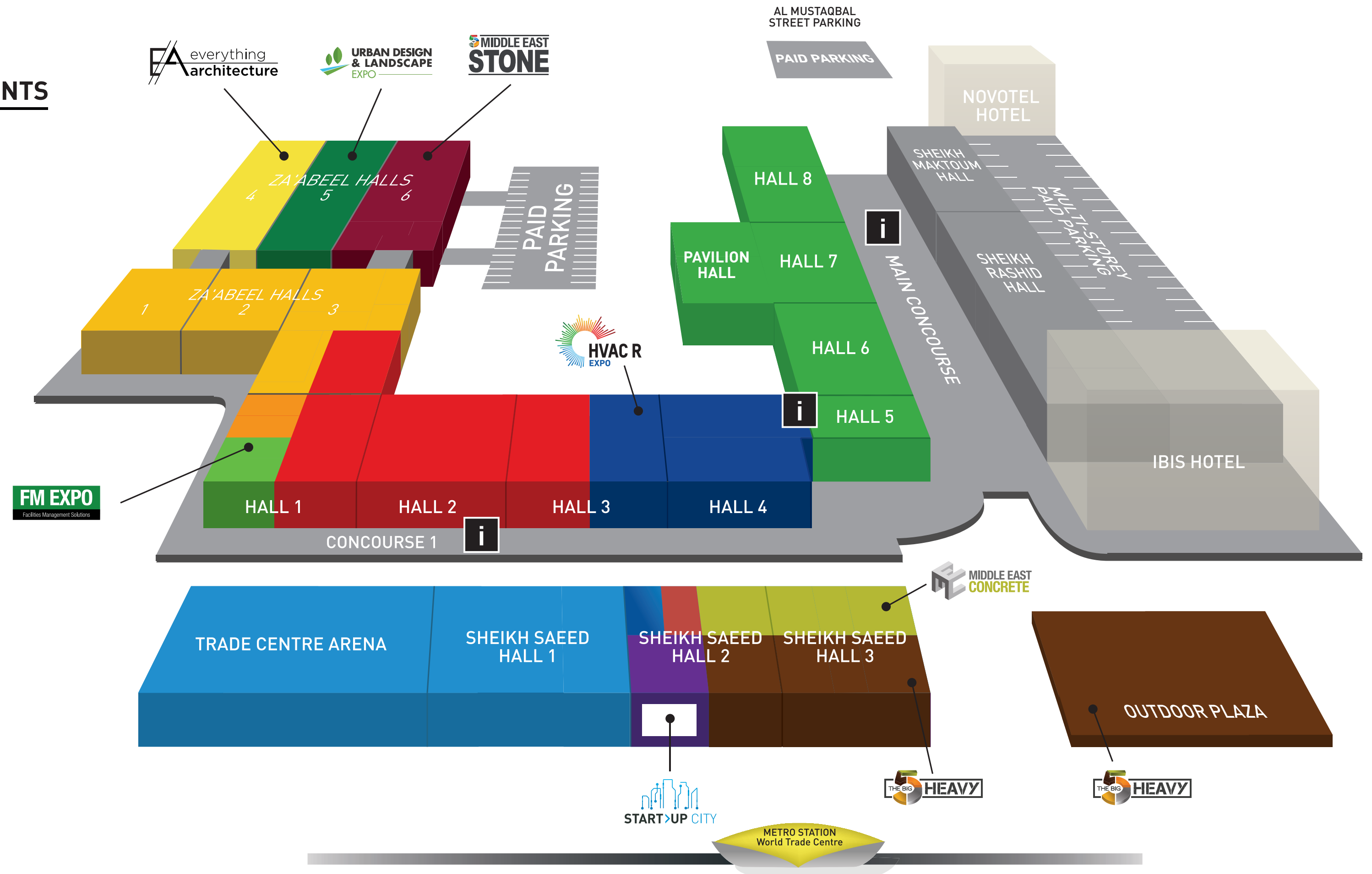
THE BIG 5 PRODUCT SECTORS

-  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

Middle East Stone 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 with 2,879,045 page views on The Big 5 website



763,356

SMS invitations delivered across the region



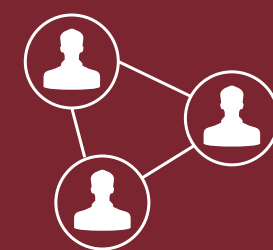
118,273

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

FOCUSED SECTORS

FINISHED & UNFINISHED STONE

- Bricks / Briquettes / Brickstrip
- Cast Stone
- Granite
- Limestone
- Engineered Stone (Quartz, Marble)
- Onyx
- Sandstone
- Marble
- Slate
- Soapstone
- Terrazzo
- Travertine

STONE DESIGN

- Stone for Interior Design & Architecture
- Stone for Exterior Design & Architecture
- Finished Stone Design & Artistic Items

STONE PROCESSING, INSTALLATION AND MAINTENANCE

- Cutting & Design Machinery & Tools
- Surface Finishing & Polishing Machinery & Tools
- Stone Installation & Care Solutions



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.



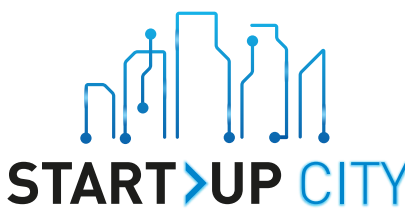
Sharing insights into the future of the construction industry.



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 MIDDLE EAST STONE

5 - 8 DECEMBER 2022

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Co-located with:

