THE BIG 5 HEAVY

MIDDLE EAST CONCRETE

# Where the concrete and heavy machinery community get together.

**4 - 7 December 2023**
Dubai World Trade Centre, UAE

thebig5heavy.com | middleeastconcrete.com

Co-located with BIG 5 Global

# Drive your business to new heights with exciting growth opportunities

The Big 5 Heavy and Middle East Concrete are prominent platforms for the heavy construction and concrete industries to expand your business in the Middle East, Africa and South Asia. Both events offer live product showcases, knowledge exchange, and networking opportunities, all alongside the prestigious Big 5 Global event.

I'm amazed by the number of attendees at the event.
The traffic of visitors is truly impressive.

**CATERPILLAR - Al Bahar**

# Fostering attendance and engagement from key players in the industry

**22,093**

Attendees interested in heavy and concrete products

**235**

Specialized exhibitors showcasing heavy and concrete products

**26**

Exhibiting countries

**7**

Country pavillions

Numbers based on Big 5 2022 visitor and Big 5 Heavy/Middle East Concrete exhibitor attendance stats.

# Big 5 Heavy and Middle East Concrete are your essential partners for business growth



## Leads

Discover business growth opportunities in the world's fastest growing markets

## Insights

Learn what moves the key Middle Eastern, African and South Asian construction markets

## Access

Gain direct access to the leading, global figures affecting your industry

## Networking

Grow your personal and business network across a huge audience of global distributors and agents

# Our biggest win: Our loyal base of delighted customers

At Big 5, it’s easier for us to meet a lot of people, customers, and dealers together to go forward with our deals.

**CIFA SPA**

# Focused product sectors boosting your bottom line



THE BIG 4 HEAVY

## Subsurface, Quarrying & Mining

- Anchor drilling & micro piling equipment
- Communications systems & technology in mining
- Crushers, quarries & screening
- Demolition & explosives
- Drilling & foundations equipment
- Geotechnical borehole drilling machines
- Geotechnical software
- Geotechnical, geological & geophysical instruments
- Grouting equipment, injectors, packers
- Handling of raw materials
- Jet grouting & soil mixing equipment
- Laboratory & in-situ testing equipment
- Machinery & equipment for quarrying & mining
- Mineral production & processing
- Rigs & equipment for diaphragm walls, cut-off walls & consolidation works
- Soil samplers, core barrels
- Special & deep foundation plants
- Trenchless technology & micro tunneling
- Tunneling & TBM's

## Site Equipment

- Compressors
- Porta cabins
- Power generation
- Power generation spare parts
- Rental equipment
- Site coding systems
- Tower lights
- Water tanks

## Plant Machinery Vehicles

- Attachments
- Compaction equipment
- Concrete mixers
- Concrete pumps
- Construction equipment & tools
- Demolition & recycling equipment
- Earthmoving machines & equipment
- Machines & plants producing asphalt
- Oil & lubricants
- Pumping equipment
- Road construction & maintenance equipment
- Road marking equipment
- Spare parts and components

## Lifting, Materials Handling & Transportation

- Access platforms
- Appliances & conveyors loaders
- Commercial vehicles, trucks & buses
- Cranes & lifting equipment
- Forklifts
- Material processing & handling
- Site clearing, demolition tankers, trailers & tractors

MIDDLE EAST CONCRETE

- Aggregate & aggregate processing
- Batching equipment
- Block paver & tile production equipment
- Cement & cementitious products
- Chemicals & admixtures
- Concrete cutting equipment
- Concrete reinforcements
- Concrete repair equipment
- Decorative concrete
- Formwork & scaffolding
- Pre-cast production & equipment
- Raw materials extraction equipment
- Ready-mix concrete
- Rebar & rebar processing
- Surface preparation
- Test, measurement & control engineering

# The central hub for construction technology

DIGITAL CONSTRUCTION WORLD

**This includes**

- 3d printing
- Artificial intelligence (AI)
- Construction management & software (cybersecurity, mapping software, mobile apps, asset/project management)
- Geospatial technology (GIS, GPS, RS, mapping tools)
- Information technology & data science (big data, BIM, BMS, CAD, digital twins, IoT)
- Unmanned & autonomous technology (AVS, UAVs, drones, robotics)
- Virtualisation (AR, VR, CGI, MR)
- Wearables (sensing wearables, tactile wearables, visual wearables)

**20,966**

Attending buyers interested in technology

Numbers based on Big 5 2022 visitor attendance stats.

# A growing region
## with breath-taking scale



**$7.0 Trillion**
Active

Value of construction industry projects across all sectors planned so far yet un-awarded in Middle East and Africa.

**$3.8 Trillion**
Awarded

Value of construction industry projects awarded in the last few years.

**$2.4 Trillion**
Pipeline

Value of construction industry projects in the pre-execution phase (planning to design & tendering) over the next three years.

Source: ABIQ

# XL opportunities
## Giga-sized markets



## KSA
## $1.62 Trillion

Saudi Arabia
Over $1.62 trillion worth of projects are in planning stages or have progressed to build already, including the nation's globally renowned 500$bil Neom giga project.

## UAE
## $700 Billion

United Arabic Emirates
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.

## EGY
## $570 Billionn

Egypt
The Mediterranean Arab state is one of the world's busiest projects markets, with just under $570 billion worth of active projects over the past two years.

Source: ABIQ

# Sail past your targets US$2.7bn business generated in 2022*

*Big 5 2022 generated **US$766 million** in onsite declared business with its 2,000 exhibitors anticipating a further US$2bn over the next 12 months

In the span of a single day, I managed to accomplish what would normally take me an entire month - sending inquiries, obtaining samples, and negotiating pricing with multiple vendors. Really amazing!

**Hira Industries LLC**

# MEASA's* most influential construction industry event

11.26

**Network.**
The fastest way to meet key decision makers in your industry

**Build.**
The cornerstone event helping you achieve your sales targets

**XL.**
See the future and learn directly from your industry's innovators

***MEASA:** Middle East, Africa + South Asia

# The trusted platform connecting the global construction industry

12.26

For 43 years Big 5 Global has provided an unparralled platform for our global industry to build new business, expand international networks and learn from leading innovators from around the world.

**2.2k**
Global Exhibitors

**68k**
Global Attendees

**150**
Participating Countries

**8**
Specialized Events

# Global businesses successfully achieve key exhibiting goals



What exhibitors said

**97%**

Big 5 is important to their business

**90%**

Expect to generate sales due to their participation

**88%**

Rated the quality of visitors as either ‘good’ or ‘excellent’

**85%**

Closed deals or made sales at or after the show

Achievement of exhibitor objectives

**87%**

Promotion of their company or image across MEASA

**81%**

Gaining valuable insights into MEASA

**81%**

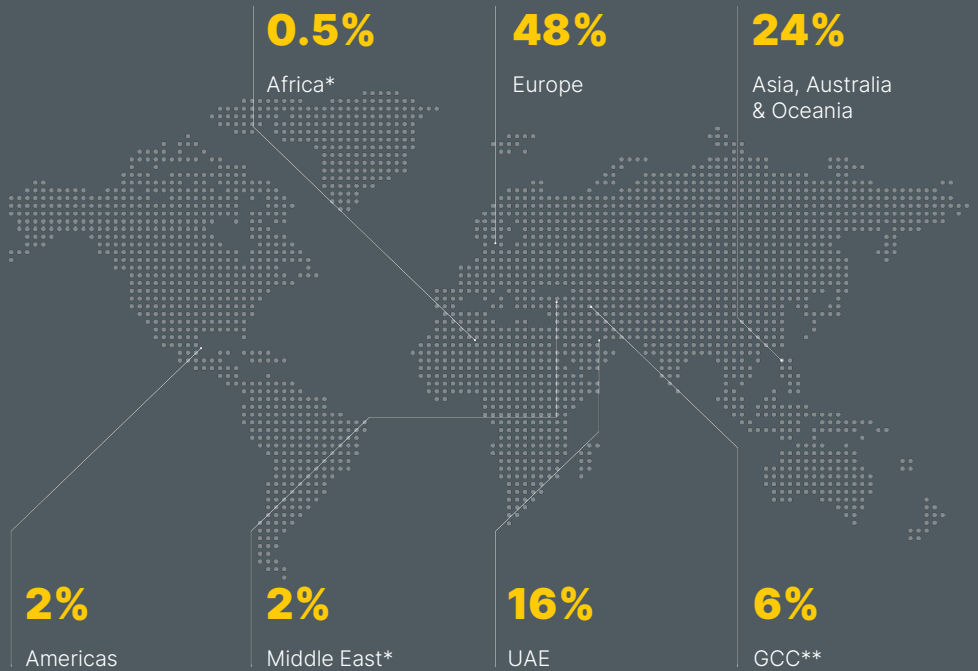
Meeting agents and distributors serving MEASA

Numbers based on Big 5 2022 exhibitor survey.

# Global networking, qualified exhibitors

14.26

Where **Exhibitors** came from




* excluding GCC; ** excluding UAE.

**Exhibiting countries**

1 Special administrative region of China. 2 Province of China

# Helping you grow: our expertise, your success

**6.5%**

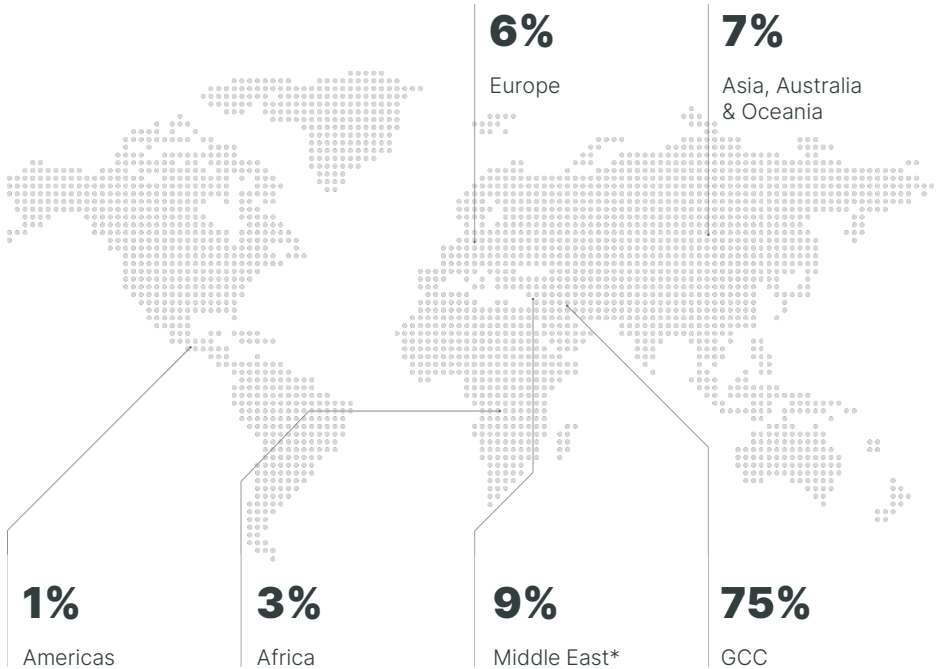
Growth

Spending on active projects (cash flow) for the MEA region will increase from $216 billion in 2022 to $230 billion in 2023 (6.5% growth).

# Global deals with International visitors

16.26

Where **Visitors** came from




* Excluding GCC.

**Top 10 countries**
(excluding UAE)

Saudi Arabia

India

Iran

Oman

Kuwait

Iraq

Pakistan

Egypt

Bahrain

Jordan

# Enjoy great ROI from visitors
## 41% with ‘strong buying intent’

17.26

Achievement of visitor objectives

**90%**
Meet Current Suppliers

**88%**
Meet New Suppliers

**67%**
Discover New Innovations

**86%**
Network with the Industry

**85%**
Find New Regional Products

**84%**
Find New International Products

# More key decision makers
## more buyers, more opportunity

18.26

| Visitor Profile | % |
|---|---|
| Agent / Distributor / Dealer / Trader | 26 |
| Manufacturing | 18 |
| Contracting | 14 |
| Engineering | 8 |
| Consultancy & Project Management | 7 |
| Architecture | 3 |
| Interior Design | 3 |
| Property Developer | 2 |
| Facilities Management | 2 |
| Other | 17 |

| Seniority | % |
|---|---|
| Business Owner/Board Director | 36 |
| Middle Management | 23 |
| Senior Management (Director, Dept' Head) | 18 |
| Regional Management (VP, MD, GM) | 8 |
| C-Level (President, Chairman, CEO, COO, CFO) | 6 |
| Other | 9 |

Numbers based on Big 5 2022 visitor attendance stats.

# XL brands signing
# XXL deals at Big 5 Global

19.26

**Global**
AECOM
AESG
AG Engineering
Arcadis
Atkins
Bandar Abbas Construction Company
Besix Group
Brian Muzwembiri Architects
China State Construction Engineering
Empower
Gensler
KEO International Consultants
Kings Developers Limited
Lagos Freezone Company
Larsen & Toubro
MAG Group
Mingh Song
Parsons
Public Works Department India
Teolam Architects
WSP Global

**Middle East**
ALEC
Al Ashram Contracting
Cit Morocco
Doha Municipality
GCC Contracting
Hassam Allam Construction Holdings
King Abdullah Financial District
Liwan Real Estate
Madinah Municipality
Mas Baghdad
Ministry of Defense Saudi Arabia
Ministry of Interiors Kuwait
NEOM
Oman Ministry of Housing
Pentagroup International
Qatar Ministry of Municipality
Red Sea Global
Riyadh Municipality
ROSHN
Saudi Aramco
The Arab Contractors

**UAE**
Abu Dhabi City Municipality
Abu Dhabi Ports
Arabian Construction Co
Azizi Developments
Damac Properties
Dubai Electricity & Water Authority
Dewan Architects
Dubai Municipality
Emaar
Nakheel
Roads & Transport Authority (Dubai)
Sobha
UAE Minstry of Energy
and Infrastructure

Big 5 2022 visitor listing.

# Sign new deals in MEASA's three largest markets and beyond

Big 5 is the top exhibition in the Middle East. Our first-time participation has been a great decision as we've connected with clients from UAE and other GCC regions. We're pleased with the outcome and have committed to returning next year with more members.

**KNX Association**

# Focus areas attracting highly-qualified attendees

21.26

Event focus areas

## Leadership & ESG Excellence

### The Global Construction Leaders' Summit

The leading voices in our industry share perspectives on what is shaping the future.

### The Futuretech Construction Summit

Valuable insights are shared by leaders working at the fore-front of technology.

### The Construction Impact Awards

Celebrating the achievements and transformation of of businesses and leaders who truly XL.

### The Women in Construction

Spotlighting women excelling and companies promoting equality in industry.

## Digital Transformation

### Digital Construction World

Discover the brands and people innovating digital technogies driving our industry.

### Start>Up City

Discover startups and the people who are building on the leading edge.

## Professional Development

### Industry Talks

Insightful talks and valuable takeouts from across the 360° value chain.

## Design

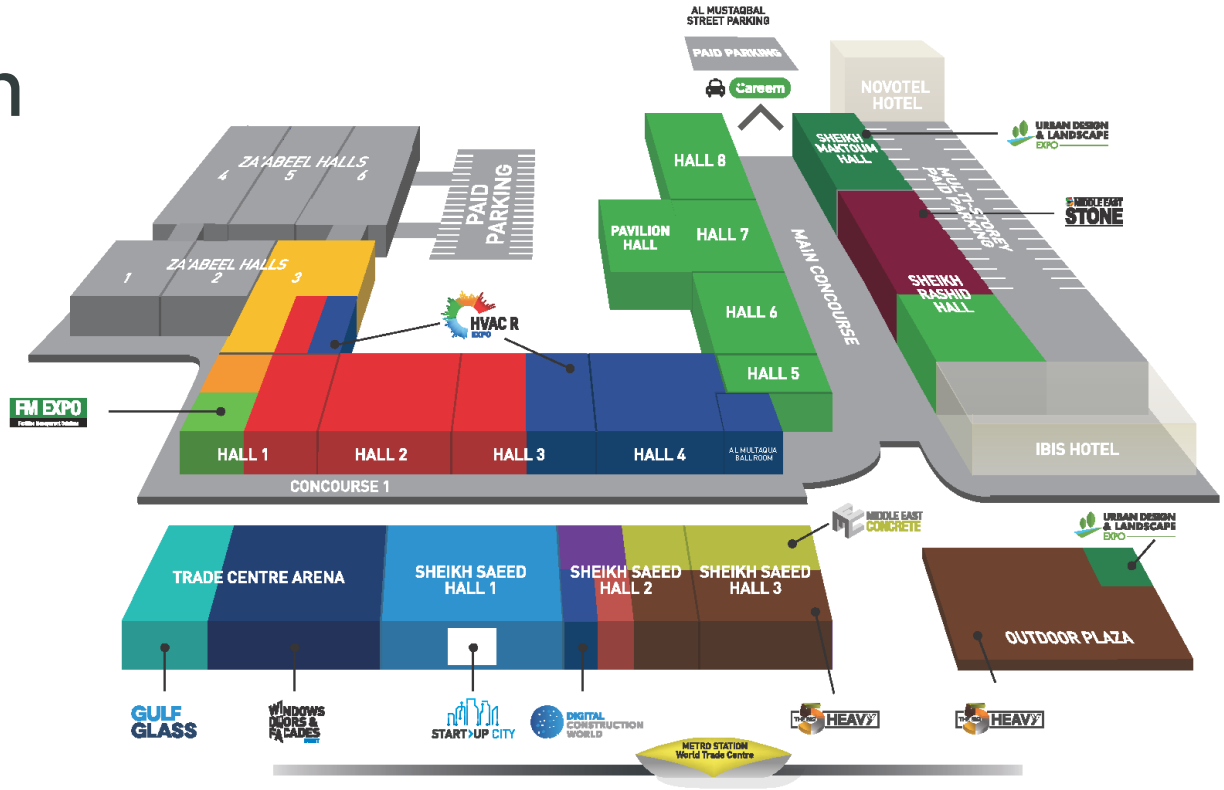
### everything architecture

Connect leading design thinkers who're creating the built environment.

**Network. Build. XL.** with industry players who work in your focussed area of expertise.

# Floorplan

22.26




SPECIALIZED EVENTS

HEAVY · MIDDLE EAST CONCRETE · WINDOWS DOORS & FACADES · GULF GLASS · HVAC R EXPO · MIDDLE EAST STONE · URBAN DESIGN & LANDSCAPE EXPO · FM EXPO

SPECIAL FEATURES

DIGITAL CONSTRUCTION WORLD · START>UP CITY

PRODUCT SECTORS

- BUILDING INTERIORS & FINISHES
- BUILDING ENVELOPE & SPECIAL CONSTRUCTION
- MEP SERVICES
- OFFSITE & MODULAR CONSTRUCTION
- DIGITAL CONSTRUCTION PRODUCTS & SERVICES
- CONSTRUCTION TOOLS & PERSONAL PROTECTION EQUIPMENT (PPE)
- INTELLIGENT BUILDINGS
- SOLAR PRODUCTS & TECHNOLOGIES

# Big 5 Global's event marketing attracts global visitors



**2.8mn**

2,789,176 emailers sent to industry professionals globally

**1.8mn**

1,767,163 unique visitors clicked on 637,161 event web pages

**391k**

391,100 SMS invitations delivered across the MEASA region

**122k+**

122,500 active followers (and growing daily) across our social channels

**352**

Radio adverts addressing 2.4million regional listeners

**34**

Media & association partners reached out to global professionals

Figures based Big 5 2022 marketing campaign.

# 2022 highlights
# Moments we remember

24.26

See more great shots at **big5global.com/gallery**

**Ministries and government entities showcase solid support**
The 43rd edition of Big 5 Global had huge government support with Ministry of Energy and Infrastructure as the main supporting partner, and Dubai Municipality, and Dubai's General Directorate of Civil Defense as the supporting partners gave their stamp of approval.

**Business delivery charts new milestone**
The four-day event generated a total business of US$2.7 billion of which US$766 million was onsite declared business.

**Over 65,000 visitors attend the global event**
More than 65,000 industry professionals from over 150 countries attended the show across four days, of which 75% came from the GCC, 9% from the Middle East (excl. the GCC), 7% from Asia, Australia and Oceania, 6% from Europe, 3% from Africa, and 1% from Americas.

**Key industry stakeholders showcase their products**
2,000+ global exhibiting companies showcased the latest building solutions and innovative products at Big 5 Global and associated specialized shows.

**Global Construction Leaders' Summit**
At the Global Construction Leaders' Summit, industry leaders reiterated the importance of collaboration toward a more sustainable construction sector while stressing the need for a construction playbook to drive the industry forward.

**Mobilizing a future-ready industry**
The FutureTech Construction Summit united leaders in digital transformation and technology to share insights on shaping and innovating the industry. The discussions focused on the latest technology developments for construction.

# 2022 highlights
# Moments we remember



See more great shots at **big5global.com/gallery**

**A digital hub for construction professionals**
Digital Construction World hosted more than 750 attendees across a series of Technology Talks, and 55 exhibitors displayed cutting-edge advancements in 3D printing, AI construction management software, geospatial technology, and more.

**Start-Up City sets spotlight on promising ideas**
Start-Up City, held during Big 5 Global, featured 50 startups from 21 countries showcasing innovative technology in construction. The event brought together the start-up ecosystem and global construction industry, including a pitch competition.

**Second edition of Construction Impact Awards**
In 2022, the second edition of the Construction Impact Awards recognized sustainable development, technological and digital achievements from 97 nominations across 17 categories, judged by 14 high-profile judges.

**Women in Construction Forum inspires the industry**
The Women in Construction Forum, aligned with UN Sustainable Development Goal 5, highlighted the benefits of a gender-balanced workforce in the industry. The event featured 22 speakers, including Dr. Eng Suaad Al Shamsi, the UAE's first female Aircraft Engineer and Aviation Advisor at Midfield Terminal.

**CPD-certified Talks**
The event hosted a series of 111 CPD-certified Talks over four days, conducted by 155 experts under 10 themes and had over 6,000 attendees in four days.

"

We will be here at the Big 5.

**Ambassador of Italy to the United Arab Emirates**

# Reach new buyers
# & grow your B2B sales.
# Book your stand now.

**Kym Cardozo**. Senior Sales Manager.
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**Contact us today**

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