

BIG 5 Global

Exhibit and accelerate your sales

26 - 29 November 2024
Dubai World Trade Centre, UAE

big5global.com

Main supporting partner



Supporting partner



Supporting partner



Capitalize on untapped opportunities and go after new revenue streams

For 44 years, Big 5 Global has been at the forefront of the construction industry, bringing together key players for four days of networking, deal-making and thought leadership.

Over this period, we've successfully advanced profitable deals and partnerships, showcasing our commitment to driving industry growth and innovation.

2.3k

Global
exhibitors

85k

Global
attendees

165+

Participating
countries

5

Specialized
events

Stay ahead of the competition with strategic selling opportunities



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



[Contact us](#) for tailored solutions and competitive edge.

Achieve your sales targets quicker

Big 5 Global generated

\$2.3bn

worth of business

showcasing its immense potential and impact on shaping the future of the construction landscape in the Middle East, Africa and South Asia (MEASA) region.



An excellent platform to showcase our products, connect with potential customers and explore new opportunities. Valuable event for companies looking to make meaningful impact in the industry.

Ariston Spa Middle East
Exhibitor



Big 5 Global includes 5 specialized co-located events



Big 5 Global covers the 360° construction project lifecycle across dedicated sectors and five specialized events. [Book your stand.](#)



New launches for 2024

Enhancing global urban liveability in 2030 and beyond



Driving urban change

LiveableCitiesX, the premier event for urban development leaders globally, drives cities towards sustainability and liveability through master planning, investment and innovative technologies.

www.liveablecitiesx.com



Transforming industries with geospatial excellence

GeoWorld, unique in the MEASA region, showcases the booming geospatial sector fueled by major projects in construction, oil & gas, e-commerce and agriculture.

www.geoworldevent.com



Facilities management redefined

Advancing urban livability through innovative Facility Management, Future FM is a pioneering event spearheading digital transformation in the ever-evolving FM industry.

www.futurefm.com



[Contact us](#) to participate in these exciting new launch events.

Our biggest triumph: satisfied and loyal customers



Big 5 Global is the number one exhibition for the construction industry.
It is the perfect place to generate quality leads.

Caparol Paints
Exhibitor



Stand out to drive growth in a competitive market

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

Networking

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

Collaboration

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

 Make Big 5 Global a key driver of your sales efforts. [Contact us today.](#)

XL opportunities giga-sized markets

\$9.0tn
Active

Value of active construction industry projects across all sectors planned so far in Middle East and Africa.

\$338bn
Awarded

Value of construction industry projects awarded in the MENA region in 2023.

\$6.75tn
Pipeline

Value of construction industry projects in the pre-execution phase in Middle East & Africa.

Source: Ventures Onsite



Expand your brand into new markets. [Get involved.](#)

Go after new clients in booming markets

KSA
\$1.5tn



Saudi Arabia

Over \$1.5tn worth of projects are in planning stages or have progressed to build already, including the nation's globally renowned \$500bn NEOM giga project.

UAE
\$750bn



United Arab 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 \$750bn.

EGY
\$652bn

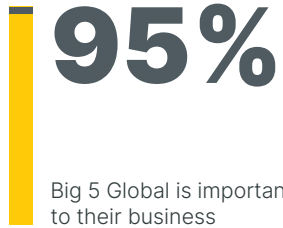


Egypt

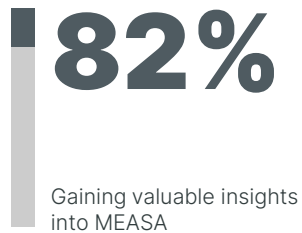
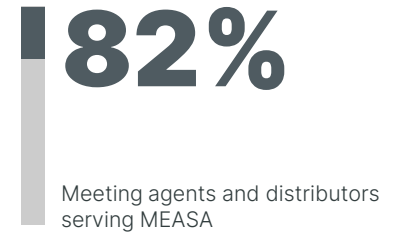
The Mediterranean Arab state is one of the world's busiest projects markets, with just under \$652bn worth of active projects over the past two years.

Exhibitor goals achieved

What exhibitors said



Achievement of exhibitor objectives



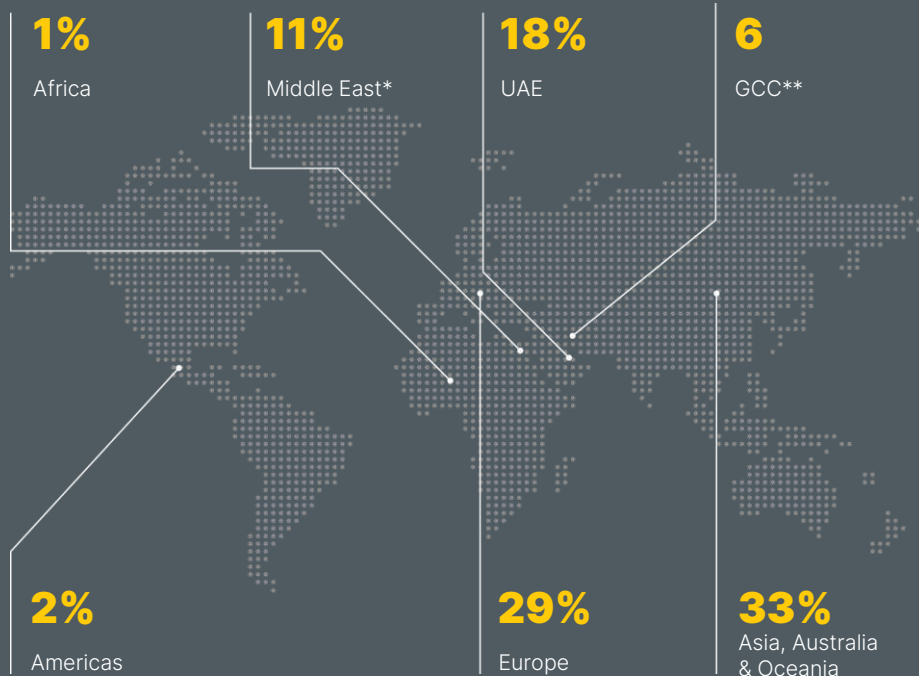
Numbers based on Big 5 Global 2023 exhibitor survey.



Exhibit and achieve rapid sales acceleration. [Book your stand.](#)

Global exhibitors coming to the region

Exhibitors by region:



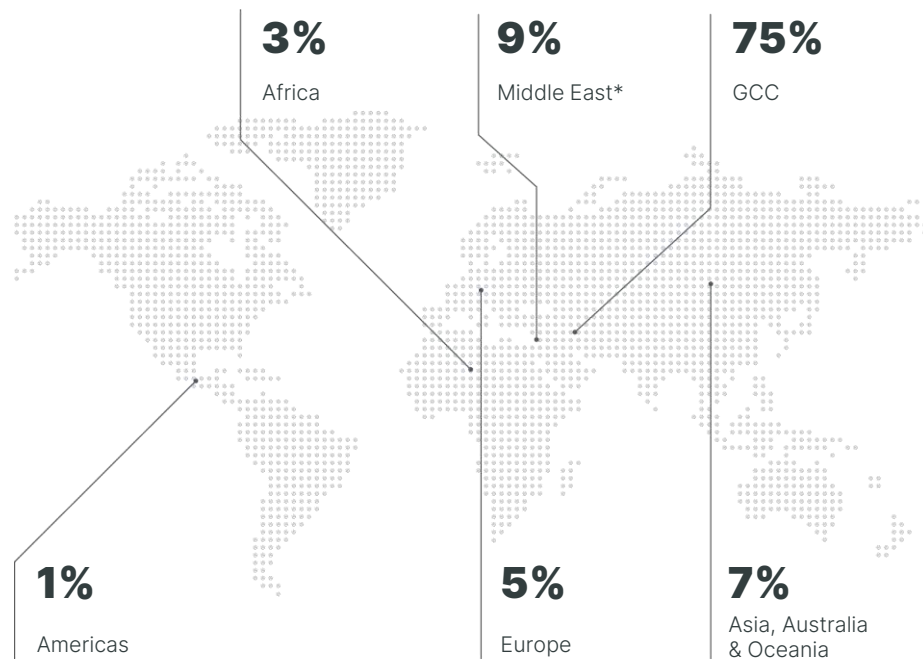
* excluding GCC. ** excluding UAE.

Exhibiting countries



Position your offerings as the top choice to a global audience

Where **Visitors** came from



* Excluding GCC.

Numbers based on Big 5 Global 2023 attendee number of 81,080.

Top 10 visiting countries (excluding UAE)



Saudi Arabia



Iran



India



Oman



Iraq



Kuwait



Egypt



Pakistan



Bahrain



Qatar



Tap into demand by spotlighting top products for buyers. [Book your stand.](#)

Meet with purpose driven visitors and close deals faster

Achievement of visitor objectives

86%

Meet current
suppliers

86%

Meet new
suppliers

88%

Discover
innovations

89%

Network with
the industry

84%

Source new
regional products

86%

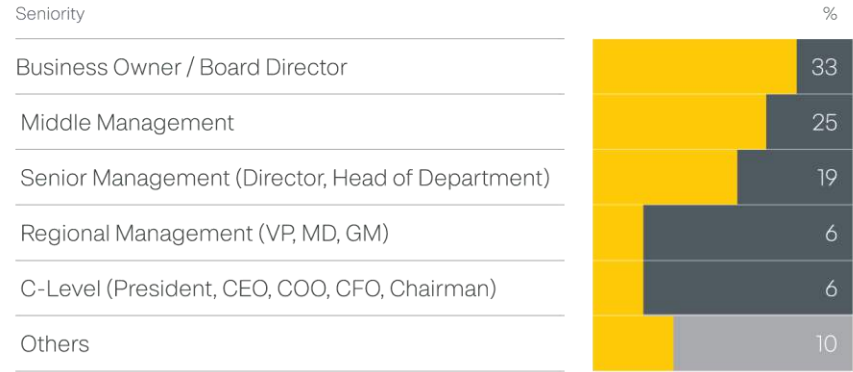
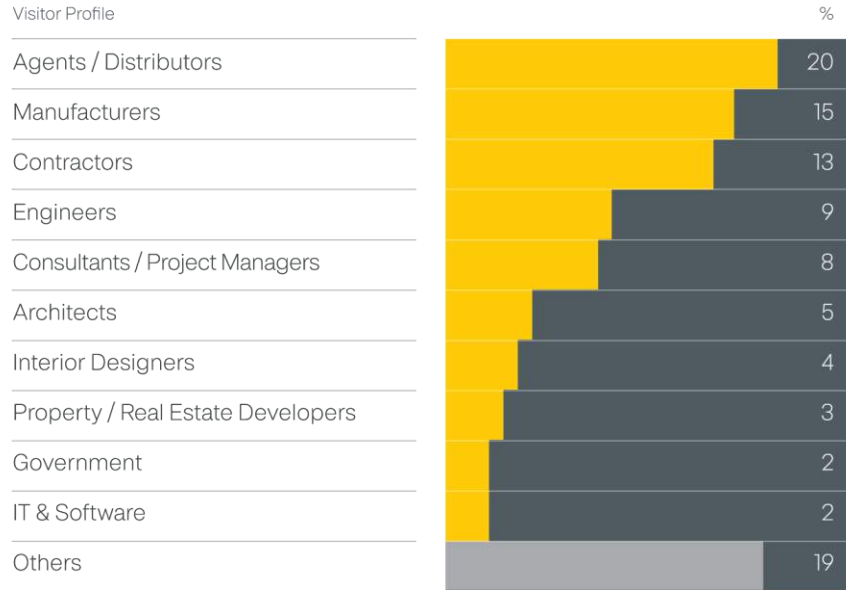
Source new
international products

Numbers based on Big 5 Global 2023 visitor survey.



Your products and solutions are in demand. [Book your stand.](#)

Network with a highly targeted audience and get more sales leads



Numbers based on Big 5 Global 2023 attendee number of 81,080.



[Enquire](#) to exhibit today.

XL brands signing XXL deals at Big 5 Global

Global

- AECOM
- AESG
- Arcadis
- Astrak
- AtkinsRealis
- Bechtel Company
- China State Construction Engineering
- Godwitt Construction Pvt Ltd
- HB Fuller
- KEO International Consultants
- Kings Developers Limited
- Parsons
- Schindler GmbH
- Sika Deutschland GmbH
- WSP

Middle East

- Al Amana Building Materials Co. LLC
- Al Jassar LLC
- AL Muftah Group
- Alghanim International
- Alsahoo General Trading & Contracting Group
- Bahrain Ministry of Housing & Urban Planning
- Kuwait Gulf Oil Company
- Kuwait Ministry of Interiors
- Liwan
- Mohammad Abdulmohsen Alkharafi Co
- NEOM
- Oman Ministry of Housing
- ROSHN
- Saudi Arabia Ministry of Commerce
- Saudi Arabia Ministry of Transport & Logistic Services

UAE

- Abu Dhabi Airports
- Abu Dhabi Municipality
- AG Engineering
- ALEC
- Arabtec Construction LLC
- Damac Properties
- Dewan Architects & Engineers
- Dubai Airport Freezone
- Dubai Municipality
- Dubai Roads & Transport Authority
- Emaar
- MAG Group Holding
- Nakheel
- Sobha
- UAE Ministry of Energy & Infrastructure



Maximize your sales potential through strategic networking connections



Exhibiting at Big 5 Global allowed us to showcase our innovative products effectively. The networking opportunities were invaluable, fostering connections with industry leaders.

Mega Building Material Trading LLC
Exhibitor



Elevate your brand and attract more customers



Event focus areas

Leadership & ESG Excellence



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



Valuable insights are shared by leaders working at the forefront of technology.



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



Highlighting diverse ESG initiatives, D&I awards, and more.

Digital Transformation



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



Discover startups and connect with the pioneering individuals shaping the future.

Professional Development



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

Network. Build. XL.

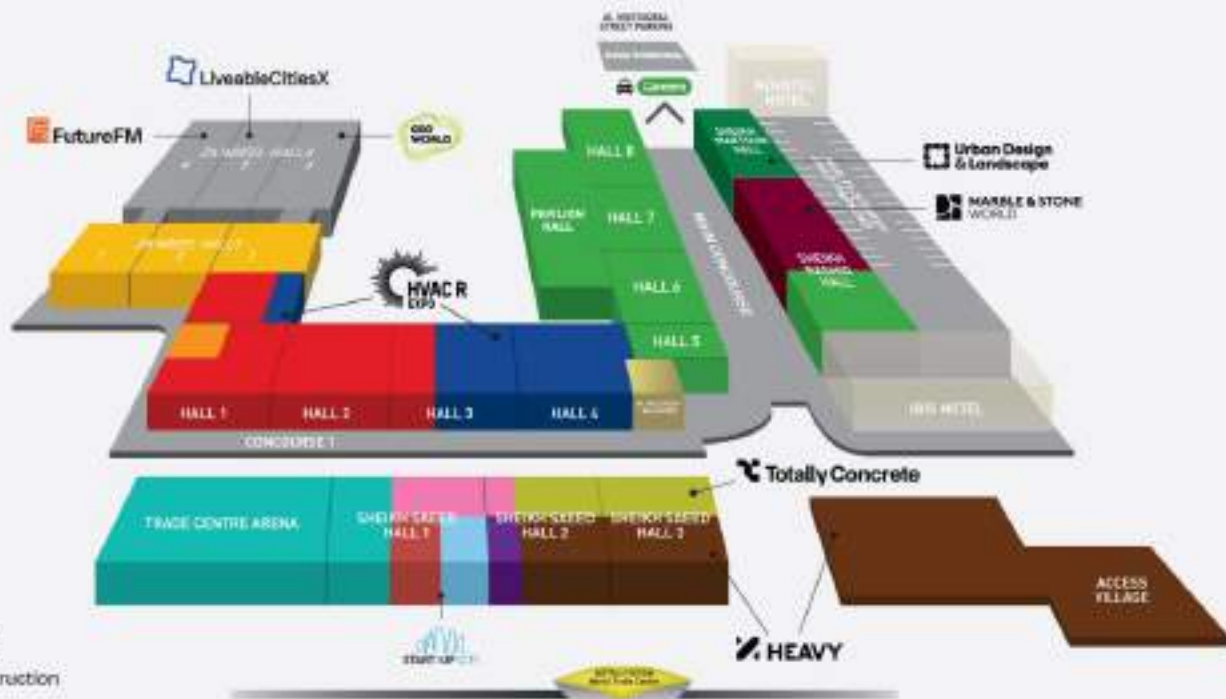


Position your brand as a thought leader in the market. [Find out more.](#)

Making it easier for visitors to find your products

Product sectors

- Building Interiors & Finishes
- Concrete & Cement Products, Technologies & Services
- Construction Tools & Personal Protection Equipment
- Digital Construction Products & Services
- Heavy Construction Equipment, Machinery & Vehicles
- HVAC R Products, Technologies & Services
- Intelligent Buildings
- MEP Services
- Metal, Steel & Aluminum
- Offsite & Modular Construction
- Solar Products & Technologies
- Marble & Stone Products, Technologies & Services
- Urban Design & Landscape Products, Technologies & Services
- Windows, Doors & Facades / Building Envelope / Special Construction



We invest in an extensive marketing and PR campaign to guarantee global attendees

68.2mn

Digital campaigns
total reach

16.6mn

Emails
sent

350mn

PR campaigns
reach

784k

WhatsApp campaigns
delivered

125k

Social media
followers

3.4mn

Website
views

\$7.05mn

PR
value

50

Media partners
and associations

*August - December 2023

600+ media coverage from:



2023 highlights moments to remember



See more great shots at big5global.com/gallery



Royal tour: His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai attended Big 5 Global on the opening day.



Cross-border collaboration: His Excellency Bandar bin Ibrahim AlKhorayef, Saudi Minister of Industry and Mineral Resource highlights unity at Big 5 Global visit.



Record-breaking turnout: Over 81,080 high-quality attendees from 166 countries attended over the four days.



\$17.8mn deal signed: Abu Dhabi Airport Free Zone boosts Al Falah Development.



\$20mn worth in deals: Floors & Walls secured \$20mn annual distribution deals.



Foundation powerhouse: BAUER Group and Kuwait-based Al Nouf Real Estate Company signed a major deal at the event.

2023 highlights moments to remember



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Product innovation extravaganza: Featuring big brands such as Dewalt, Milwaukee, United Motos and Heavy Equipment Company.



Made in Saudi triumphs: A Showcase of Quality and Innovation at Big 5 Global.



Sustainable visions: Big 5 Global Leaders' Summit pioneered environmental change.



Tech for tomorrow: Big 5 FutureTech Summit unveiled sustainability innovations.



Excellence honoured: Big 5 Global Impact Awards recognized construction leaders.



Knowledge empowerment: With CPD certified Big 5 Talks covering project management, technology adoption, sustainable building methods and more.

2023 highlights moments to remember



See more great shots at big5global.com/gallery



Start-up City showcases 50 companies at Big 5 Global: Highlighting contech, proptech, infratech and earthtech to solutions..



Everything Architecture explored AI's impact: With headline speakers such as Muyiwa Oki, President of RIBA.



Dubai Municipality's 3D Innovations: H.E. Dawoud Al Haiiri, Director General of Dubai Municipality, discussed global challenges in the sector.



Pioneering sustainability: Big 5 Impact Trail leads the path to sustainable products on the exhibition floor.



Big 5 Global is the best building materials trade show in GCC & Middle East.

Unicoil
Exhibitor



We feel that we are much more efficient in finding leads during Big 5 Global compared to any other channel.

Aspen Yapı ve Zemin Sistemleri
Exhibitor



The exhibition was excellent. We managed to introduce our brand and products to quality visitors from all over the world.

BH Mortar Industrial Co., Ltd
Exhibitor

The world's largest and most comprehensive portfolio of construction events

BIG 5 Global

26 - 29 November 2024

BIG 5 Construct Ethiopia

30 May - 01 June 2024

BIG 5 Construct South Africa

04 - 06 June 2024

BIG 5 Construct Egypt

25 - 27 June 2024

BIG 5 Construct Nigeria

24 - 26 September 2024

BIG 5 Construct Qatar

15 - 17 October 2024

BIG 5 Construct Kenya

06 - 08 November 2024

NEW!

BIG 5 Construct India

January 2025

NEW!

BIG 5 Construct Saudi

Week 1: 15 - 18 February 2025
Week 2: 24 - 27 February 2025

[Ready to XL?](#) Be at the forefront of the construction and infrastructure industry's primary gatherings across this rapidly growing region.

Reach new buyers
& grow your sales
Book your stand today.

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big5global.com

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[Contact us today](#)

