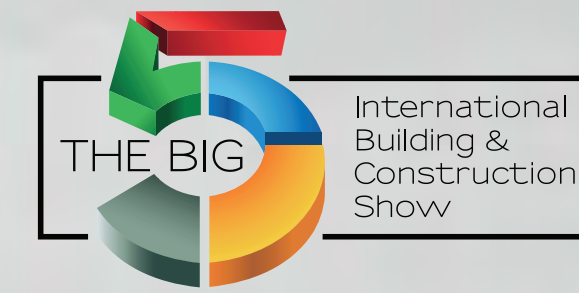


Co-located with:



**5 - 8 DECEMBER 2022**  
DUBAI WORLD TRADE CENTRE

# CONNECTING THE CONCRETE AND HEAVY CONSTRUCTION INDUSTRY IN THE MIDDLE EAST

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



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

The Big 5 Heavy and Middle East Concrete provides an unmatched platform for the concrete and heavy construction industry to secure new business across the Middle East, Africa, and South Asia (MEASA).

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 The Big 5 Heavy and Middle East Concrete 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 The Big 5 Heavy and Middle East Concrete



# 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



I think we signed more than 50 pieces of machine contracts at The Big 5. We received very good feedback.



Flander Fan, General Manager, Middle East & South Asia Area, Zoomlion Gulf FZE, U.A.E, Exhibitor and Construction Machinery Partner

# GROW YOUR BUSINESS WITH THE BIG 5 HEAVY AND MIDDLE EAST CONCRETE

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

95

Specialised exhibitors showcasing heavy machinery and concrete products

7

country pavilions

21

exhibiting countries



AUSTRIA



BELGIUM



CANADA



CZECH REPUBLIC



DENMARK



FINLAND



FRANCE



GERMANY



INDIA



ITALY



POLAND



PORTUGAL



RUSSIAN FEDERATION



SAUDI ARABIA



SINGAPORE



SOUTH KOREA



SPAIN



TURKEY



UNITED ARAB EMIRATES



UNITED KINGDOM



UNITED STATES

\*2021 statistics



# GLOBAL INDUSTRY PLAYERS ACHIEVE THEIR EXHIBITING GOALS



said The Big 5 Heavy and Middle East Concrete 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.

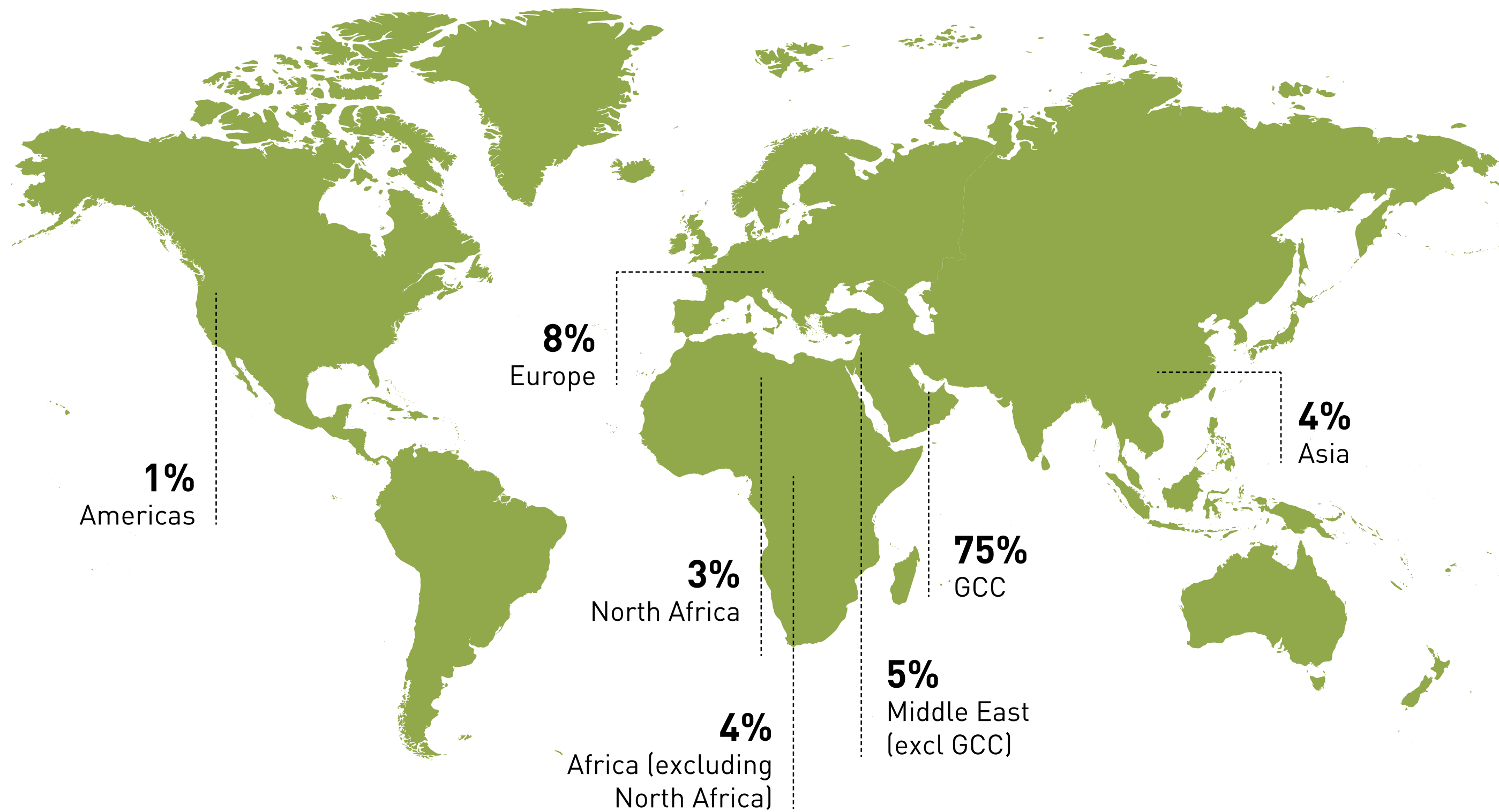
Alejandro Bonilla Corzo, Corporate Marketing Director, Forsa S.A., Colombia Exhibitor





# GET DIRECT ACCESS TO QUALITY BUYERS

## Visitors by region:



**14,441**

Visitors interested in heavy machinery and concrete products

## Reasons for visiting:

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



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

Wajih Eit, Head of Area, CIFA SPA, U.A.E, Exhibitor



# PUT YOUR BRAND IN FRONT OF KEY INDUSTRY STAKEHOLDERS ATTENDING THE BIG 5 HEAVY AND MIDDLE EAST CONCRETE

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



# A WIDE-REACHING MARKETING AND PR CAMPAIGN

The Big 5 Heavy & Middle East Concrete benefited from an enhanced exposure thanks to the integrated marketing and PR campaign for The Big 5 and specialised events:



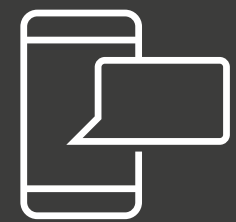
**3,517,135**

emails sent to construction professionals globally



**6,957**

unique website visitors clicking on 11,126 pages on The Big 5 Heavy & Middle East Concrete 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



**526,499**

unique website visitors clicking on 2,879,045 pages on The Big 5 website



**6**

specialised media and association partners reaching 10,000+ targeted professionals

# FOCUSED SECTORS

## 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

## 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 & Components
- Tires

## SITE EQUIPMENT

- Compressors
- Porta Cabins
- Power Generation
- Power Generation Spare Parts
- Rental Equipment
- Site Coding Systems
- Tower Lights
- Water Tanks

## LIFTING, MATERIALS HANDLING & TRANSPORTATION

- Access Platforms
- Appliances & Conveyors Loaders
- Commercial Vehicles, Trucks & Buses
- Cranes & Lifting Equipment
- Fork Lifts
- Material Processing & Handling
- Site Clearing, Demolition Tankers, Trailers & Tractors

## MIDDLE EAST CONCRETE

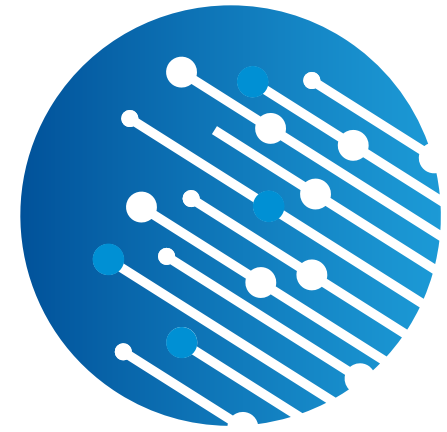
Co-located with:



- Aggregate & Aggregate Processing
- Batching Equipment
- Block Paver & Tile Production Equipment
- Cement & Cementious Products
- Chemicals & Admixtures
- Concrete Cutting Equipment
- Concrete Reinforcements
- Concrete Repair Equipment
- Decorative Concrete
- Formwork & Scaffolding
- Pre-cast Production & Equipment
- Raw Materials Extraction Equipment
- Readymix Concrete
- Rebar & Rebar Processing
- Surface Preparation
- Test, Measurement & Control Engineering



# SPECIAL FOCUS ON TECHNOLOGY



**DIGITAL**  
CONSTRUCTION  
WORLD

## THIS INCLUDES:

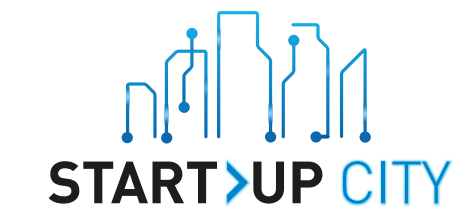
- Construction Management & Software (Cybersecurity, Mapping software, Mobile Apps, Asset / Project Management)
- Virtualisation (AR, VR, CGI, MR)
- Information Technology & Data Science (BIM, BMS, CAD, IoT, Digital Twins, Big Data)
- Geospatial Technology (GIS, GPS, RS, Mapping Tools)
- Unmanned & Autonomous Technology (AVs, UAVs, Drones, Robotics)
- 3D Printing
- Artificial Intelligence (AI)
- Wearables (Sensing Wearables, Tactile Wearables, Visual Wearables)

**15,000+**  
key buyers attending  
The Big 5 in Dubai  
were interested in  
technology.

# ATTRACTING QUALITY VISITORS THROUGH ENGAGING FEATURES



Connecting construction technology providers and relevant buyers.



Showcasing the most innovative start-ups in the industry.



Sharing insights into the future of the construction industry.



Providing crucial knowledge and CPD certification across a wide variety of themes.











The Big 5 Construction Summit has been fantastic to bring together all elements of the construction industry.



Nicholas Reynolds, Director of Construction, AMAALA  
Speaker at The Big 5 FutureTech Construction Summit

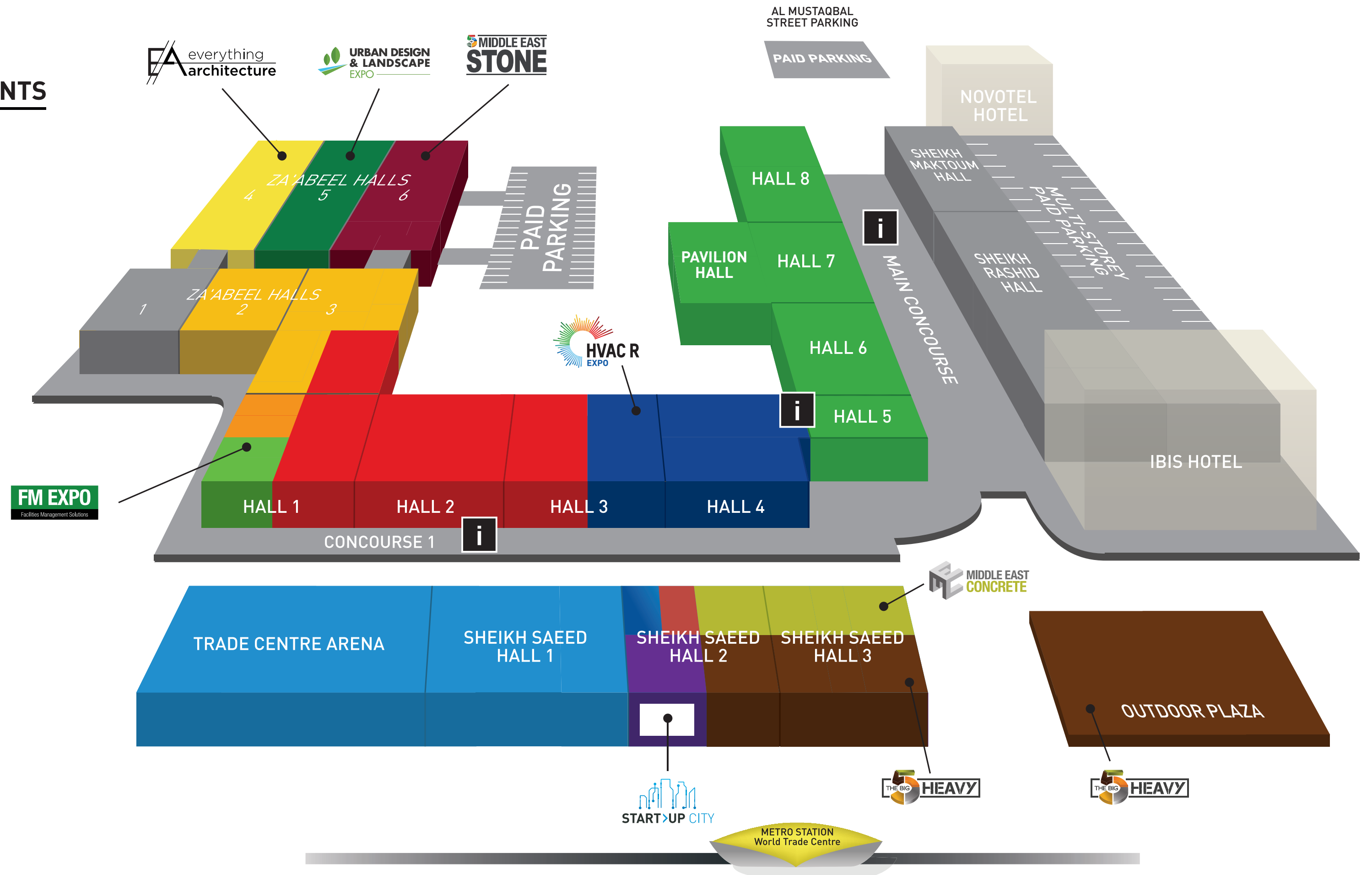
# 2022 FLOORPLAN

## 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

-  THE BIG 5 HEAVY
-  MIDDLE EAST CONCRETE
-  HVAC R EXPO
-  MIDDLE EAST STONE
-  URBAN DESIGN & LANDSCAPE EXPO
-  FM EXPO
- NEW IN 2022**
-  everything architecture



# 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  
THE BIG 5 HEAVY &  
MIDDLE EAST CONCRETE**

**5 – 8 DECEMBER 2022**

**Kym Cardozo**  
Sales Manager

✉ [kymcardozo@dmgevents.com](mailto:kymcardozo@dmgevents.com)

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