BIG Construct Saudi Saudi Saudi Arabia's largest construction event.



26 - 29 February 2024

Riyadh Front Exhibition & Conference Center

big5constructsaudi.com

Network. Build. XL.



Empowering the construction industry in Saudi Arabia.

For more than a decade, Big 5 Construct Saudi has been an absolute game-changer, demonstrating the nation's increasing attractiveness in the world of construction. It has been a powerhouse, bringing together top-notch businesses in the industry to support the ambitious Vision 2030 goals of the Kingdom.

The construction industry is a driving force behind the nation's economic growth, and Big 5 Construct Saudi serves as the ultimate platform propelling the industry to new heights. The event is now the largest construction event in Saudi Arabia, smashing all previous records by doubling the show size, visitors, and exhibitors in 2023. The numbers are staggering, with over \$1.12 billion in business generated between the exhibitors and visitors.

With its focus on innovation and cutting-edge technologies, Big 5 Construct Saudi is a key platform for exploring groundbreaking opportunities that can transform the future of the industry.



Numbers based on Big 5 Construct Saudi 2023 stats.



Total Participants

2.19



Exhibiting Countries





XL opportunities Your gateway to USD 1.6 trillion market

\$657 Bilion

<u>\$2.</u> Bilion

Riyadh

Key projects in Riyadh province include Diriyah Gate, Qiddiya, King Salman Park, Roshn - Sedra Community Development, King Salman International Airport.

Tabuk & Madinah Key projects in Tabuk province include Neom, Red Sea Project, Amaala.

3.19

\$1.5 Bilion

Makkah

Key projects in Makkah province include Roshn - Al Arous - Jeddah, King Abdul Aziz Road Development and University Expansion.



2023 official VIP opening

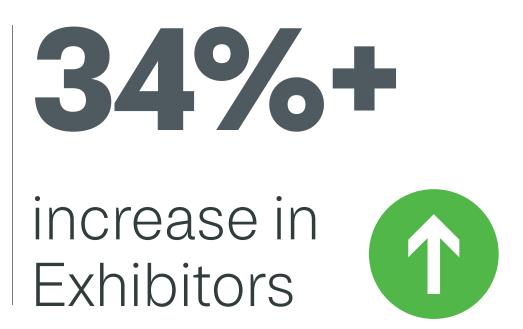


The Big 5 Saudi constitutes an opportunity to reshape the modern construction industry and involve new technology towards the implementation of the 4th Industrial Revolution. This will play a crucial role to keep up with transformation and opening new opportunities for investment in the industry and domestic resources, as well as enhancing the position of Saudi Arabia in the industrial sector.

His Excellency the Deputy Minister of Industry and Mineral Resources, Eng. Osama bin Abdulaziz Al-Zamil



Big 5 Construct Saudi in 2024 What to expect







increase in Visitors











Co-located **Events**



The construction sector in Saudi Arabia is witnessing significant growth, and Big 5 Construct Saudi exhibition has succeeded in demonstrating this growth.

Abdulelah Al-Turki **Plumbing Category Manager** Masdar



Exceed your return on investment in 2024

\$700 Thousand

\$560.6 Million

source: ABIQ

The average amount of business generated per exhibitor in 2023.

The total value of business generated during the 4-day event in 2023.

6.19

\$1.12 Billion

of business expected to be generated 12 months from the event in 2023.



Exhibitor overview

Where **Exhibitors** came from



7.19

Exhibiting countries





Greece



Lebanon



Pakistan



South Korea



United States of America



Spain





X

Egypt

Italy











China

Germany



Finland

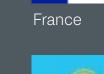
Jordan

Malta

Qatar

C*

Turkiye





Kazakhstan





Netherlands



Saudi Arabia









Kuwait *

Oman

(:::





Emirates











普羅則的







Malaysia

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Portugal

Thailand

Uzbekistan

Poland

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Luxembourg

India



Exhibitor insights & ratings

Reasons for exhibiting:		
Promote company/brand position in the region		85%
Get insights in the KSA market		83%
Launch a new product		799
Meet with distributors / agents in the region		77\$
Test new products in the market		699
Sell current products to existing customers		680
Sell current products to new customers		67%
Meet with mega/giga project owners		56%

8.19



) 70

Achievement of exhibitor objectives

96%

Exhibitors said the event is important for their business 93%

Exhibitors are likely to return in 2024

90%

Exhibitors are extremely satisfied with the overall event

56%

Were the first time exhibitors



Attended by key industry stakeholders from Saudi Arabia



For Diriyah Gate, Big 5 Construct Saudi is important to attend. As a large-scale company, we have to engage directly with the supply chain, whether it be large contractors, suppliers, or distributors; Big 5 Construct Saudi plays a pivotal role in that engagement.

David Watkins, Chief Delivery Officer, Diriyah Company

9.19











AMAALA



MINISTRY OF DEFENSE



BALL JAZIRA CONTR.

حار الرياض DAR AL RIYADH



وزارة الاقتصاد والتخطيط

MINISTRY OF ECONOMY & PLANNING











وزارة الشؤون البلدية والقروية والإسكان

العفاد للمقاولات

ALKIFAH CONTRAC







السيف مهندسون مقاولون **EL SEIF Engineering Contracting**













وزارة التعليم

Ministry of Education

وزارة النقل والخدمات اللوجستية Ministry of Transport and Logistic Services



نيوم NEOM



Attendee overview Construction's who's who

Company activities of our visitors:		
Contractors		22%
Agent/Distributor/Dealer		17%
Engineering & Consulting Firm		17%
Other (including Education and training, IT, and more)		11%
Manufacturer		11%
Architectural & Interior Design		7%
Project & Facilities Management		7%
Property Developer		4%
Government/Municipality		2%
Association & Media		2%

10.19



Achievement of attendee objectives

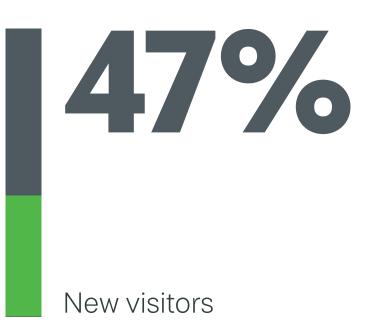
95%

Visitors said the event is important for their business 95%

Visitors are likely to return in 2024

88%

Visitors are extremely satisfied with the overall event





Focus areas attracting highly-qualified attendees

Co-located Events and Show Features

Co-located Events



FM EXPO SAUDI

Experience the ultimate platform to showcase your cutting-edge technologies and solutions to your precise target audience within the heating, ventilation, air-conditioning, and refrigeration industry.

A dedicated event for the facilities management industry in the Kingdom, covering the latest trends, solutions, and technologies in facility management.

Stone & Surface Saudi Arabia is the Kingdom's only event dedicated to the Stone and Surface Design Industry.

STONE & SURFACE

المملكة العربية السعودية SAUDI ARABIA



Riyadh's foremost event catering specifically to the facade industry.

11.19



INDUSTRY Talks

Inspiring CPD-certified content from renowned global experts, designed to foster professional development and accelerate career growth.

An exclusive tour designed especially for Engineers to provide a learning and networking experience like no other.

THE

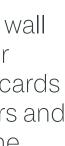
CLUB.

ENGINEERS



A dedicated feature/ wall on the exhibition floor showcasing contact cards for the key contractors and the work they do in the Kingdom.





HVAC R market size in Saudi Arabia is expected to reach \$4.82 billion by 2030*

*source: P&S Intelligence



Over 10,817 visitors showed interest in the HVAC R products and services in 2023.





HVAC R Expo saudi

Saudi Arabia's facility management market to reach \$87.2 million by 2030*

*source: P&S Intelligence



At FM Expo Saudi we brought over 10,400 visitors who are interested in sourcing products from facility management industry.







Stone and surface industry in Saudi Arabia is expected to reach \$1.08 billion by 2027*

*source: Modor Intelligence



Over 9,187 dedicated industry professionals, key buyers and decision-makers showed interest in the products from the stone industry.



STONE & SURFACE

المملكة العربية السعودية SAUDI ARABIA

The Saudi Arabian facade market is expected to reach \$7.92 billion by 2027*

*source: Modor Intelligence



Over 11,562 visitors and buyers showed interest in the products from the facade industry.



Big 5 Construct Saudi's XL Marketing & PR campaign reach

23.7mil

impressions across Google and social media campaigns

6mil

emails were sent across the whole campaign

1.6mil

local listeners targeted through the radio campaign

50mil

viewership across the MENA region through TV commercial

16.19

44k

users across all social platforms

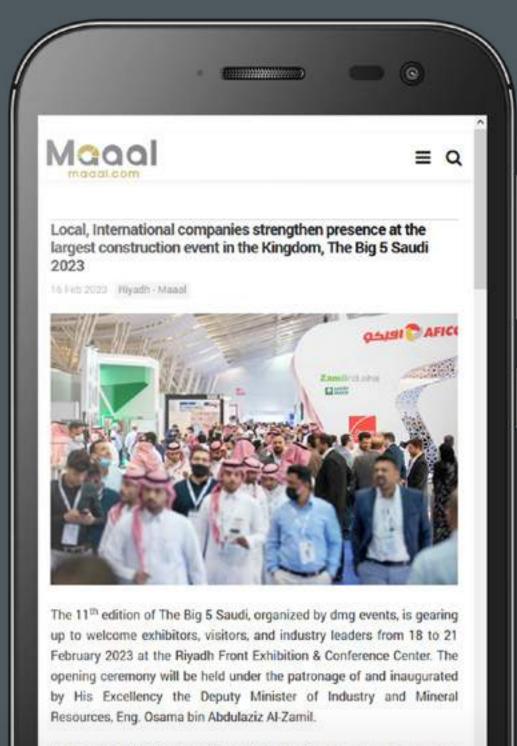
325k

unique visitors to our website -920k page views



Media engagement Moments we remember





In line with Saudi Arabia's Vision 2030, the Kingdom has driven nearly \$1 trillion of real estate and infrastructure projects since 2016. Approximately \$300 billion of which is earmarked for new construction, according to Ventures Onsite. The Big 5 Saudi brings together organizations from around the world to connect with the Kingdom's construction sector, which includes mega and giga projects, to support the country's ambitious transformation.

Published in top-tier magazines and newspapers

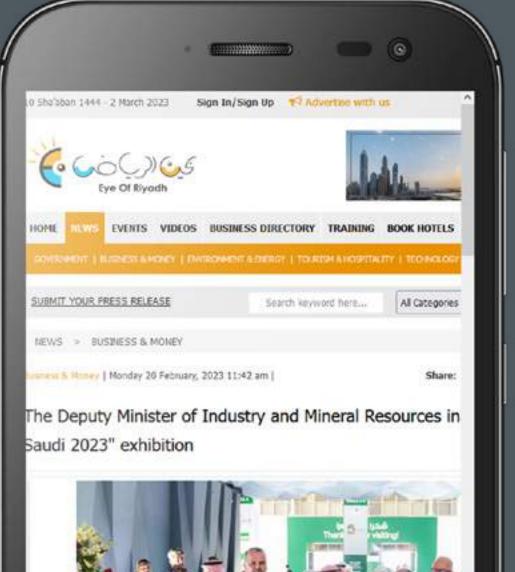








17.19





A record-breaking year for The Big 5 Saudi with 820 companies exhibiting at the companies form new strategic partnerships as The Big 5 Saudi facilitates a platfo

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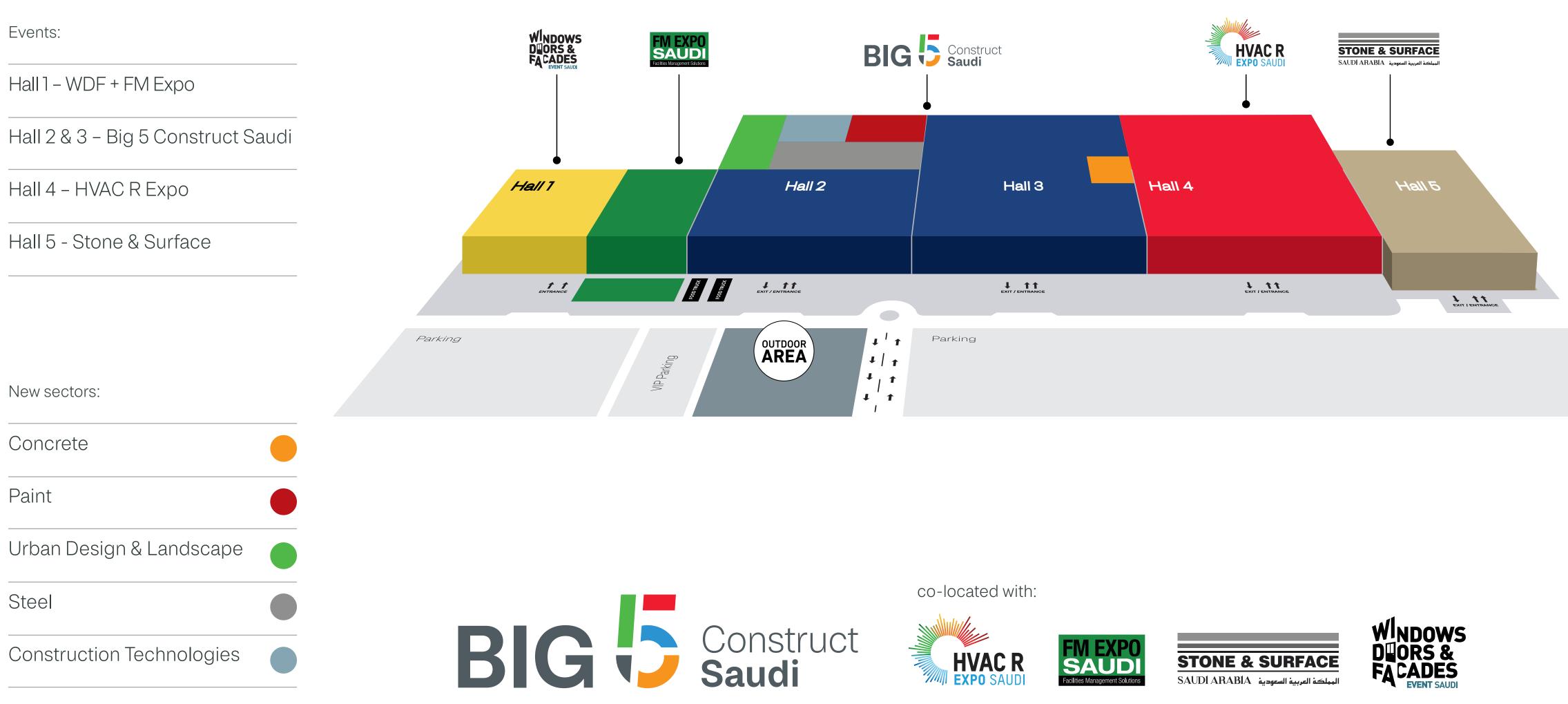








Floor Plan



18.19







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Riyadh Front Exhibition & Conference Center

Book your stand now

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Enquire now

big5constructsaudi.com

