

**BIG 5** Construct  
Saudi

Saudi Arabia's largest  
construction event.

co-located with:



26 – 29 February 2024

Riyadh Front Exhibition & Conference Center

[big5constructsaudi.com](http://big5constructsaudi.com)

Network. Build. XL.





# Empowering the construction industry in Saudi Arabia.

2.19

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.

**800+**

Exhibiting  
Companies

**44k+**

Total  
Participants

**40+**

Exhibiting  
Countries

**5**

Co-located  
Events

# XL opportunities

Your gateway to  
USD 1.6 trillion market

3.19

**\$657  
Billion**

**\$2.14  
Billion**

**\$1.5  
Billion**

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.

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 4<sup>th</sup> 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

5.19

**34%+**

increase in Exhibitors



**1,100**

Exhibitors

**50+**

Countries

**23%+**

increase in Visitors



**55,000**

Visitors

**5**

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

6.19

**\$700  
Thousand**

**\$560.6  
Million**

**\$1.12  
Billion**

Source: ABIQ

The average amount of business generated per exhibitor in 2023.

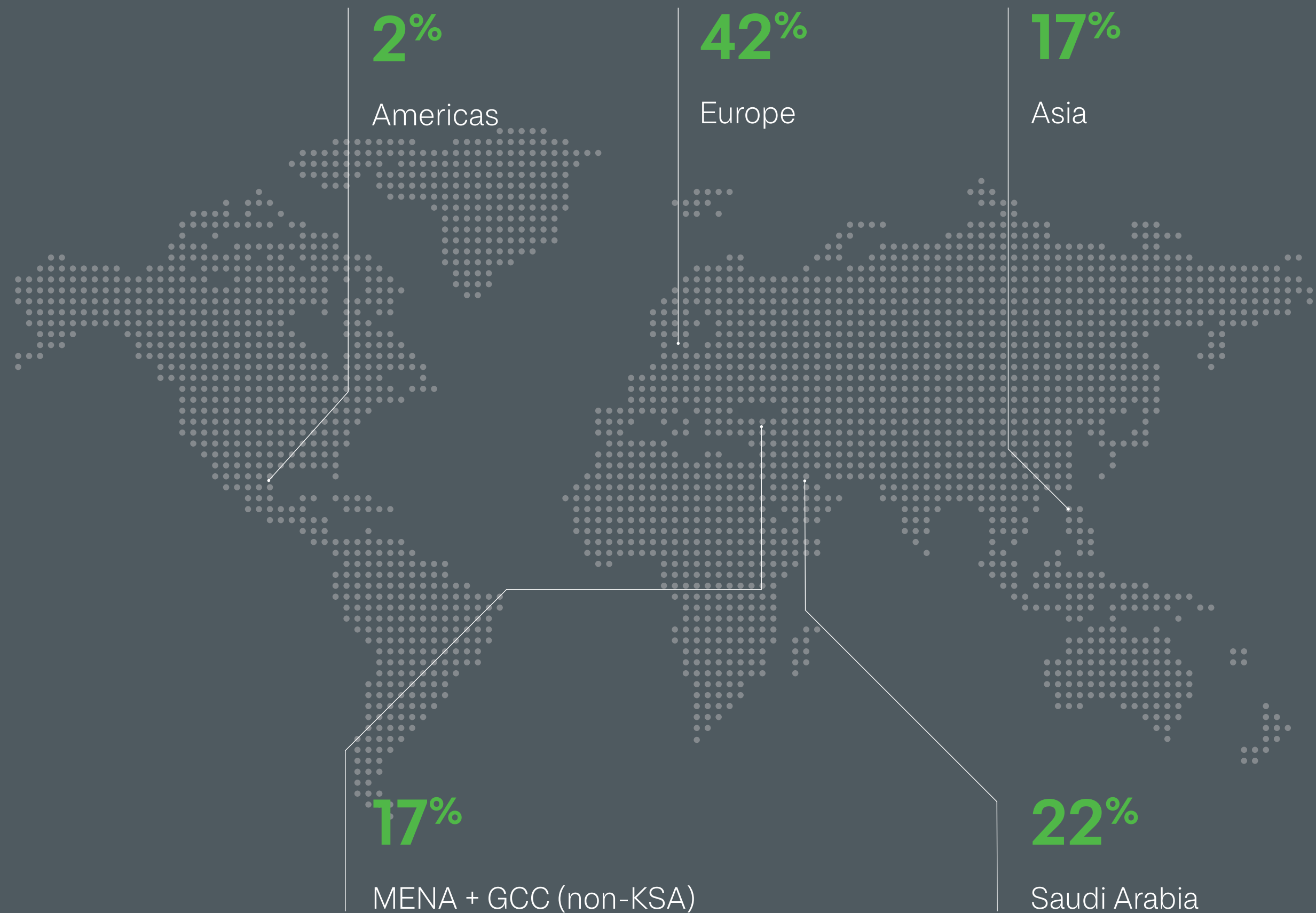
The total value of business generated during the 4-day event in 2023.

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

# Exhibitor overview

7.19

Where **Exhibitors** came from



Exhibiting countries

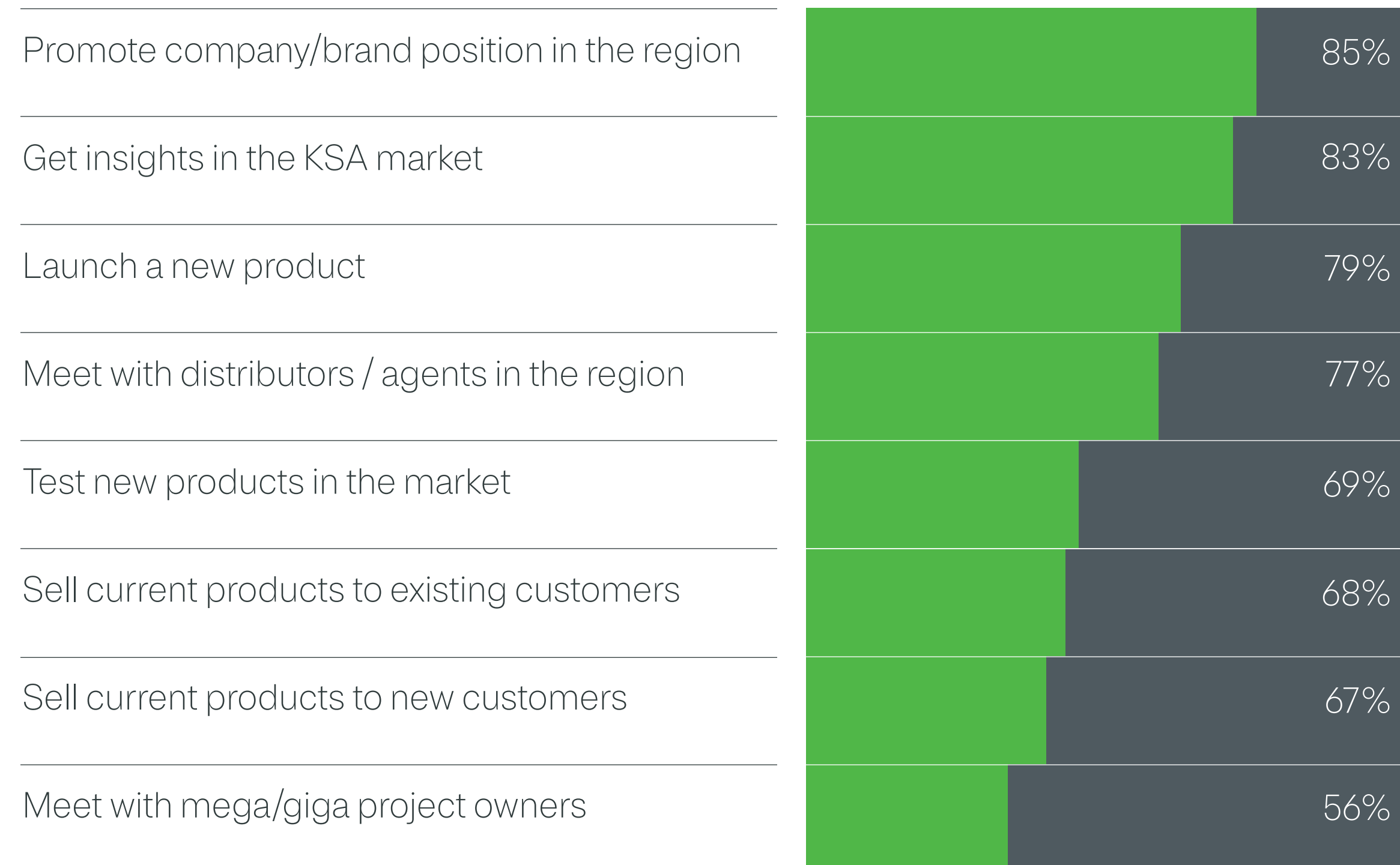


Numbers based on Big 5 Construct Saudi 2023 exhibitor attendance stats.

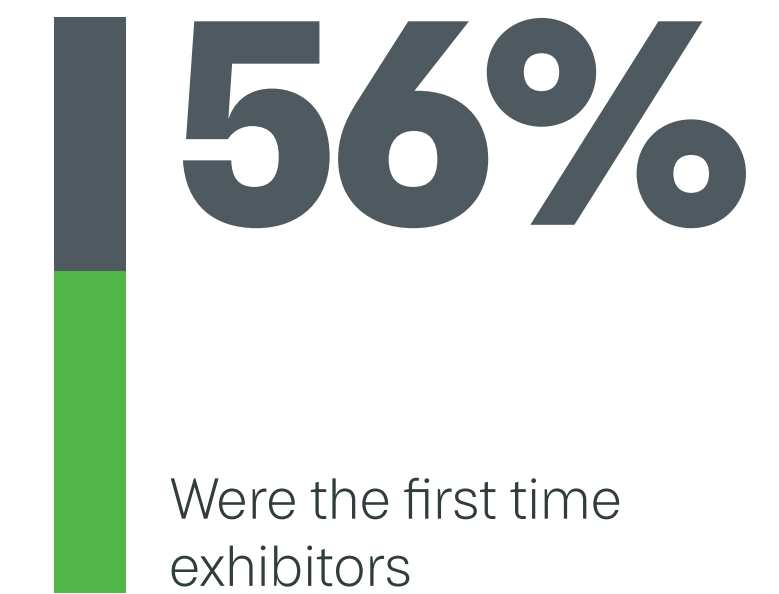
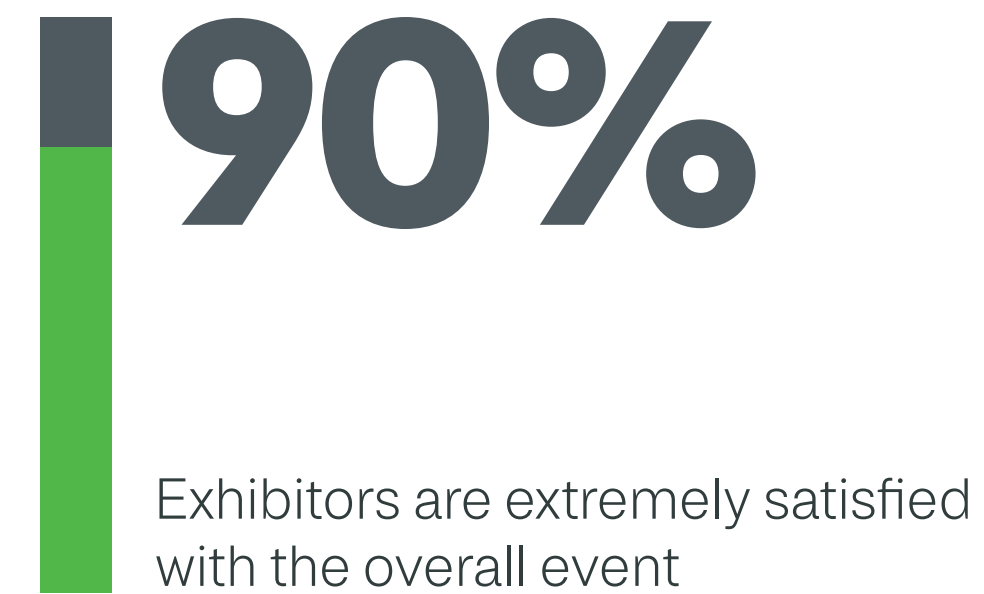
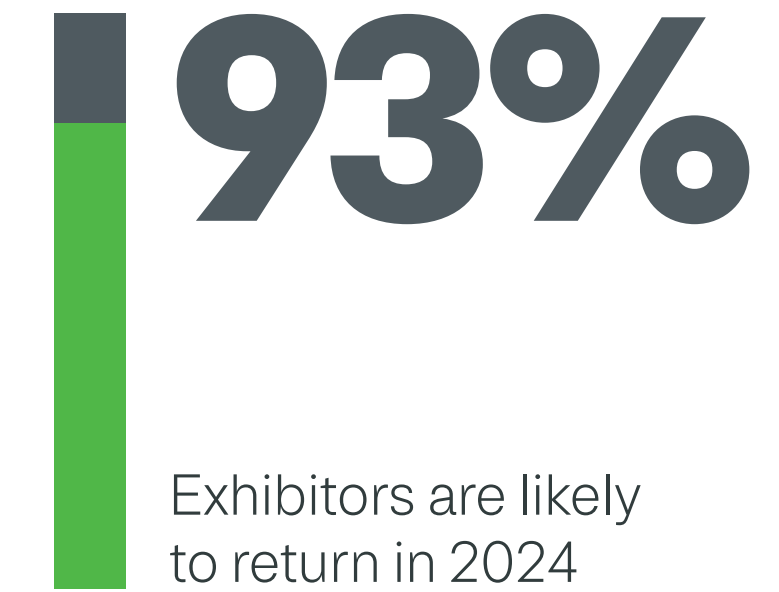
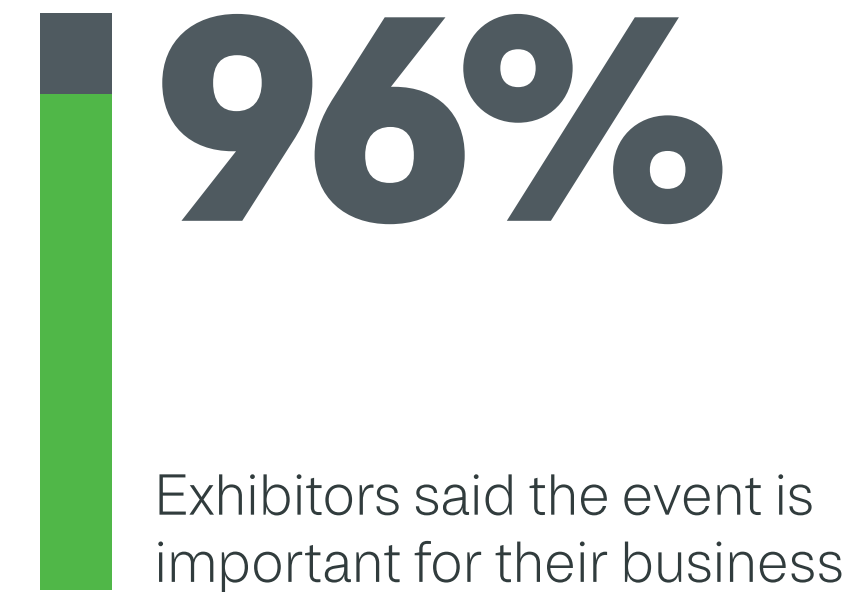
# Exhibitor insights & ratings

8.19

Reasons for exhibiting:



Achievement of exhibitor objectives





# Attended by key industry stakeholders from Saudi Arabia

9.19



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.

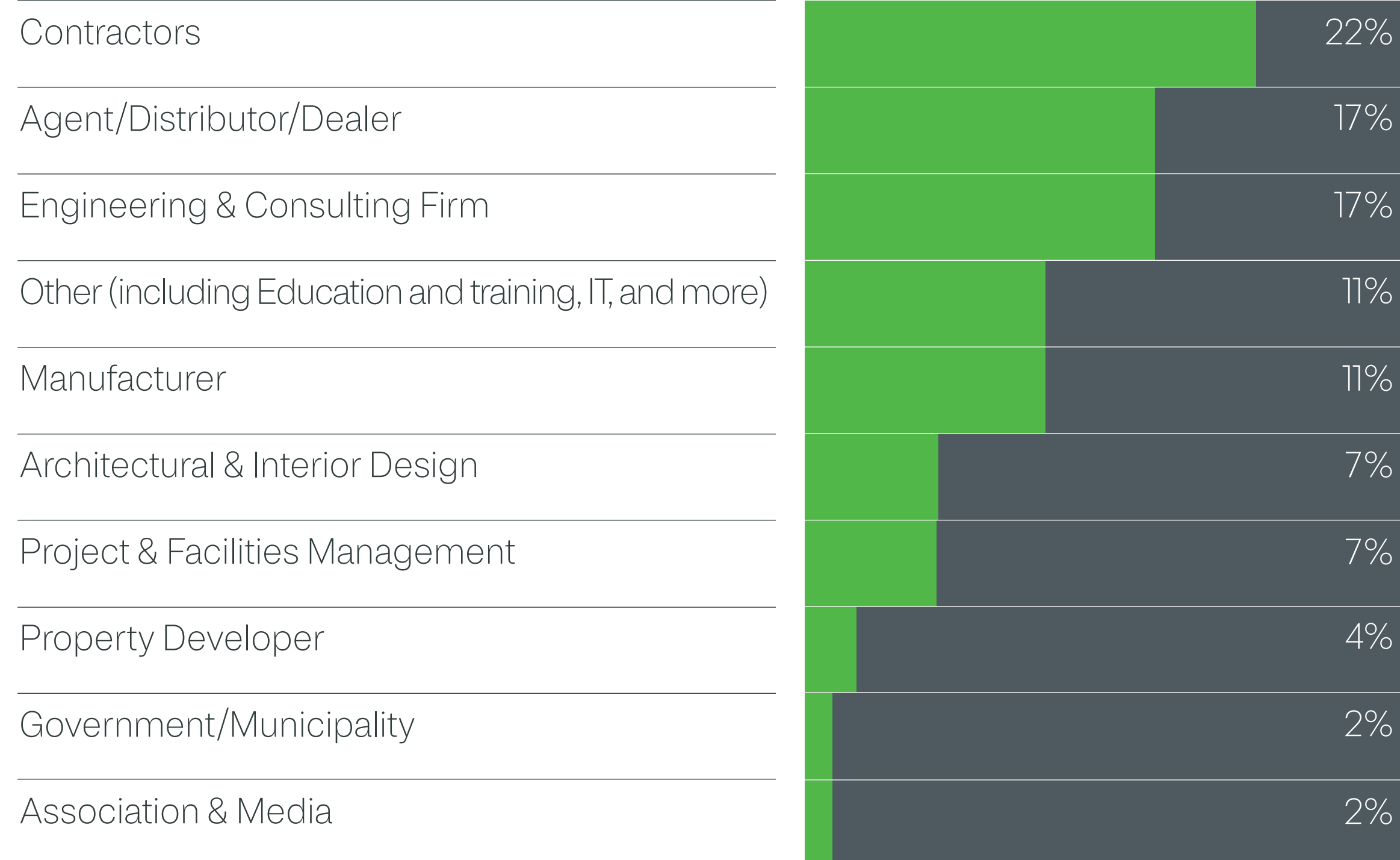
David Watkins, Chief Delivery Officer, Diriyah Company

# Attendee overview

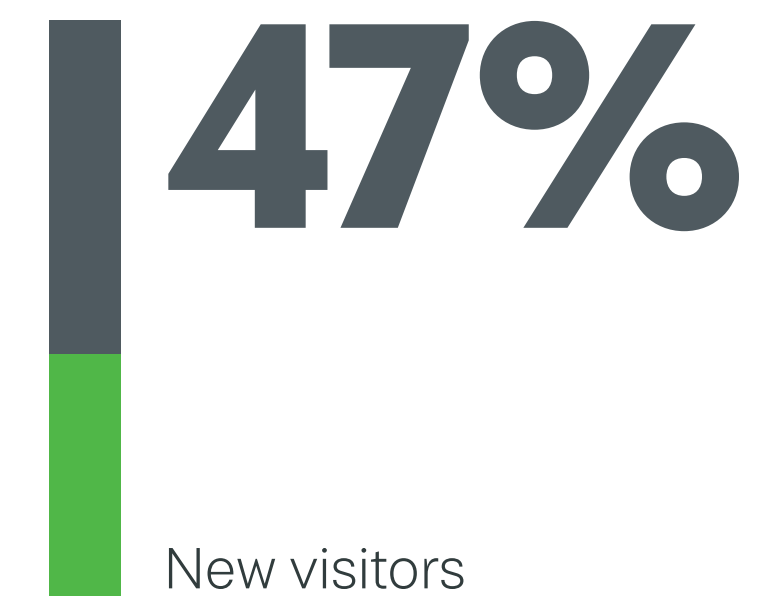
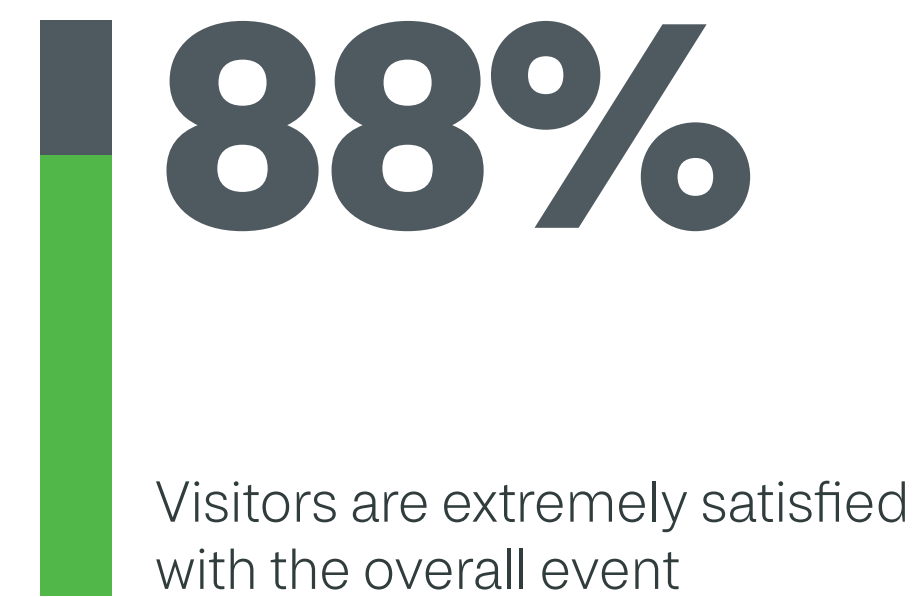
## Construction's who's who

10.19

Company activities of our visitors:



Achievement of attendee objectives





# Focus areas attracting highly-qualified attendees

11.19



Co-located Events and Show Features

## Co-located Events



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.

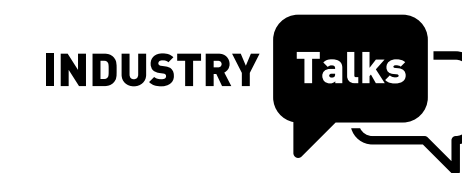


Stone & Surface Saudi Arabia is the Kingdom's only event dedicated to the Stone and Surface Design Industry.

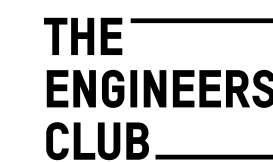


Riyadh's foremost event catering specifically to the facade industry.

## Show Features



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.



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.



12.19





# 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.



13.19





# 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.





# 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.

WINDOWS  
DOORS &  
FACADES  
EVENT SAUDI

15.19





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

16.19

**23.7mil**

impressions across Google and social media campaigns

**6mil**

emails were sent across the whole campaign

**44k**

users across all social platforms

**1.6mil**

local listeners targeted through the radio campaign

**50mil**

viewership across the MENA region through TV commercial

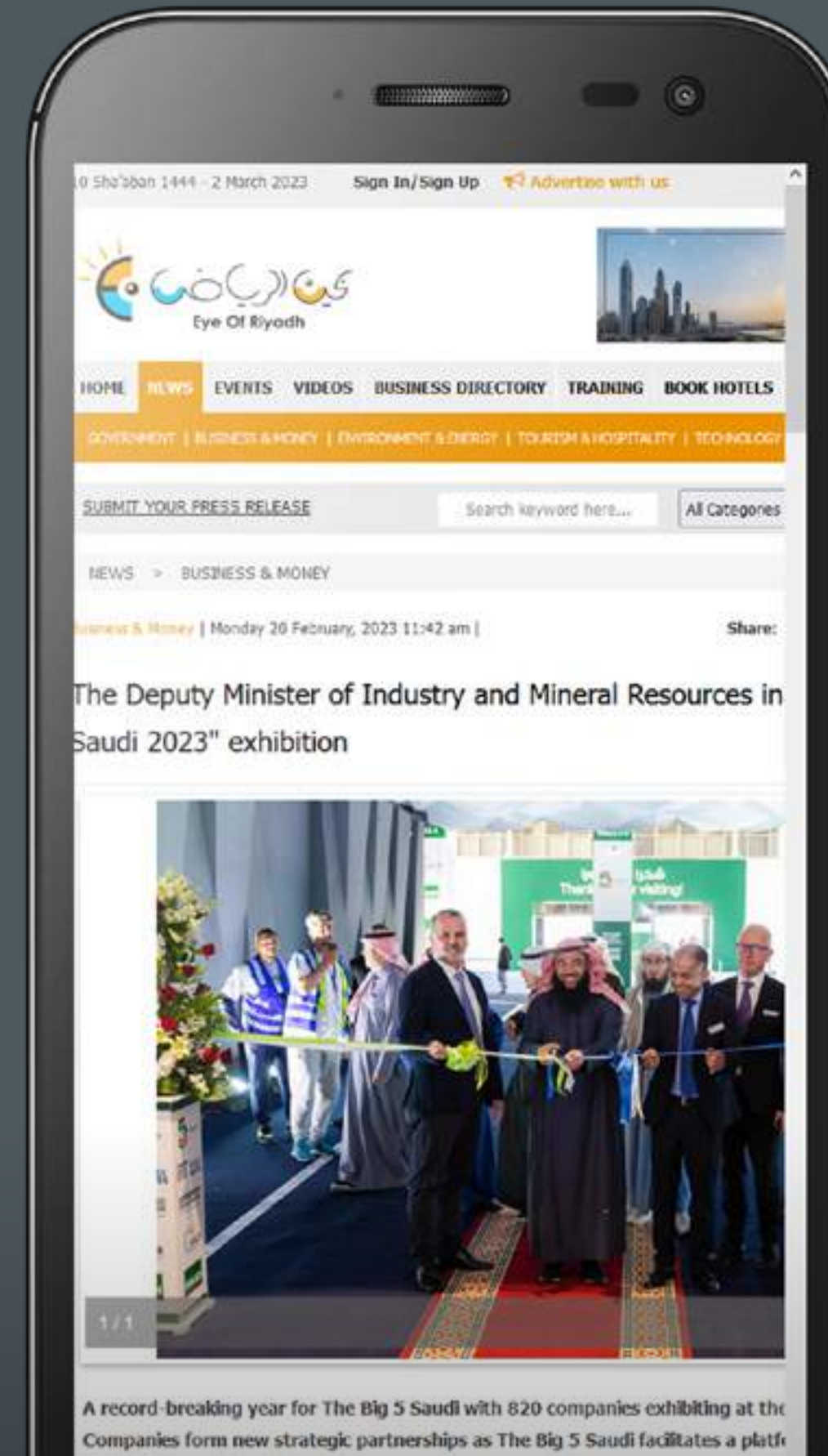
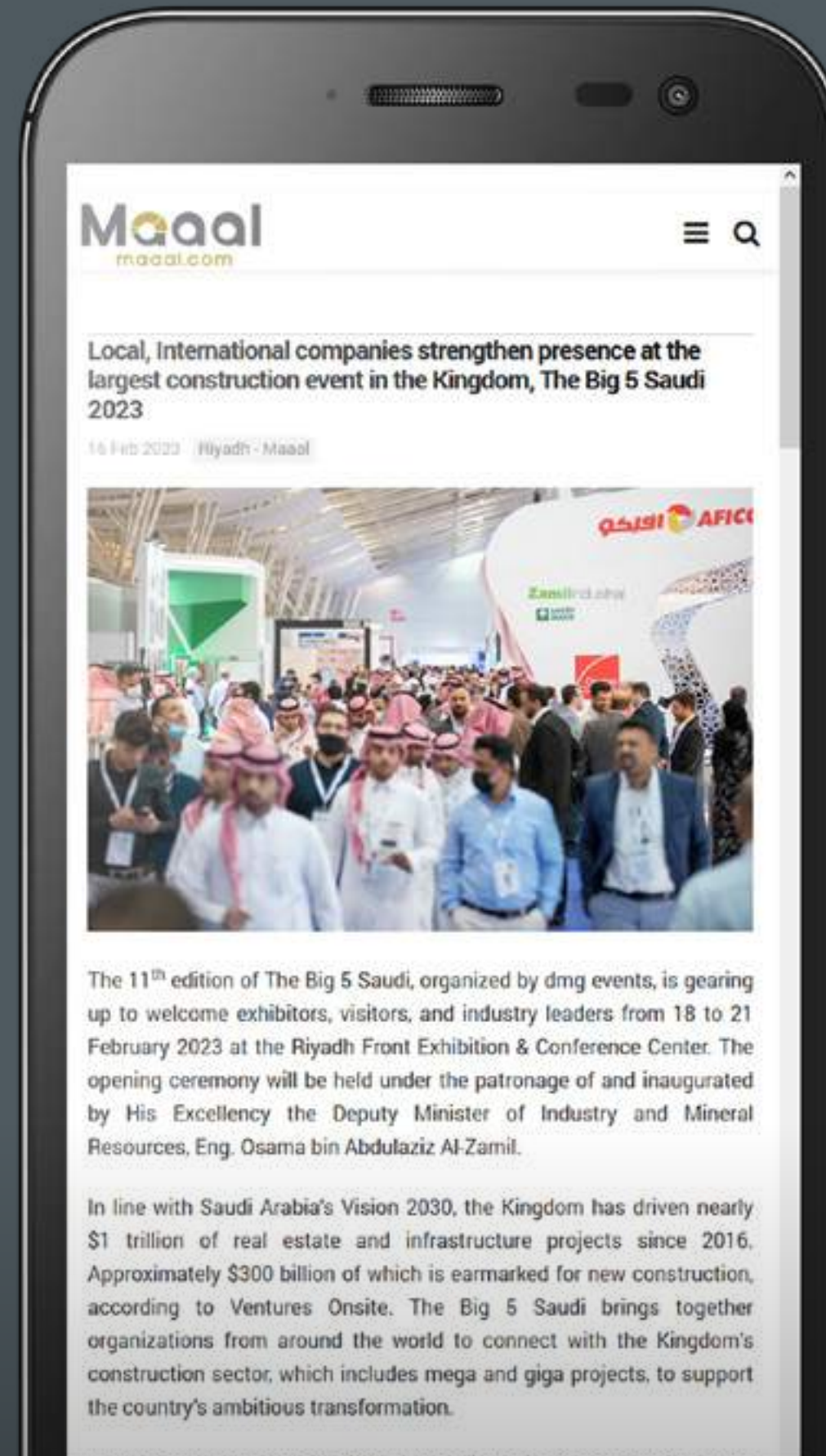
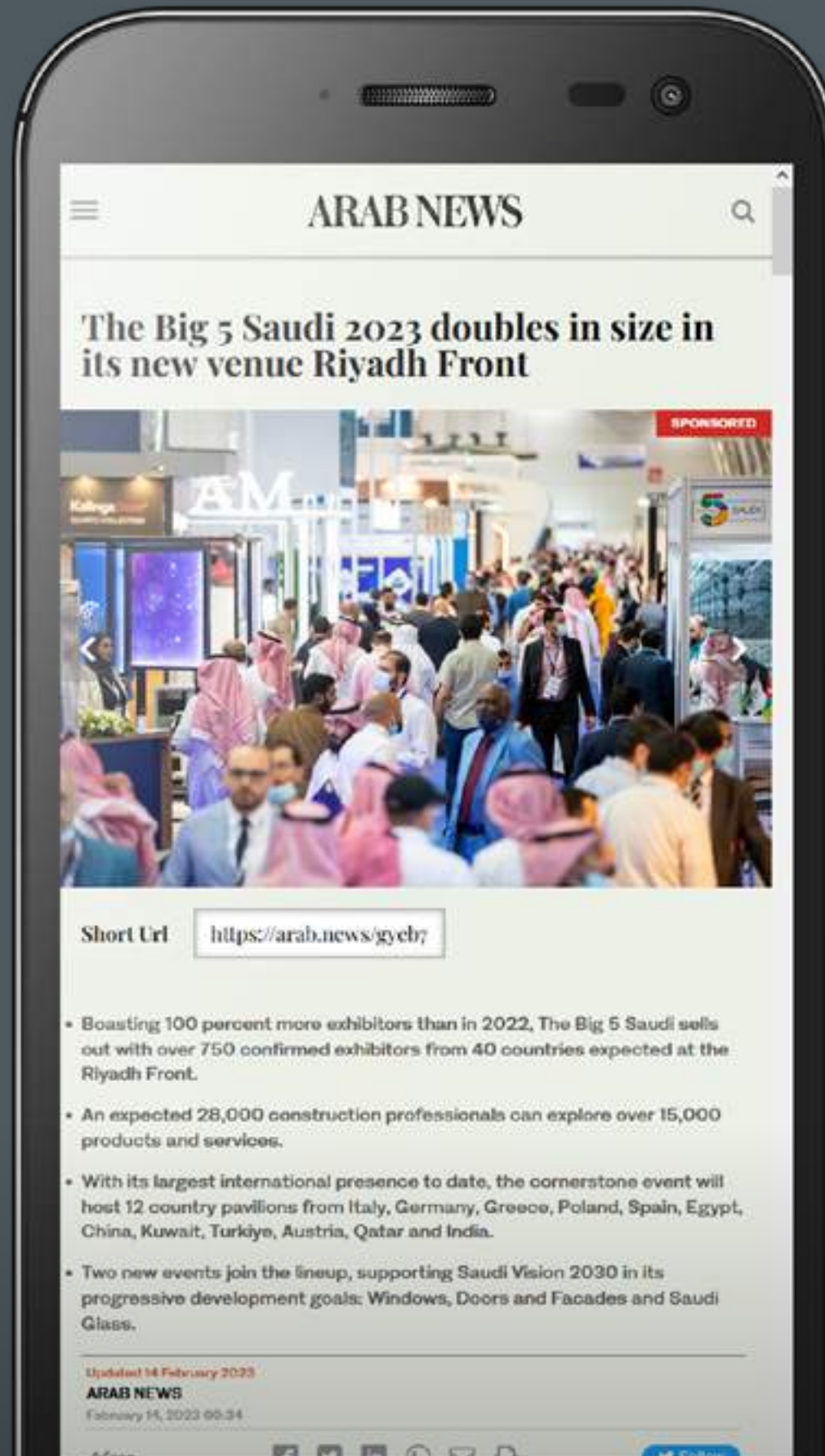
**325k**

unique visitors to our website - 920k page views



# Media engagement Moments we remember

17.19



Published in top-tier magazines and newspapers

ARAB NEWS

Gulf Construction

Construction Week

Saudi Gazette

SAUDI PROJECTS

Maal  
maal.com  
صحيفة مال

الرياض

الجزيرة  
al-jazeera.com

عين الرياض  
Eye Of Riyadh



# Floor Plan

18.19

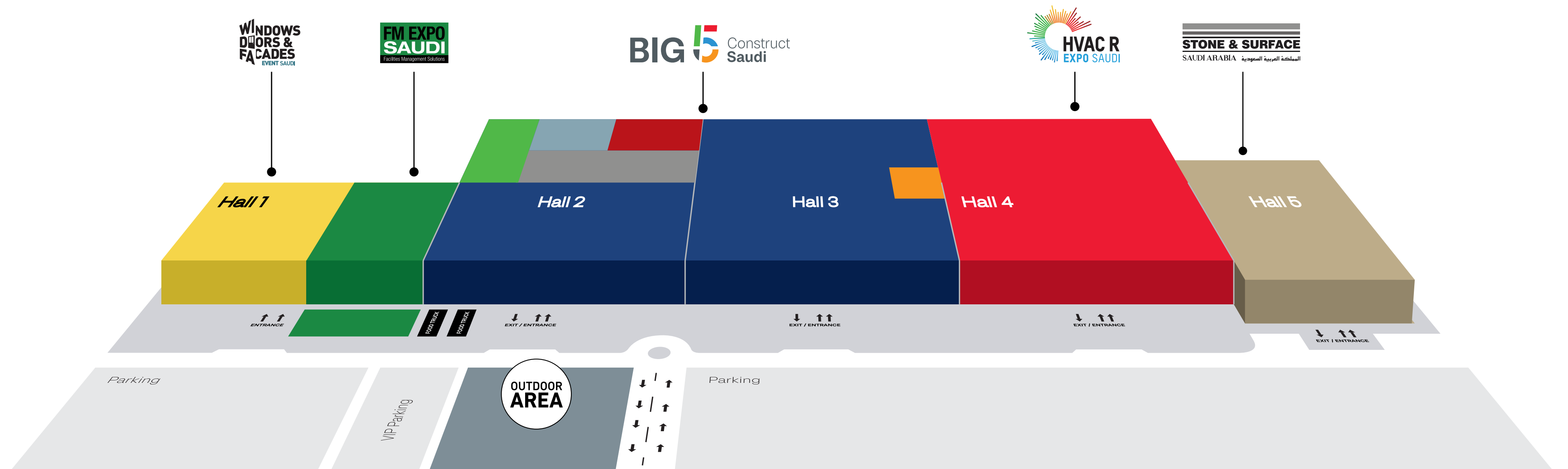
Events:

Hall 1 – WDF + FM Expo

Hall 2 & 3 – Big 5 Construct Saudi

Hall 4 – HVAC R Expo

Hall 5 – Stone & Surface



New sectors:

- Concrete ●
- Paint ●
- Urban Design & Landscape ●
- Steel ●
- Construction Technologies ●

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# Book your stand now

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[Enquire now](#)

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