



24 - 27 November 2025

Dubai World Trade Centre

The global hub for heavy and concrete innovation

Co-located with



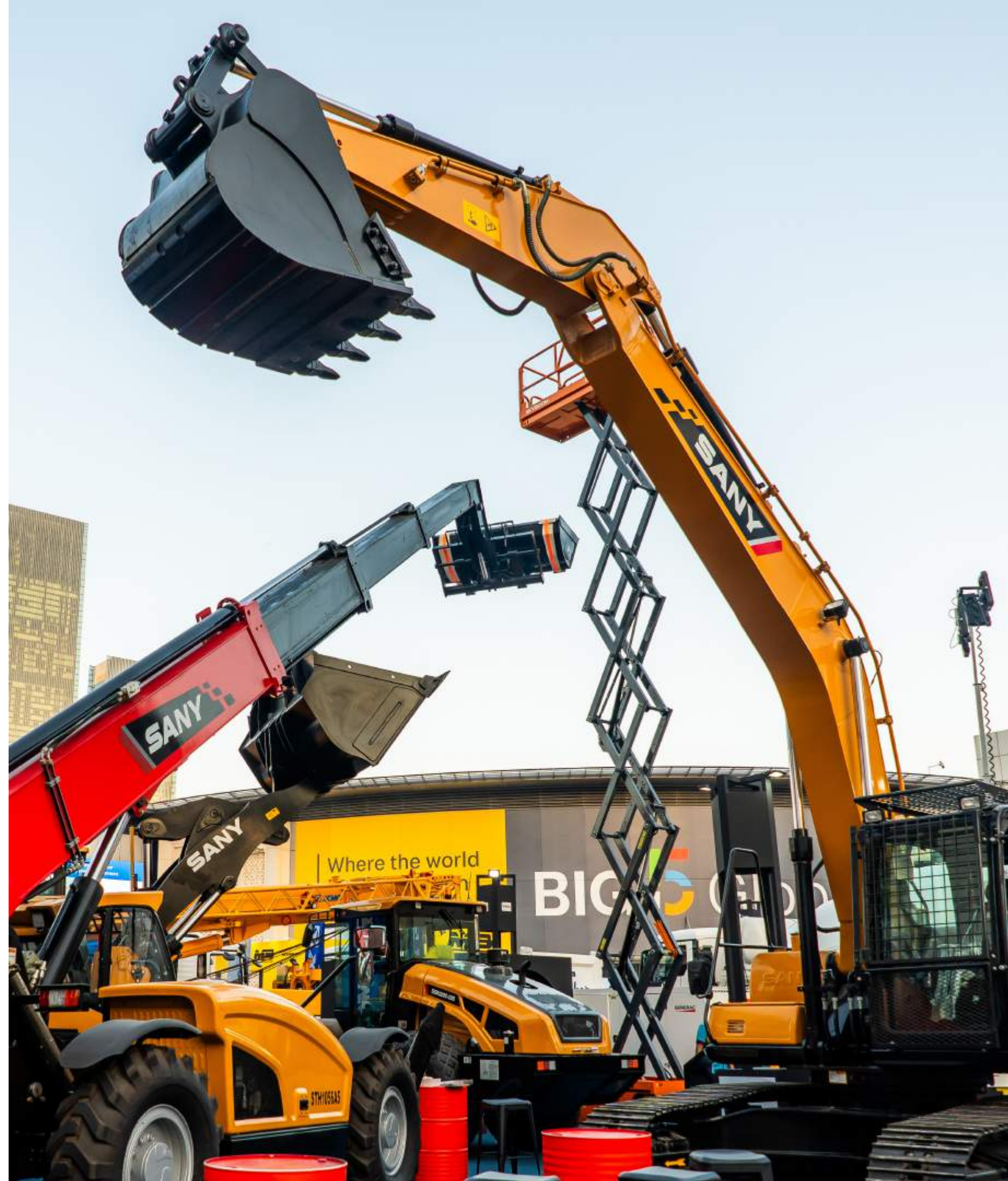
Main Supporting Partner



Supporting Partner



Supporting Partner



Your audience. Your leads. Your sales - faster.

Unprecedented urban growth across the Middle East, Africa and South Asia is creating massive demand for advanced infrastructure, sustainable materials and innovative concrete solutions. The challenge? Getting in front of the right decision-makers.

At Heavy and Totally Concrete, you'll meet government buyers, developers and contractors leading multi-billion-dollar projects. Exhibit to accelerate your market entry and secure contracts in one of the world's fastest-growing regions – all alongside the globally renowned Big 5 Global.

14,500+

attendees are
interested in heavy and
concrete products

250+

specialized exhibitors
showcasing heavy and
concrete products

20+

exhibiting
countries

8+

country
pavilions





The diverse audience at Big 5 Global, makes it the ideal platform to connect with industry professionals from across the globe.

Action Construction Equipments (ACE)
Exhibitor



Big 5 Global offers a unique chance to present our products while learning from others driving innovation and change in construction.

Würth
Exhibitor

Secure contracts and partnerships in the \$9tn construction market

\$9.18tn
Active

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

\$7.0tn
Pipeline

Value of projects in the pre-construction (concept, study, tender for consultancy, design and tender) stage.

\$2.18tn
Ongoing

Value of projects currently under construction, shaping the built environment across the Middle East and Africa.

Source: Ventures Onsite



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

Making it easier for visitors to find your products

H1 - H8: Halls 1-8

S1 - S3: Saeed Halls 1-3

Z1 - Z6: Za'abeel Halls 1-6

MB: Al Multaqua Ballroom

- Building Envelope / Special Construction
- Building Interiors and Finishes
- Concrete and Cement
- Construction Tools and Personal Protection Equipment
- Digital Construction
- Facility Management
- Geospatial
- Heating, Ventilation, Air Conditioning and Refrigeration
- Heavy Construction, Plant, Machinery and Vehicles
- Marble and Stone
- Mechanical, Electrical and Plumbing
- Metal, Steel and Aluminum
- Offsite and Modular Construction
- Smart Building
- Solar Products, Technology and Service
- Urban Design and Landscape
- Windows, Doors & Facades



Reach decision-makers from high-growth markets

Visitors by region:

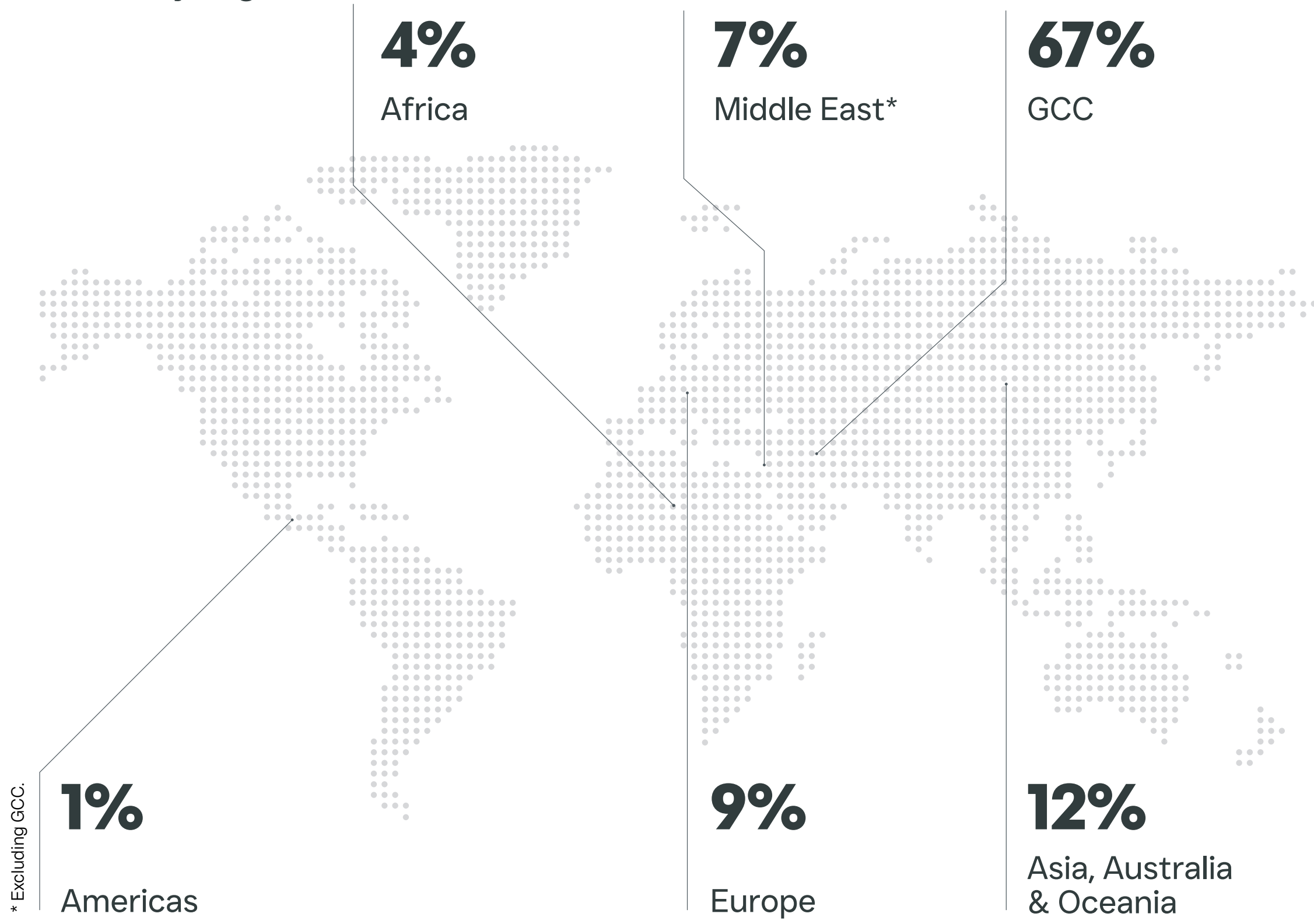


 Exhibit at Heavy & Totally Concrete for direct access to buyers from key growth markets.

Numbers based on Big 5 Global 2024 attendee number of 85,000.



Boost your lead generation with visitor success

Reasons for visiting:

Meet with current suppliers	89% achieved this
Meet with new suppliers	89% achieved this
Discover the latest product innovations / trends	88% achieved this
Network with the industry	87% achieved this
Source new regional products	84% achieved this
Source new international products	84% achieved this



Big 5 Global is a hub of innovation and collaboration bringing together passionate professionals and innovative ideas. It's an unmatched platform to connect with key stakeholders and drive impactful conversations.

United Motors and Heavy Equipment
Exhibitor

Numbers based on the Big 5 Global 2024 visitor survey.

Top 10 visiting countries*:

	
Saudi Arabia	Iran
	
India	Turkiye
	
Oman	Iraq
	
Kuwait	Egypt
	
Pakistan	Bahrain

* Excluding United Arab Emirates

Network with key buyers and increase your sales

A snapshot of the visiting companies that attended in 2024:

Government sector visitors include:



Private sector visitors include:



....and many more

Meet decision-makers from megaprojects, actively seeking new suppliers & solutions



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 & TBMs



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



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
- Forklifts
- Material processing & handling
- Site clearing, demolition tankers, trailers & tractors



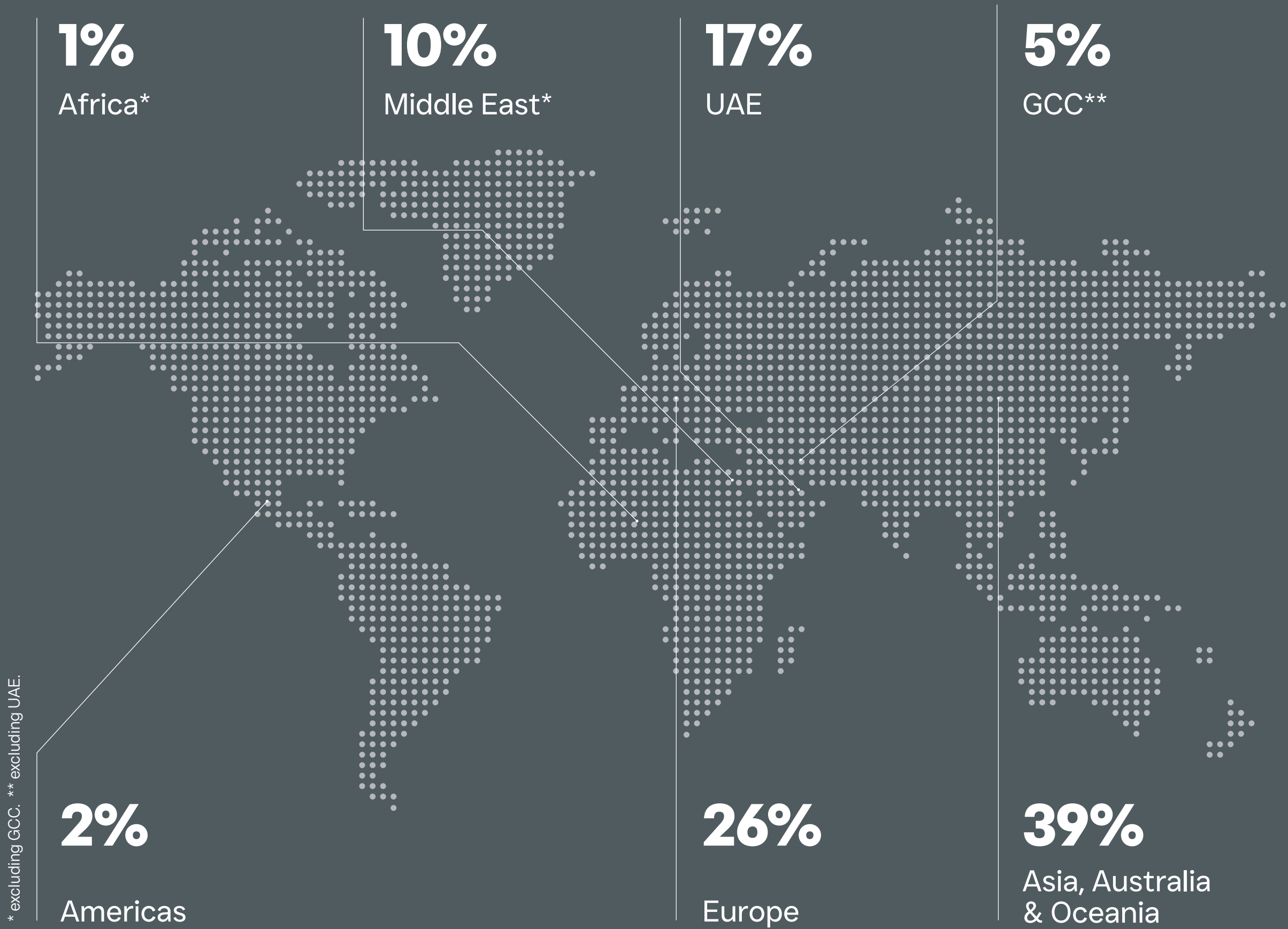
Concrete & Cement

- 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

 **Exhibit** at Heavy & Totally Concrete and gain direct access to buyers seeking new products.

Global exhibitors coming to the region

Exhibitors by region:



* excluding GCC. ** excluding UAE.

Numbers based on the exhibitors of Big 5 Global 2024.

Exhibiting countries:



Achieve the sales success exhibitors experience here

Exhibitors said:

93%

They value Big 5 Global for launching or promoting products

93%

They boosted their brand visibility and exposure in the region

92%

Big 5 Global is important for their business

91%

They expanded their networks and opened new opportunities

87%

They found distributors or channel partners

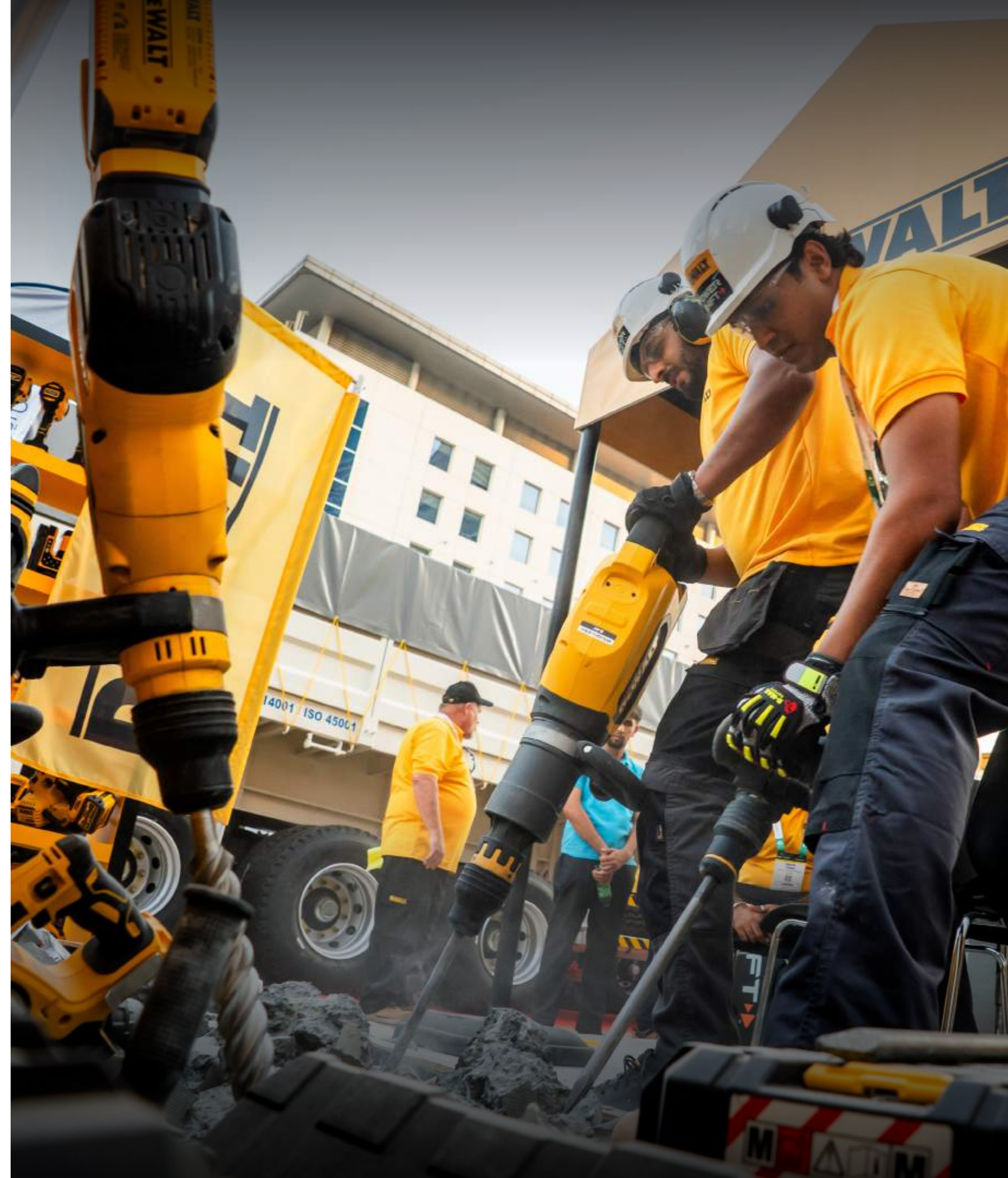
87%

They expect to generate sales because of their participation at Big 5 Global



Have different reasons to exhibit? Let's discuss how we can help.

Numbers based on the Big 5 Global 2024 exhibitor survey.



Win over decision-makers by joining the industry's leaders

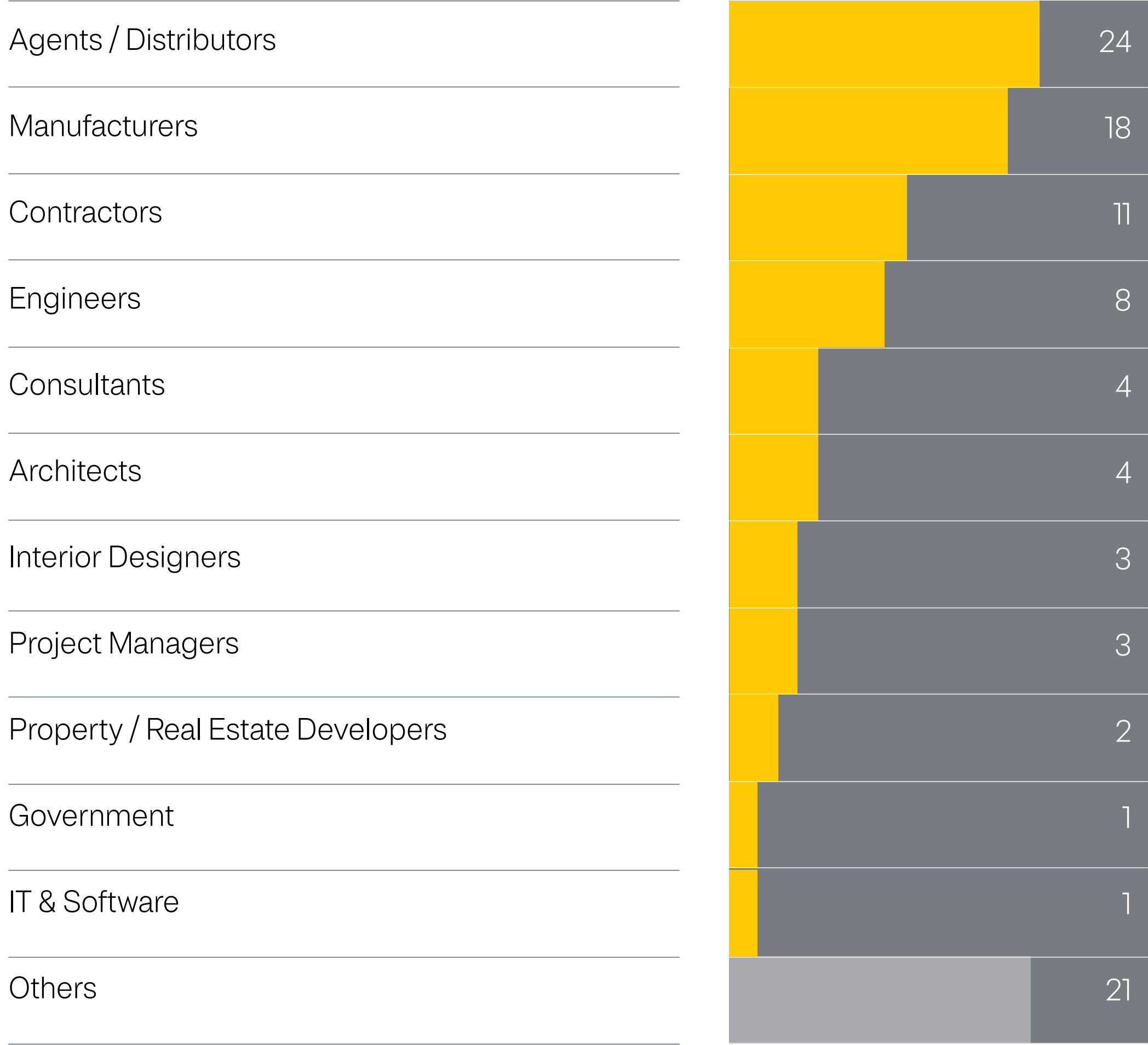
Companies exhibiting with us:



...and many more

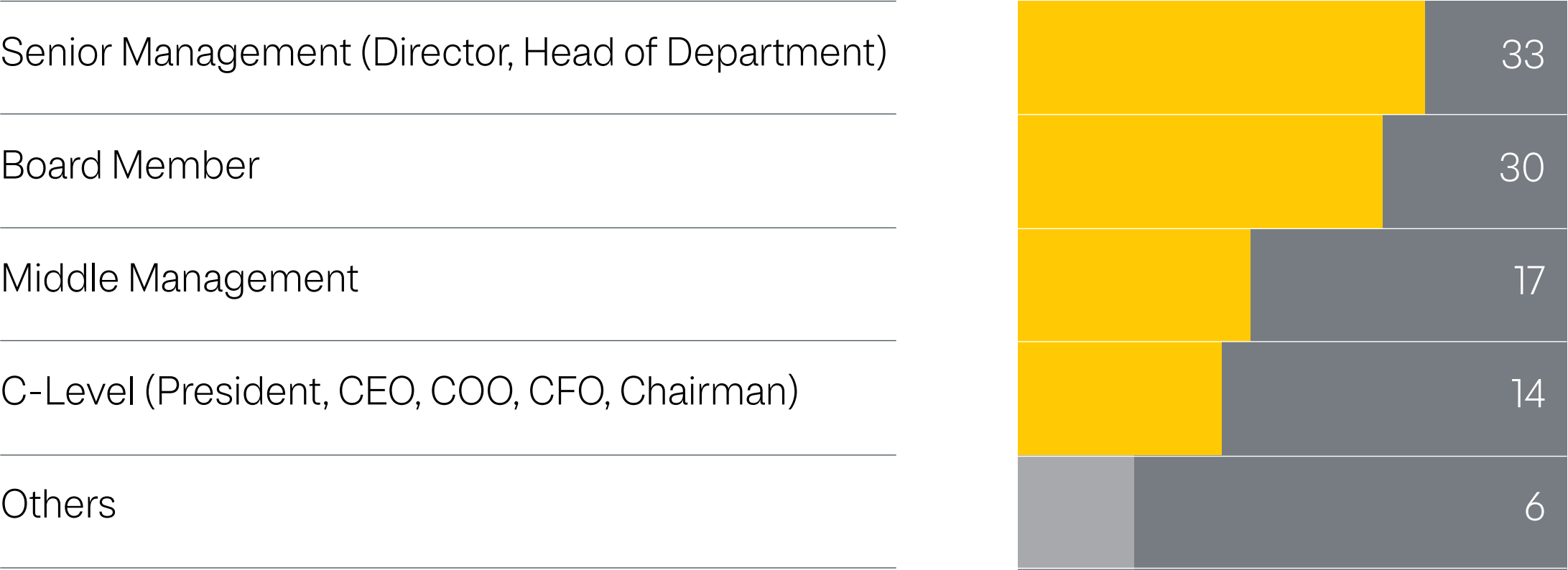
77% decision-makers. 3 in 4 say yes.

Visitor profile:



Numbers based on Big 5 Global 2024 attendee number of 85,000.

Seniority



Book your stand now

BIG 5 Global

Heavy and Totally Concrete will be hosted alongside Big 5 Global, the largest and most influential event for the built environment. For over 45 years, Big 5 Global has been bringing together industry leaders in construction, urban planning, sustainability, technology and facilities management. It drives innovation, global collaboration and business growth, shaping the future of the industry across international markets.

To learn more about Big 5 Global, visit www.big5global.com

85k+

Global
attendees

2.8k

Global
exhibitors

165+

Participating
countries

400+

Industry
speakers



Align your brand with thought leadership, innovation and sustainability

Leadership Summits and Celebration of Industry's Excellence



Get insight from leading voices empowering the future of construction.



Hear from leaders collaborating towards Construction 5.0.



Learn from pioneers shaping cities for a sustainable future.



Enhance business planning with innovative geospatial insights.

Digital Transformation



Get ready to explore the coolest tech innovations in the industry.



Check out the disruptors pushing the boundaries of traditional methods.

Professional Development



Gain insights from leaders, innovators, and sustainability experts.



Enhance efficiency with advanced FM solutions at this forum, delivered by IFMA Global.



Advance your practice in an environment designed to inspire the future of architecture.

ESG Excellence



Celebrate the achievements of businesses and leaders who truly XL.



Showcase your brand on the Big 5 Impact Trail, connecting visitors to sustainable solutions.



Drive business success with our tailored sponsorship packages.

Showcase eco-friendly products to buyers



Calling all exhibitors! Get recognized on the Big 5 Impact Trail – a dedicated route spotlighting exhibitors with verified green innovations.

Do your products align with these sustainability pillars?

- 🌱 Green innovation
- 🌱 Circular economy
- 🌱 Social sustainability
- 🌱 Carbon reduction
- 🌱 Health & well-being

Secure your spot at no extra cost to:

- Gain exclusive branding as a sustainability leader.
- Connect with buyers actively seeking green solutions.
- Get featured in marketing, press, and social media.
- Strengthen your reputation as a sustainability innovator.

How to participate:

- Get certified (Cradle to Cradle, EU Ecolabel, TUV Green Product CERT).
- Demonstrate real environmental and social impact.



[Find out more](#) about the Impact Trail.



Be recognized for driving sustainable change

Sustainability isn't just a choice, it's a commitment. Big 5 Global will recognize exhibitors making a real impact through sustainable stand design and waste reduction.

Sustainable stand design:

- Use reusable materials for giveaways
- Repurpose stand elements and rent furniture
- Choose modular stands and reusable shell schemes
- Opt for LED lighting and power down during non-operational hours

Reduce waste and go digital:

- Set up recycling bins at your stand
- Swap printed materials for digital alternatives
- Use recycled paper and repurpose leftover materials
- Partner with Big 5 Global to recycle surplus printed materials



[Explore](#) our sustainable initiatives.



Attracting global visitors with an extensive marketing and PR campaign*

68mn	19mn	900mn	875k
Digital campaigns total reach	Emails sent	PR campaigns reach	WhatsApp campaigns delivered
159k	4mn	1mn	55
Social media followers	Website views	New website users	Media partners and associations

*Based on the integrated campaigns for Big 5 Global and co-located events from August to December 2024.

Featured in over 1,300 media outlets, including:



**Reach new buyers and
drive more sales.**
Enquire about exhibiting
and sponsorship today.



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Contact us today



Supporting associations:

