



Specialised events at The Big 5:



**12 - 15 SEPTEMBER 2021**  
Dubai World Trade Centre

# THE ONLY LIVE EVENT CONNECTING THE GLOBAL CONSTRUCTION INDUSTRY IN 2021

**BOOK YOUR STAND TODAY**  
+971 (0) 4 438 0355 | [INFO@THEBIG5.AE](mailto:INFO@THEBIG5.AE)



ORGANISED BY





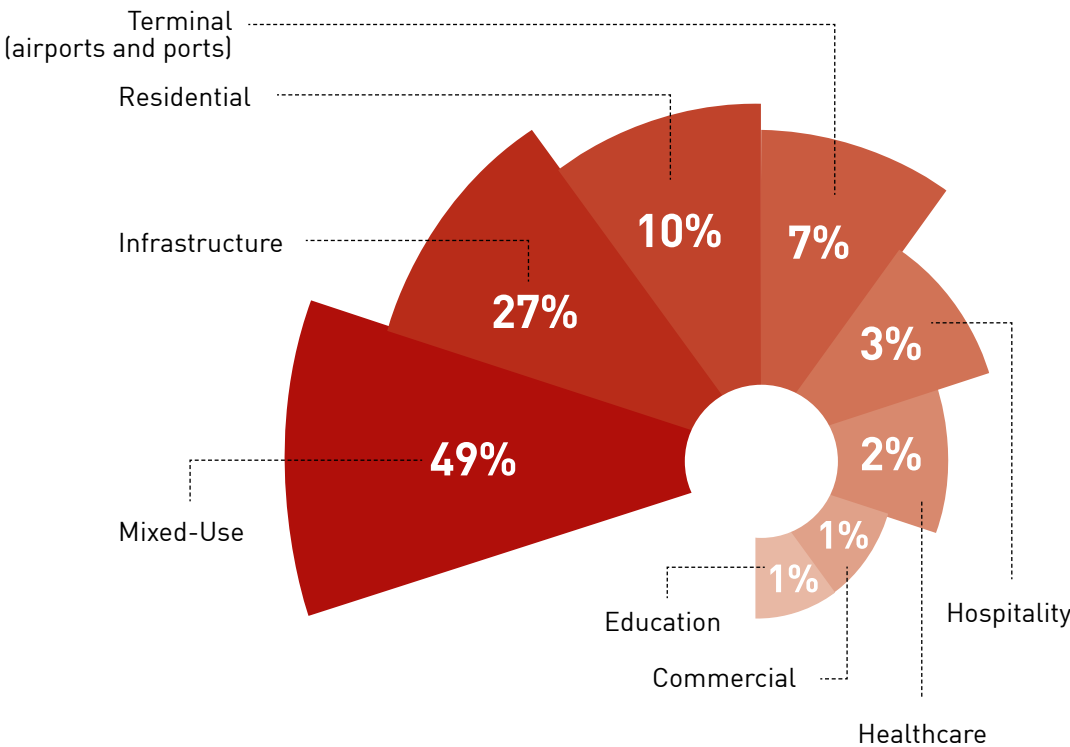


# PROJECTS WORTH TRILLIONS OF US\$ TO BE AWARDED IN THE MIDDLE EAST, AFRICA AND SOUTH ASIA

The project pipeline in the Middle East, Africa and South Asia exceeds \$4.9 trillion.\*

The Big 5 is the ideal platform to access this region and monetise on these unmatched business opportunities.

## PROJECTS BREAKDOWN BY SECTOR\*



“The Big 5 is a key show for the construction industry, and a great place to meet new customers and develop strong business relationships.

Scott Mackinnon, Vice President Sales  
Greystone Energy Systems Inc.

\*Source: MEED (Statistics are pre-covid and for the MENA region only)



# TOP FOUR REASONS TO EXHIBIT AT THE BIG 5

The Big 5 has launched hundreds of thousands of products into the Middle East, Africa and South Asia. The event serves as a platform to facilitate partnerships, advance knowledge and industry best practices, and to propel local and international businesses into the market.

As the only global construction face-to-face event scheduled to take place in 2021, The Big 5 is an unmissable opportunity to:



## ENTER NEW MARKETS

Gain direct access to the key stakeholders involved in the region's upcoming plans and budget allocations.



## BUILD YOUR BRAND

Position your brand in front of 67,000+ construction professionals and establish your name as an industry leader.



## GENERATE QUALIFIED LEADS

Showcase your products and solutions to a captive audience of active buyers who are on the lookout for the latest innovations.



## NETWORK WITH INDUSTRY STAKEHOLDERS

Experience again the power of face-to-face networking to forge strong relationships with the most influential industry players.

**67,070\***  
GLOBAL ATTENDEES

**103,000**<sub>SQM</sub>  
EXHIBITING SPACE

**2,507**  
EXHIBITORS FROM  
61 COUNTRIES

**132**  
PARTICIPATING  
COUNTRIES

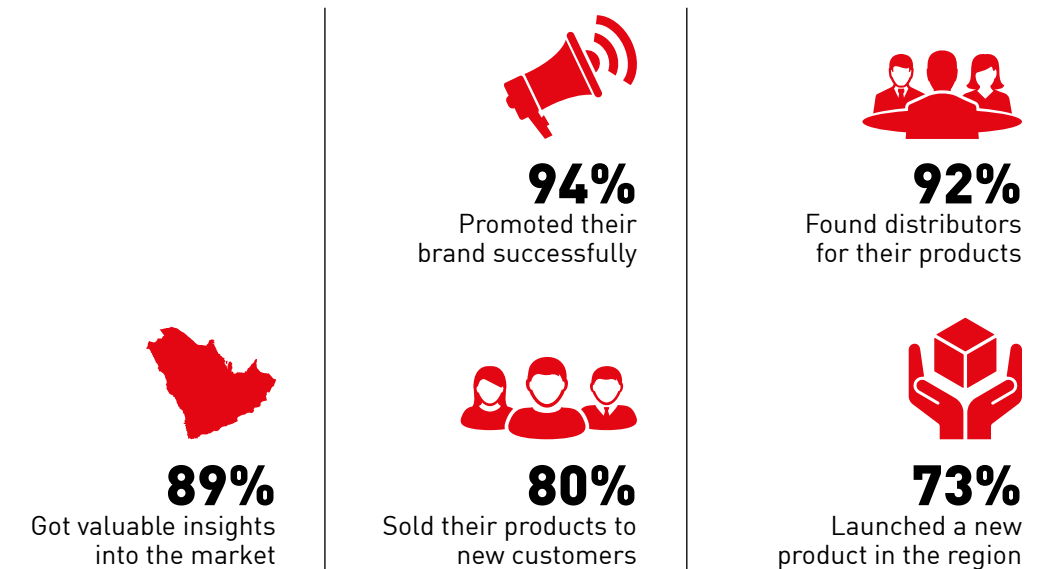
“ The Big 5 is fantastic because customers from all around the world come here to meet us in person and see our new products.

\*BPA audited (figures for 2019)

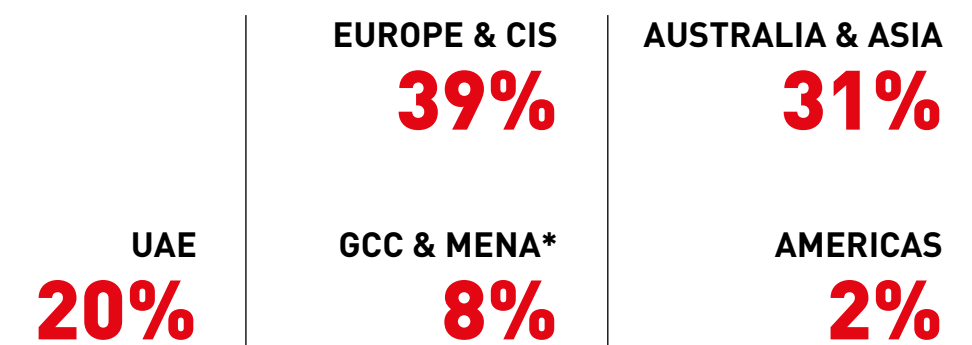
Abdulrahman Hamad Al Shammari, Engineer  
Saudi Ceramics



# GLOBAL LEADERS ACHIEVE THEIR BUSINESS GOALS AT THE BIG 5



## EXHIBITING COMPANIES COUNTRY BREAKDOWN



\*excluding UAE

“ The Big 5 is the largest exhibition in the region and we choose it as a platform to introduce our new products.

Mohammed Habib, Sales & Marketing Manager  
**Raktherm**

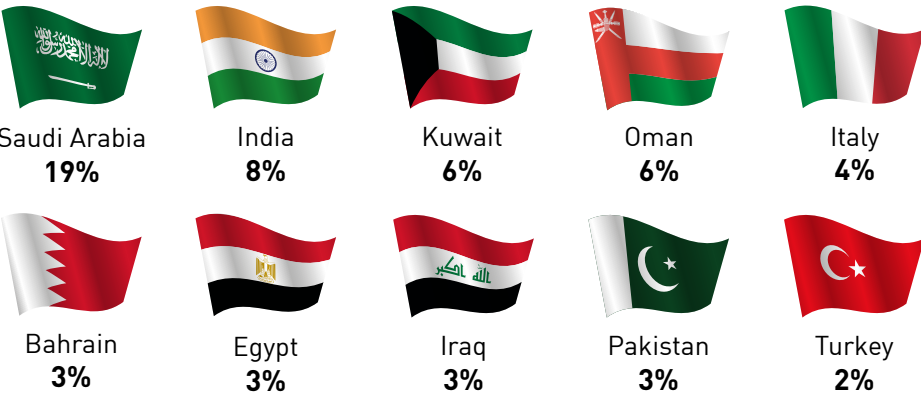


# MEET THOUSANDS OF BUYERS AND DECISION MAKERS FROM THE CONSTRUCTION INDUSTRY



**60%**  
of visitors  
from the UAE

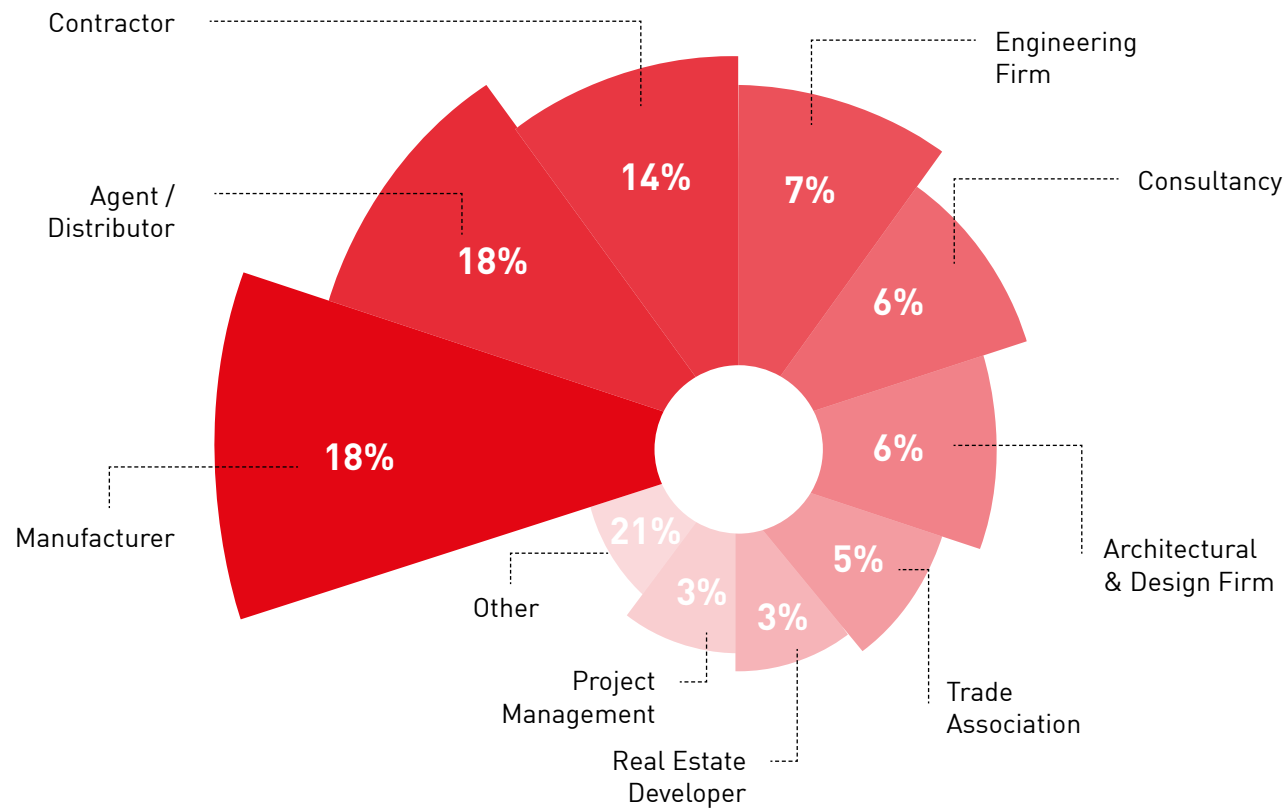
## TOP 10 VISITING INTERNATIONAL COUNTRIES



## TOP 5 REASONS FOR VISITING



## VISITORS BY NATURE OF BUSINESS



## PROFESSIONALS WHO VISIT INCLUDE

- |                            |                    |                   |                  |
|----------------------------|--------------------|-------------------|------------------|
| ARCHITECTS                 | CEOS / DIRECTORS   | CONTRACT MANAGERS | ENGINEERS        |
| GOVERNMENT REPRESENTATIVES | INTERIOR DESIGNERS | PLANT MANAGERS    | PROJECT MANAGERS |
| PURCHASING MANAGERS        | QUANTITY SURVEYORS | SITE MANAGERS     |                  |

# LEADING COMPANIES FROM THE PRIVATE AND PUBLIC SECTOR WHO VISIT INCLUDE

## PRIVATE

AECOM	Godwin Austen Johnson
Aramco	KEO International Consultants
Azizi Developments	MERAAS
Binladin Contracting Group	Meydan
Dabbagh Architects	RMJM
Dewan Architects & Engineers	RSP Architects
DG Group	Saudi Aramco
Diamond Developers	Woods Bagot
DSA Architects International	WSP
EMAAR	Wasl

## PUBLIC

Abu Dhabi Housing Authority	Ministry of Housing - Saudi Arabia
Ajman Municipality	Ministry of Works, Municipalities Affairs and Urban Planning - Bahrain
Al Ain Municipality	Municipal Corporation of Greater Mumbai
DEWA	Muscat Municipality
Dhofar Municipality	Ras Al Khaimah Municipality
Dubai Municipality	Roads & Transport Authority
Dubai Central Laboratory	Saudi Industrial Development Fund
Fujairah Municipality	SEWA
Madina Development Authority	Sharjah Urban Planning Council
Ministry of Infrastructure Development - UAE	Sheikh Zayed Housing Programme

At The Big 5, everything is under one roof, so instead of me having to spend hours online researching, I can walk around and meet people face to face which is always better than email.



Daniel Norton, International Buyer, Dripteck Irrigation, Zimbabwe  
Visitor at The Big 5 2019

# ENGAGING FEATURES ATTRACTING PROMINENT BUYERS AND INFLUENCERS

Networking and learning rank among the top reasons for visitors to attend The Big 5. With 240+ educational sessions and engaging networking features, the event attracts the most influential industry players.



## THE BIG 5 CEO FORUM

Acting as the annual centrepiece for the region's construction leaders to discuss strategic industry development, share valuable information and network.



## DIGITAL CONSTRUCTION WORLD

Putting the spotlight on the most innovative technology that is shaping the future of construction.



## THE BIG 5 IMPACT AWARDS

Recognising sustainable development, technological, and digital achievements in the construction industry.

## THREE NEWLY ADDED EVENTS

The Big 5 broadens its reach with three additional specialised events: Windows, Doors & Facades Event, Gulf Glass and FM Expo.



## START-UP CITY

Providing a dedicated space for the most innovative, disruptive and agile players in the market to showcase technologies that are bound to transforming the construction industry.



## WORKSHOPS & SEMINARS

Delivering the latest updates on industry trends, regulations and upcoming projects with the added bonus of free CPD certification.





# PUTTING YOUR SAFETY FIRST

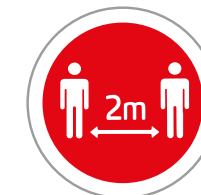


dmg events  
**AllSecure**

In 2021, exhibitions and events will play a crucial role in driving economic recovery, helping organisations kick-start their businesses.

At dmG events, our commitment to delivering exceptional live in-person events that support economic growth and recovery, will be reinforced by a four-point framework designed to ensure the health and wellbeing of our participants is prioritised and to provide reassurance to all who visit our events, that they are in a safe environment.

## ALL SECURE 4 CORNERSTONES:



### SOCIAL / PHYSICAL DISTANCING

In accordance with government guidance we will follow the Crowd Density Standard for each event including revised floorplans, adapted set-up and break-down processes, staggered and pre-booked admission as well as spaced-out seating for workshops and conference.



### CLEANING & HYGIENE

Event venues will provide enhanced cleaning both before build up and the opening of show floor, along with enhanced cleaning regimes and facilities throughout the event. There will also be guidelines to assist in the set up and breakdown of events to follow social distancing, hygiene and cleaning guidance.



### PROTECT & DETECT

Participants may be requested to wear face masks as a hygiene measure to mitigate against the risks of COVID-19. In addition, we can also include separation screens in areas of interaction. Additional first aid stations will also be offered for enhanced medical support.



### COMMUNICATION

Communication is a critical success factor in this programme to build confidence for all people who participate in our industry events. The All Secure Standard will be communicated across various digital channels and be supported by clear onsite signage.



# BOOK YOUR STAND AT THE BIG 5 2021

**HUSSEIN ABDEL KHALIK**

Sales Director

✉ HusseinAbdelKhalik@dmgevents.com

📞 +971 50 997 1137 📞 +971 4 438 0355

**12 - 15 SEPTEMBER 2021**

Dubai World Trade Centre

Specialised events at The Big 5:



**#BIG5EXHIBITION**  
**www.thebig5.ae**

All event figures and statistics in this brochure refer to The Big 5 2019.