



20-22 June 2019

Parc des Expositions de
l'Office des Changes (CICEC)

FEATURING



**MOROCCO'S
SUSTAINABILITY
WEEK**

MEET BUYERS AT MOROCCO'S PREMIER CONSTRUCTION EVENT

CO-LOCATED WITH:

**TOTALLY
CONCRETE**
EXPO, MOROCCO

ORGANISED BY:

dmg events

ELAN EXPO

#BIG5CONSTRUCTMAROC - www.thebig5constructmorocco.com

FACILITATING MANUFACTURING AND SUPPLYING OF CONSTRUCTION PRODUCTS IN MOROCCO

After a very positive response from the Moroccan market in the past two editions, we've rebranded to **The Big 5 Construct Morocco**. The event targets a more localised approach and we look forward to being back with a fresh new look to continue supporting the Moroccan construction industry.

With an 18% increase in participants in 2018's edition, The Big 5 Construct Morocco welcomed 4,245 participants to discuss potential business opportunities, network, sign deals and enhance their industry knowledge.

Join us in 2019 as the show takes place 20 - 22 June 2019 at Office Des Changes (CICEC).

2018 IN A SNAPSHOT



4,245
PARTICIPANTS



189
EXHIBITING
COMPANIES



18%
INCREASE
IN PARTICIPANTS



3,800 sqm
OF THE LATEST
CONSTRUCTION
PRODUCTS



8
COUNTRY
PAVILIONS



40
EDUCATIONAL
WORKSHOPS



28
EXHIBITING
COUNTRIES



OVER 20
LOCAL AND INTERNATIONAL
SUPPORTING ASSOCIATIONS



"This was our first exhibition in Morocco, and we've got what we came for: touched the ground and found out that our PP-R products are in a high demand for Moroccan construction development. It is also a great opportunity for international business experience exchange."

TATYANA KIM,
Export Executive at Aquagas Plastic Industries LLC, United Arab Emirates

MORE THAN JUST AN EXHIBITION

The Big 5 Construct Morocco is all about bringing construction product suppliers and buyers from the Moroccan market together under one roof to do business. Unlike other event, The Big 5 Construct Morocco also focuses on providing the most important content and visiting experience.

With ample market knowledge and experience at hand, The Big 5 Construct Morocco is a must attend for the construction industry giving you the opportunity to meet more serious buyers.

Features will include:



EXCLUSIVE NETWORKING FACILITIES

Enjoy a dedicated area where key buyers come together to network and close deals with manufacturers and suppliers of products they need to procure.



LEAD RETRIEVAL APP

Access to a smart reading device to capture data and collect leads at your stand, giving you the opportunity to close more deals.



DIRECT ACCESS TO BUYERS

With an extensive regional database of over 100,000 construction professionals we can help you meet a new audience of Architects, Engineers, Developers, Contractors and Interior designers.



COMPREHENSIVE MARKETING CAMPAIGN

A dedicated database and marketing team to support you with free marketing tools exclusively for exhibitors to guarantee more visitors to your stand.



EDUCATIONAL WORKSHOPS

A full programme of free-to-attend CPD certified workshops taking place throughout the three days, bringing more buyers to the show.



LIVE PRODUCT DEMO'S

Showcase your latest technology and help buyers make an educated decision by presenting the technical specifications of your product.



RECOGNITION FOR SUSTAINABLE PRODUCTS

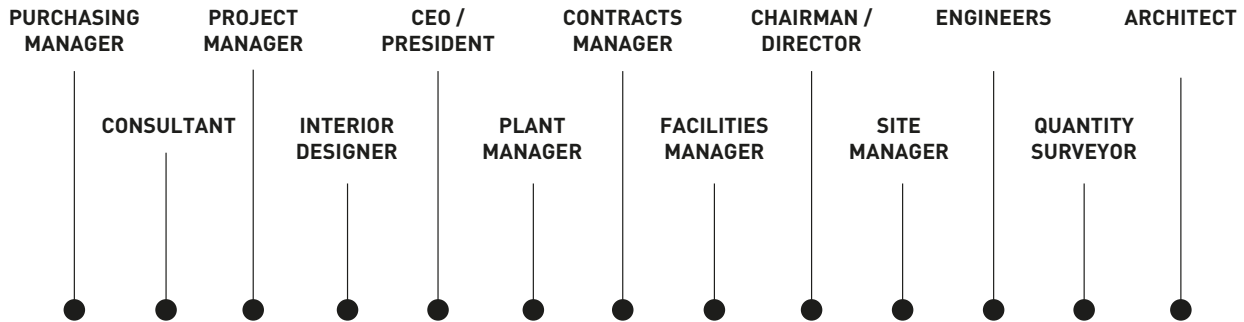
If you supply or manufacture sustainable or environmentally friendly products, you can get recognised in a dedicated live demo area onsite.

PRODUCTS

Buyers are looking for

- Bathrooms, Kitchens & Sanitary ware
- Building Services
- Concrete & Related Products
- Construction Tools
- Conveying Systems
- Decorative products
- Electrical Systems
- Facilities Management Services
- Finishes (Coating, Painting, Gypsum, Tiling)
- Fire Suppresion & Protection
- Glass & Glazing
- HVAC-R
- Landscaping Products & Services
- Marble, Ceramic & Aluminum
- Plumbing & Water Technology
- PMV (Plant Machinery Vechicles)
- Safety & Security Equipment
- Software & IT
- Solar Energy
- Special Construction (Pools & Fountains)
- Thermal Moisture, Protection & Insulation
- Windows, Doors & Cladding
- Wood, Plastic & Composite

WHO YOU'LL MEET AT THE BIG 5 CONSTRUCT MOROCCO



MEET THE RIGHT BUYERS LOOKING FOR SOLUTIONS FOR THEIR PROJECTS

"I came here today to see the different companies working in the construction sector. I want to know more about the opportunities and priorities these companies have in the local market in Africa. I also want to learn more about the new industries in the Moroccan building sector."

DALI AYOUB,
Mechanical engineer,
JACOBS Engineering SA, Morocco



"This year we were able to identify three more important importers in the area and an agent for Senegal. A very useful outcome is also the database of architects we create and the small meetings we have with them at our stand so we can introduce our line of products so they can include it in their projects."

SAID EL SQUEIDI,
Mathios Refractories SA,
Morocco

MARKETING PROMOTION

**CAPITALISE ON A
\$150,000+ EXTENSIVE
MARKETING CAMPAIGN**

The Big 5 Construct Morocco continues to increase the promotion of the event in the Moroccan market. No stone will be left unturned to ensure that relevant construction professionals are aware of the event. This was evident in 2018 where we achieved a significant 18% increase in attendance from the previous edition.

EMAIL

Prime medium in reaching and registering for The Big 5 Construct Morocco. 80+ French and English emails to 100,000 regional professionals



SMS & WHATSAPP

Targeted visitor campaign on SMS sending informative text messages to 10,000+ recipients to and during the event



SOCIAL MEDIA

User engagement on social media platform including Facebook, LinkedIn, YouTube & Twitter



HAND DELIVERED INVITATIONS

An effective channel in Morocco for clients and prospect visitors. Invitations are sent to over 2,000 construction companies and professionals



PRESS

A dedicated PR team ensuring the event received exposure in trade press, online portals, and daily newspapers

OUTDOOR ADVERTISING

30+ Billboards placement in around the inner city Casablanca for maximum exposure



MEDIA & ASSOCIATION PARTNERSHIPS

Partnered with 20+ local media and associations to deliver event content to their networks



DIGITAL MARKETING

Delivering targeted promotion on online advertising platforms such as Search, Google Adwords, Web banners & Videos previously delivering over 3 Million impressions



TELEMARKETING

A team of trained telemarketers were involved in inviting and registering over 4,000 construction professionals in Morocco



TV COVERAGE

Local and regional TV and digital station representatives cover the 3 days of the event and promote on local TV channels

RADIO

Airing messages about the show on 2 business and trade channels for 5 weeks leading up to the event to capture interest from local radio station listeners



EXHIBITOR & SPEAKER MARKETING

We provide all our speakers and exhibitors the opportunity to promote their participation using Email and Web Banners, Invitations, Post cards and dedicated Landing pages

MOROCCAN MARKET SIZE AND GROWTH

Morocco presents a large North African country with untapped business opportunities for international companies who are looking to supply a market that has an urgent need to source construction and infrastructure products.

There are currently over 200 active construction projects in Morocco with a combined estimate value of USD 49.8 billion*. Moroccan buyers are now actively seeking products to complete the projects underway and planned.

The Big 5 Construct Morocco will bring together Government officials, projects leads, procurement directors, architects, engineers, contractors and designers from the enormous range of projects to source new suppliers and products.

BUYERS ARE ACTIVELY LOOKING TO SOURCE PRODUCTS FOR THESE TOP PROJECTS IN MOROCCO

SUSTAINABLE CITY

Est. Project Value: USD 2.5 Billion
Project Type: Mega-Urban Development
Est. Completion Date: Q4, 2024

The project involves the construction of a mixed-use sustainable city, spread over an area of 2.3 square kilometers. It will comprise 400 villas, a hospital, a 2,000-student medical university, a research center, and a golf course.





| AGADIR CITY CENTRE



| CITY OF GREEN VALLEY - MARRAKECH



| HYATT REGENCY - TAGHAZOUT BAY

MAHDIYYA RENEWABLE ENERGY CITY

Est. Project Value: USD 2.5 Billion

Project Type: Mega-Urban Development

Est. Completion Date: Q4, 2023

The project involves the construction of a renewable energy city, which will use sun, wind, and hydro-power to meet its energy requirements, spread over 72,339 square kilometers, as well as 8 kilometers of beachfront. It will feature a state-of-the-art teaching hospital, a golf course, a shopping mall, tourist facilities and a two-mile Corniche lined with shops and restaurants. It will have the capacity to accommodate 2,000 people.

MARRIOTT HOTEL - TAMUDA BAY

Est. Project Value: USD 200 Million

Project Type: Hotel

Est. Completion Date: Q1, 2020

The project involves the construction of a 5-star hotel under the JW Marriott brand alongside the renowned Marina Smir in Tetouan, Morocco. The development is spread over an area of 22,500 square meters and comprises of 194 guestrooms including VIP suites, a spa, and three restaurants.

The hotel is strategically located just 16.1-kilometer from the straits of Gibraltar, Marina Smir, which is Morocco's first yacht harbor and rapidly becoming the port of choice for those traveling along the waters of the Southern Mediterranean.

SUMMER CENTER - TAN TAN - EL OUATIA

Est. Project Value: USD 200 Million

Project Type: Resort

Est. Completion Date: Q1, 2020

The project involves the construction of a summer center located on the Tan-Tan Beach. The center will be built on an area of 5,000 square meters. The project will, in particular, encourage the attractiveness of the city and boost the tourism sector.

The layout of the center is planned with a combination of three fundamental components, the minerals, the vegetables and the aquatic. The Summering Center aims to have a strong environmental connection to the use of renewable energies like solar and photovoltaic hence smarter plans are in pipeline to use energy consumption accordingly.

TRIAL COURT - MGHOGHA

Est. Project Value: USD 100 Million

Project Type: Mid Rise Building

Est. Completion Date: Q1, 2020

The project involves the construction of a trial court in Mghogha spread over an area of 15,000 square meters.

SUPPORTING PARTNERS & ASSOCIATIONS



COST OF PARTICIPATION

SPACE ONLY
\$385/ per sqm

UPGRADED SHELL
\$440/ per sqm

SHELL SCHEME
\$415/ per sqm

OUTDOOR AREA
\$150/ per sqm



**CONSTRUCT
MOROCCO**

20-22 June 2019

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(CICEC)

**CONTACT US
TODAY TO BOOK
YOUR STAND**

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