



26 - 29 November 2024  
Dubai World Trade Centre, UAE

[heavyexpo.com](https://heavyexpo.com) | [totallyconcreteexpo.com](https://totallyconcreteexpo.com)

# Exhibit and accelerate your sales

Co-located with



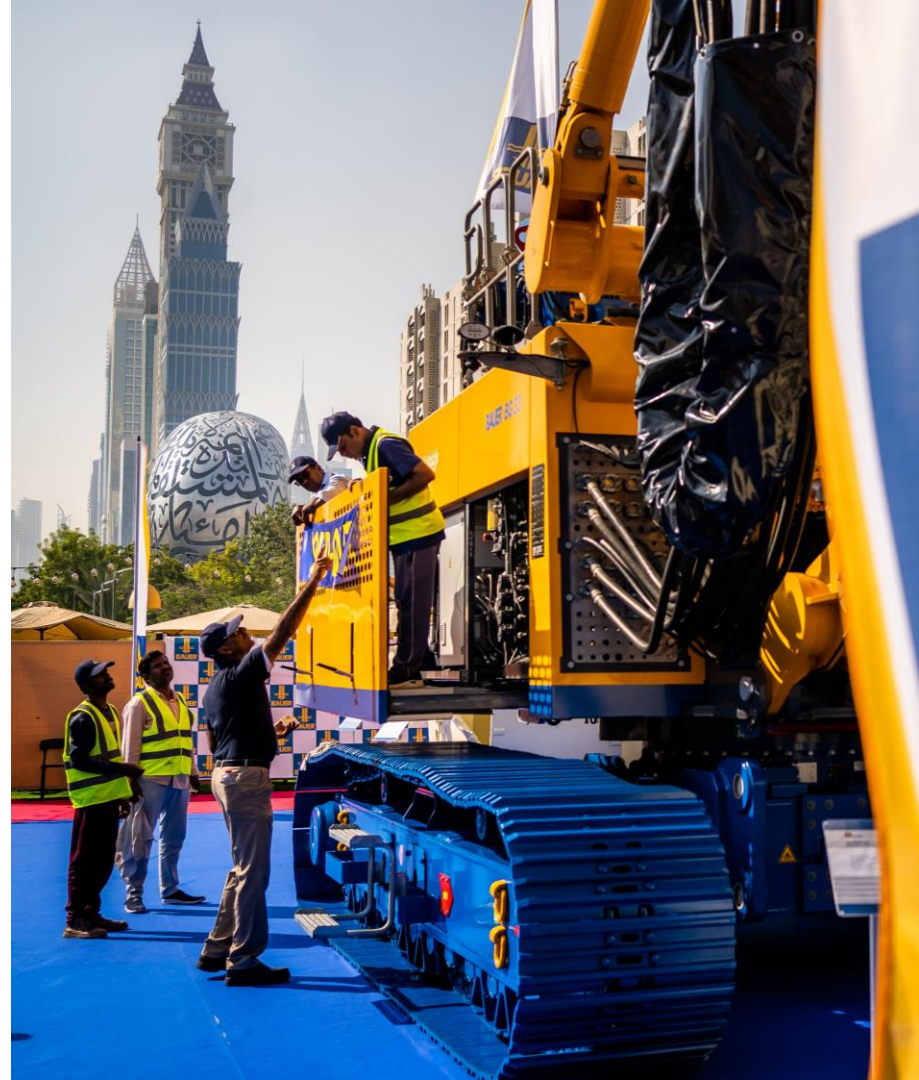
Main supporting partner



Supporting partner



Supporting partner



# Capitalize on untapped opportunities and go after new revenue streams

Heavy and Totally Concrete are prominent platforms for the heavy construction and concrete industries to help you expand your business in the Middle East, Africa and South Asia. Both events offer live product showcases, knowledge exchange and networking opportunities, all alongside the prestigious Big 5 Global event.

By exhibiting you will access untapped markets and reach new customers, ultimately driving sales growth, leading to increased revenue streams.



We have been participating in Big 5 Global for the last 10 years. It is a great place to make your mark in the construction industry and showcase new products and innovations to esteemed buyers in the GCC region.

**Shahram Houshmandfard, Managing Director - BAUER Equipment Gulf**  
*Exhibitor*



Exhibit and get ready to grow your business. [Book your stand now.](#)

# Outperform your competitors and drive market dominance

**16,759**

Attendees are interested  
in heavy and concrete  
products

**279**

Specialized exhibitors  
showcasing heavy and  
concrete products

**32**

Exhibiting  
countries

**7**

Country  
pavilions

Numbers based on Big 5 Global 2023 visitor and Big 5 Heavy/Middle East Concrete exhibitor attendance stats.



# Exhibit and take advantage of immediate strategic sales opportunities available

## Leads

Discover business growth opportunities in the world's fastest growing markets

## Insights

Learn what moves the key Middle Eastern, African and South Asian construction markets

## Networking

Gain direct access to the leading, global figures affecting your industry

## Collaboration

Grow your personal and business network across a huge audience of global distributors and agents



[Enquire about exhibiting today.](#)

# Elevate your business alongside top brands

Exhibiting companies include:

**AVANT**

**AL FARIS**



**ELEMATIC**

**ELEVATE**

**Epiroc**

**GENERAC**

**GORICA Group**  
Passionate about Trailers

**HAMM**

**HOLCIM**

**Husqvarna**

**JLG**

**LAFARGE**

**LIUGONG**



**masa**  
Milestone to your success.

**MB**  
THE CRUSHING EVOLUTION

**Milwaukee**  
Nothing but **HEAVY DUTY**.

**Putzmeister**

**RAMPF**  
SINCE 1926

**SANY**

**StanleyBlack&Decker**

**PROGRESS GROUP**

**RECKLI**

**SHANTUI**

**SITRAK**

**TECHMATIK**  
A COLUMBIA RACING, INC. COMPANY

**TOPWERK**  
GROUP

**WACKER NEUSON**  
*all it takes!*

**QUADRA**  
Constructeur Français

....and many more



[Book your stand now.](#)

# Our biggest triumph: satisfied and loyal customers



Big 5 Global provides a great opportunity to meet hundreds of potential clients in just 4 days. This is the place to be if you want to exhibit in the Gulf.

**Pierre Pinau, General Manager - Milwaukee Electric Tools**  
*Exhibitor*



# Increase sales by tapping into buyer demand for your products



## 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 & TBM's

## Site Equipment

- Compressors
- Porta cabins
- Power generation
- Power generation spare parts
- Rental equipment
- Site coding systems
- Tower lights
- Water tanks

## 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 and components

## 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



[Book your stand today.](#)



# The central hub for construction technology

Promote your products to a tech-hungry market

- 3D Printing
- Artificial Intelligence (AI)
- Construction Management & Software
- Geospatial Technology
- Information Management & Data Science
- Unmanned & Autonomous Technology
- Visualization
- Wearables

# 9,374

Attendees interested in construction technology products

\* Numbers based on Big 5 Global 2023 visitor attendance stats.



[Find out more](#)





# XL opportunities giga-sized markets

**\$9.0tn**  
Active

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

**\$338bn**  
Awarded

Value of construction industry projects awarded in the MENA region in 2023.

**\$6.75tn**  
Pipeline

Value of construction industry projects in the pre-execution phase in Middle East & Africa.

# Go after new clients in booming markets

**KSA**  
**\$1.5tn**



## Saudi Arabia

Over \$1.5tn worth of projects are in planning stages or have progressed to build already, including the nation's globally renowned \$500bn NEOM giga project.

**UAE**  
**\$750bn**



## United Arab Emirates

The Abu Dhabi Economic Vision 2030 and the Dubai 2040 Urban Masterplan provide the framework for more than 1,800 major projects worth just over \$750bn.

**EGY**  
**\$652bn**



## Egypt

The Mediterranean Arab state is one of the world's busiest projects markets, with just under \$652bn worth of active projects over the past two years.

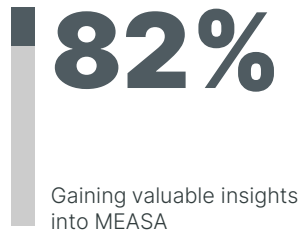
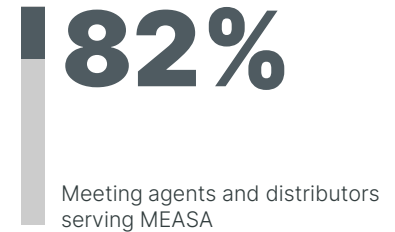


# Exhibitor goals achieved

What exhibitors said



Achievement of exhibitor objectives



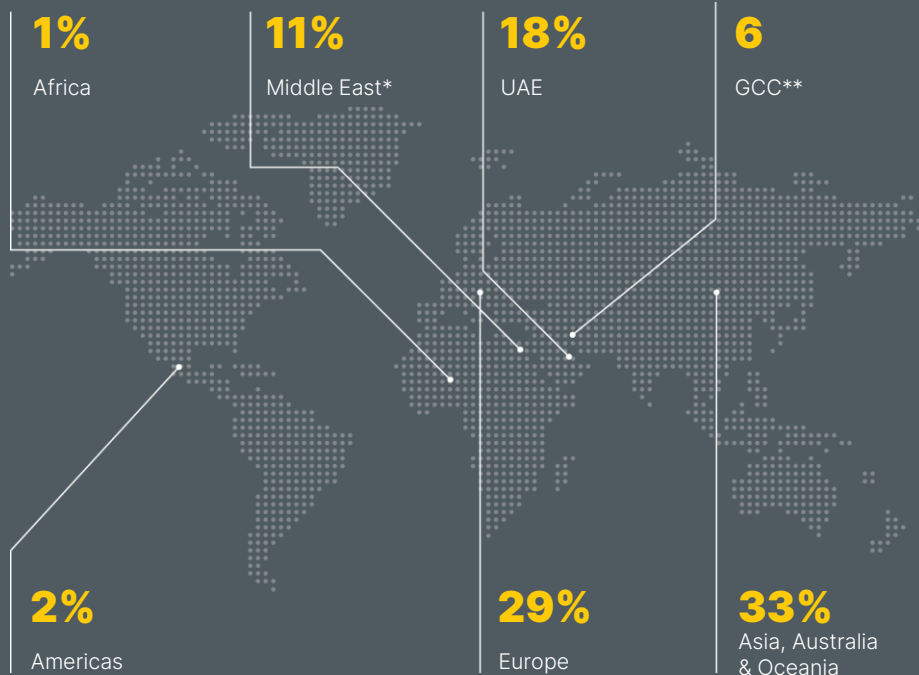
Numbers based on Big 5 Global 2023 exhibitor survey.



Exhibit and achieve rapid sales acceleration. [Book your stand.](#)

# Global exhibitors coming to the region

Exhibitors by region:



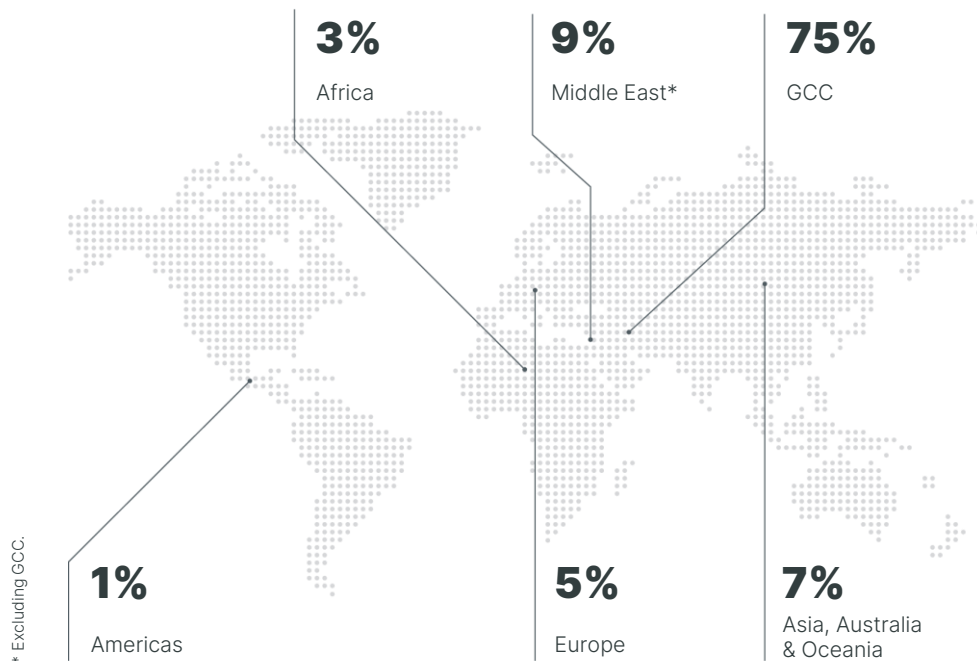
\* excluding GCC. \*\* excluding UAE.

Exhibiting countries



# Position your offerings as the top choice to a global audience

Where **Visitors** came from



\* Excluding GCC.

Numbers based on Big 5 Global 2023 attendee number of 81,080.

## Top 10 visiting countries (excluding UAE)



Saudi Arabia



Iran



India



Oman



Iraq



Kuwait



Egypt



Pakistan



Bahrain



Qatar



Tap into demand by spotlighting top products for buyers. [Book your stand.](#)

# Meet with purpose driven visitors and close deals faster

Achievement of visitor objectives

**86%**

Meet current  
suppliers

**86%**

Meet new  
suppliers

**88%**

Discover  
innovations

**89%**

Network with  
the industry

**84%**

Source new  
regional products

**86%**

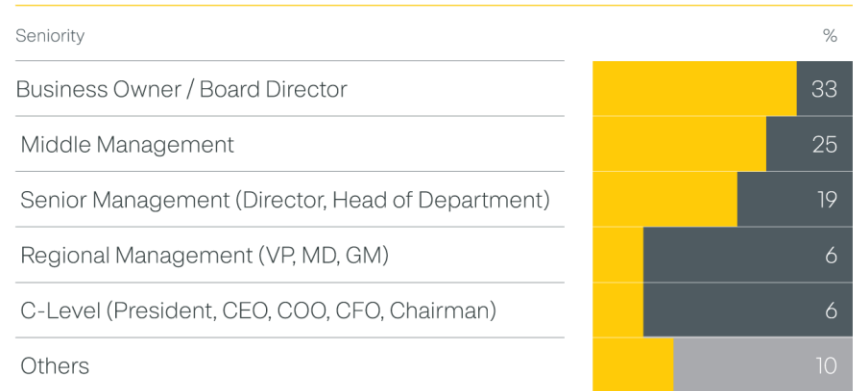
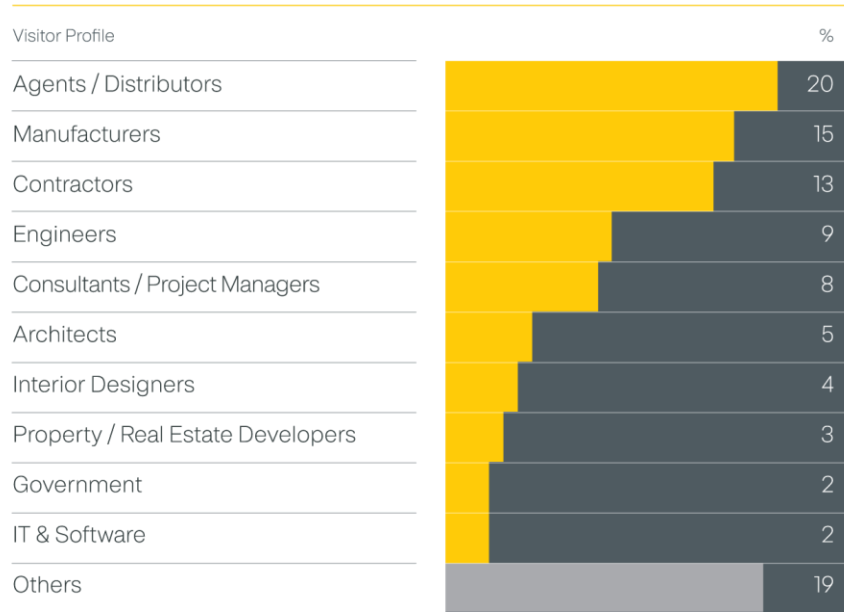
Source new  
international products

Numbers based on Big 5 Global 2023 visitor survey.



Your products and solutions are in demand. [Book your stand.](#)

# Network with a highly targeted audience and get more sales leads



Numbers based on Big 5 Global 2023 attendee number of 81,080.



[Enquire](#) to exhibit today.

# XL brands signing XXL deals at Big 5 Global

## Global

- AECOM
- AESG
- Arcadis
- Astrak
- AtkinsRealis
- Bechtel Company
- China State Construction Engineering
- Godwitt Construction Pvt Ltd
- HB Fuller
- KEO International Consultants
- Kings Developers Limited
- Parsons
- Schindler GmbH
- Sika Deutschland GmbH
- WSP

## Middle East

- Al Amana Building Materials Co. LLC
- Al Jassar LLC
- AL Muftah Group
- Alghanim International
- Alsahoo General Trading & Contracting Group
- Bahrain Ministry of Housing & Urban Planning
- Kuwait Gulf Oil Company
- Kuwait Ministry of Interiors
- Liwan
- Mohammad Abdulmohsen Alkharafi Co
- NEOM
- Oman Ministry of Housing
- ROSHN
- Saudi Arabia Ministry of Commerce
- Saudi Arabia Ministry of Transport & Logistic Services

## UAE

- Abu Dhabi Airports
- Abu Dhabi Municipality
- AG Engineering
- ALEC
- Arabtec Construction LLC
- Damac Properties
- Dewan Architects & Engineers
- Dubai Airport Freezone
- Dubai Municipality
- Dubai Roads & Transport Authority
- Emaar
- MAG Group Holding
- Nakheel
- Sobha
- UAE Ministry of Energy & Infrastructure





# Maximize your sales potential through strategic networking connections



Exhibiting at Big 5 Global allowed us to showcase our innovative products effectively. The networking opportunities were invaluable, fostering connections with industry leaders.

**Mega Building Material Trading LLC**  
*Exhibitor*



# Elevate your brand and attract more customers



Event focus areas

## Leadership & ESG Excellence



The leading voices in our industry share perspectives on what is shaping the future.



Valuable insights are shared by leaders working at the forefront of technology.



Celebrating the achievements and transformation of businesses and leaders who truly XL.



Highlighting diverse ESG initiatives, D&I awards, and more.

## Digital Transformation



Discover the brands and people innovating digital technologies driving our industry.



Discover startups and connect with the pioneering individuals shaping the future.

## Professional Development



Insightful talks and valuable takeaways from across the 360° value chain.

Network. Build. XL.

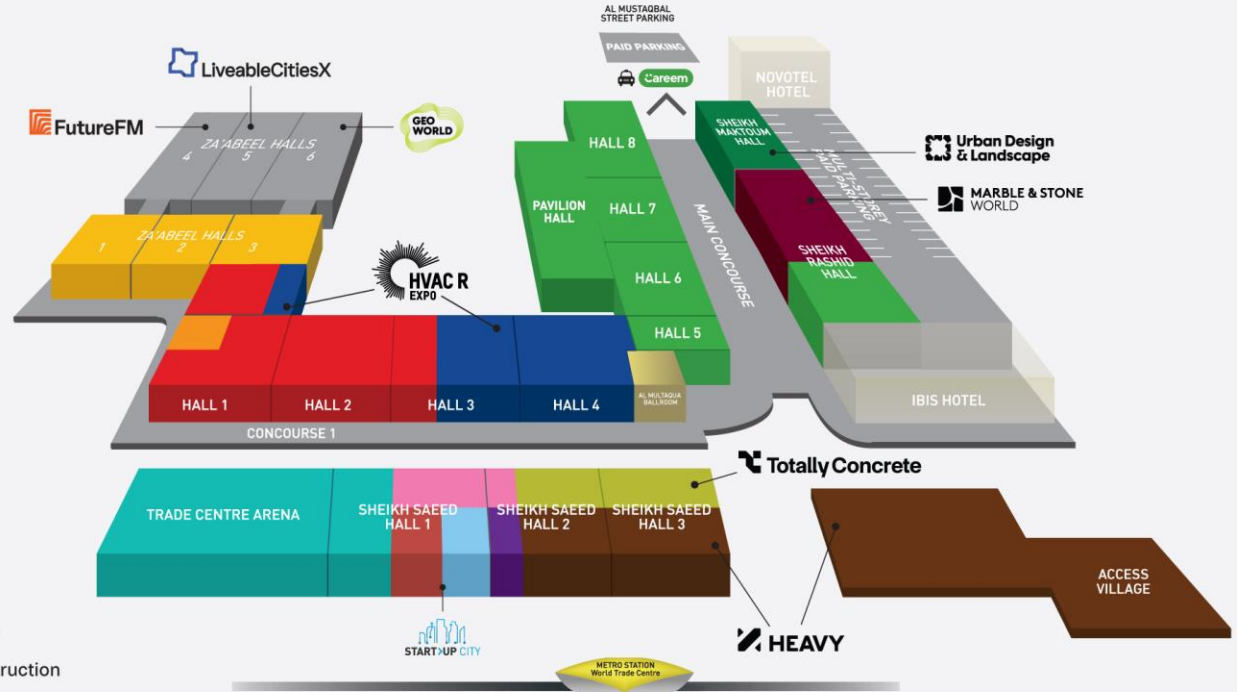


Position your brand as a thought leader in the market. [Find out more.](#)

# Making it easier for visitors to find your products

## Product sectors

- Building Interiors & Finishes
- Concrete & Cement Products, Technologies & Services
- Construction Tools & Personal Protection Equipment
- Digital Construction Products & Services
- Heavy Construction Equipment, Machinery & Vehicles
- HVAC R Products, Technologies & Services
- Intelligent Buildings
- MEP Services
- Metal, Steel & Aluminum
- Offsite & Modular Construction
- Solar Products & Technologies
- Marble & Stone Products, Technologies & Services
- Urban Design & Landscape Products, Technologies & Services
- Windows, Doors & Facades / Building Envelope / Special Construction



# We invest in an extensive marketing and PR campaign to guarantee global attendees

**68.2mn**

Digital campaigns  
total reach

**16.6mn**

Emails  
sent

**350mn**

PR campaigns  
reach

**784k**

WhatsApp campaigns  
delivered

**125k**

Social media  
followers

**3.4mn**

Website  
views

**\$7.05mn**

PR  
value

**50**

Media partners  
and associations

\*August - December 2023

600+ media coverage from:



ARAB NEWS



bau | | verlag  
We get it. You don't.



FACILITIES  
MANAGEMENT

Gulf Construction

GULF NEWS

FOBUILD  
PRODUCTS

Khaleej Times

MEP

STONE NEWS

TECHNICAL REVIEW  
MIDDLE EAST



# 2023 highlights moments to remember



See more great shots at [big5global.com/gallery](https://big5global.com/gallery)



**Royal tour:** His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai attended Big 5 Global on the opening day.



**Cross-border collaboration:** His Excellency Bandar bin Ibrahim AlKhorayef, Saudi Minister of Industry and Mineral Resource highlights unity at Big 5 Global visit.



**Record-breaking turnout:** Over 81,080 high-quality attendees from 166 countries attended over the four days.



**\$17.8mn deal signed:** Abu Dhabi Airport Free Zone boosts Al Falah Development.



**\$20mn worth in deals:** Floors & Walls secured \$20mn annual distribution deals.



**Foundation powerhouse:** BAUER Group and Kuwait-based Al Nouf Real Estate Company signed a major deal at the event.

# 2023 highlights moments to remember



See more great shots at [big5global.com/gallery](https://big5global.com/gallery)



**Product innovation extravaganza:** Featuring big brands such as Dewalt, Milwaukee, United Motos and Heavy Equipment Company.



**Made in Saudi triumphs:** A Showcase of Quality and Innovation at Big 5 Global.



**Sustainable visions:** Big 5 Global Leaders' Summit pioneered environmental change.



**Tech for tomorrow:** Big 5 FutureTech Summit unveiled sustainability innovations.



**Excellence honoured:** Big 5 Global Impact Awards recognized construction leaders.



**Knowledge empowerment:** With CPD certified Big 5 Talks covering project management, technology adoption, sustainable building methods and more.

# 2023 highlights moments to remember



See more great shots at [big5global.com/gallery](https://big5global.com/gallery)



**Start-up City showcases 50 companies at Big 5 Global:** Highlighting contech, proptech, infratech and earthtech to solutions..



**Everything Architecture explored AI's impact:** With headline speakers such as Muyiwa Oki, President of RIBA.



**Dubai Municipality's 3D Innovations:** H.E. Dawoud Al Hajri, Director General of Dubai Municipality, discussed global challenges in the sector.



**Pioneering sustainability:** Big 5 Impact Trail leads the path to sustainable products on the exhibition floor.



Big 5 Global is the best building materials trade show in GCC & Middle East.

**Unicoil**  
*Exhibitor*



We feel that we are much more efficient in finding leads during Big 5 Global compared to any other channel.

**Aspen Yapı ve Zemin Sistemleri**  
*Exhibitor*



The exhibition was excellent. We managed to introduce our brand and products to quality visitors from all over the world.

**BH Mortar Industrial Co., Ltd**  
*Exhibitor*



# The world's largest and most comprehensive portfolio of construction events

**BIG 5** Global

26 - 29 November 2024

**BIG 5** Construct Ethiopia

30 May - 01 June 2024

**BIG 5** Construct South Africa

04 - 06 June 2024

**BIG 5** Construct Egypt

25 - 27 June 2024

**BIG 5** Construct Nigeria

24 - 26 September 2024

**BIG 5** Construct Qatar

15 - 17 October 2024

**BIG 5** Construct Kenya

06 - 08 November 2024

**NEW!**

**BIG 5** Construct India

January 2025

**NEW!**

**BIG 5** Construct Saudi

Week 1: 15 - 18 February 2025  
Week 2: 24 - 27 February 2025

[Ready to XL?](#) Be at the forefront of the construction and infrastructure industry's primary gatherings across this rapidly growing region.

# Reach new buyers & grow your sales.

**HEAVY** | **Totally Concrete**

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**Kym Cardozo**  
Event Manager  
[kymcardozo@dmgevents.com](mailto:kymcardozo@dmgevents.com)  
(+971) 50 181 5923 (+971) 4 438 0355

 [Contact us today](#)

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