

! Record-breaking edition!

# Post Show Report

Riyadh Front Exhibition & Conference Center ROSHN Front  
26 - 29 February 2024

**BIG 5** Construct  
Saudi

## Saudi Arabia's largest construction event

Under the Patronage of:

وزارة الشؤون البلدية  
والقروية والإسكان  
Ministry of Municipal Rural Affairs & Housing



Supporting partner:

**SCA**

الهيئة السعودية للمقاولين  
Saudi Contractors Authority

Co-located with:



# 12 years building connections, opportunities and knowledge

Big 5 Construct Saudi celebrated its 12th edition with a record breaking 64,331 construction industry professional attendees, contributing toward the Kingdom of Saudi Arabia's Vision 2030.

Spanning four dynamic days, the event became a vital platform for forging partnerships, facilitating major deals, and driving forward-thinking leadership within the construction sector and the future of construction in Saudi Arabia.

**\$1bn**

worth of business generated\*

\* Based on survey result, Big 5 Construct Saudi is expected to generate \$1bn in business over the next 12 months



# Drive business growth in 2025 capitalizing on the success of the 2024 edition

Record-breaking numbers

**64,331**

Attendees

**47**

Exhibiting  
Countries

**17**

Country  
Pavilions

**1,350**

Exhibitors

**1,420**

Conference  
Delegates

**3,498**

CPD-certified  
professionals

**2,848**

VIP Attendees

**82**

Speakers



[Book your space](#) to showcase your best products and technologies at the construction meetup of the year in Saudi Arabia.



Scan to watch  
2024 Highlights

# Catering to the growing demands of Saudi Arabia's \$7tn projects pipeline

**Study:**

17 projects  
valued at \$238m

**Plan:**

2 projects  
valued at \$150m

**Design:**

58 projects  
valued at \$83m

**Qualification:**

1 project  
valued at \$150m

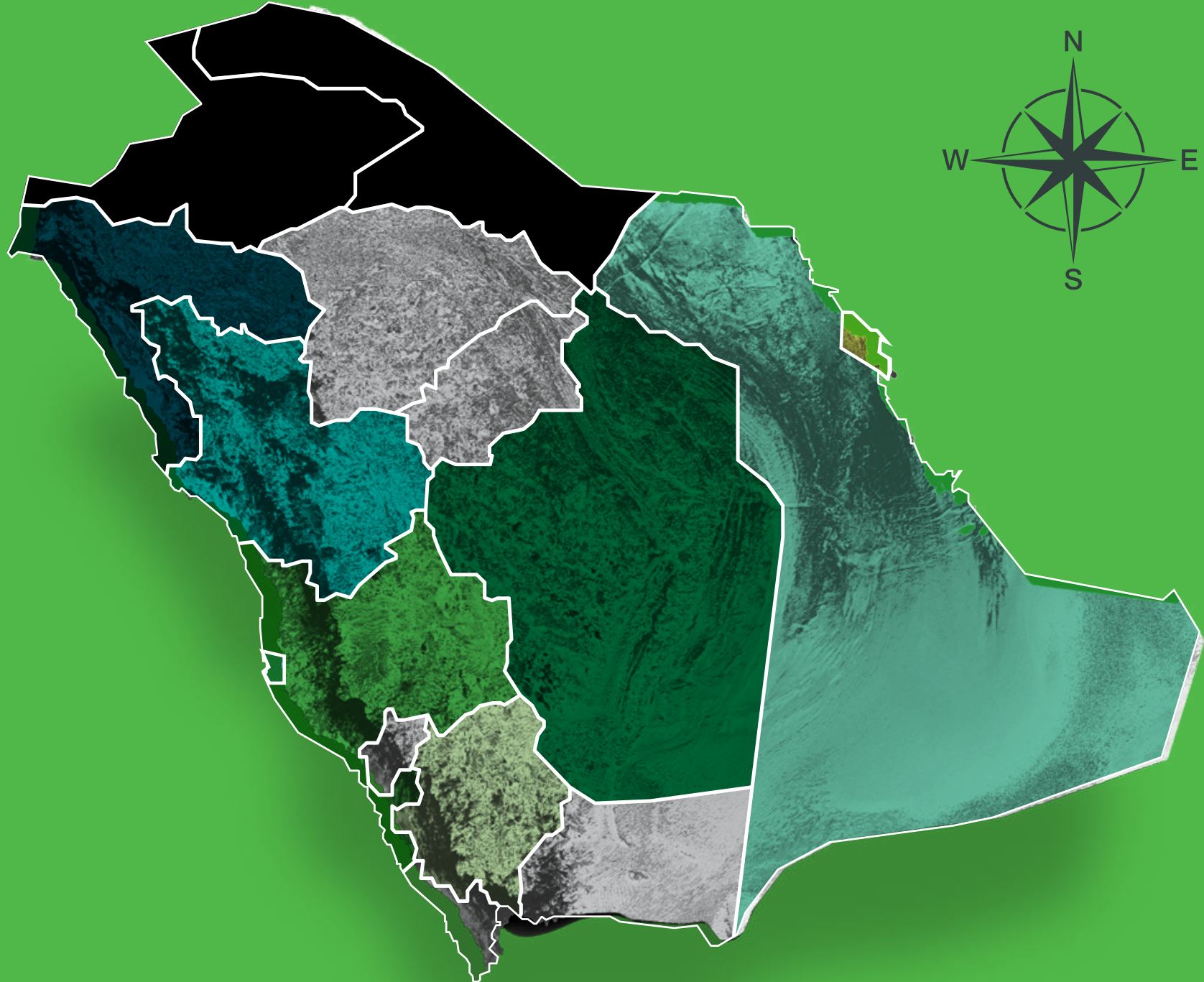
**Execution:**

189 projects  
valued at \$1.3b

Seize the opportunity to expand your business in Saudi's giga construction's projects.



Book your stand now



Combined Project Value Heat Legend



\*Source: ABIQ Reports

# Network with key buyers and increase your sales



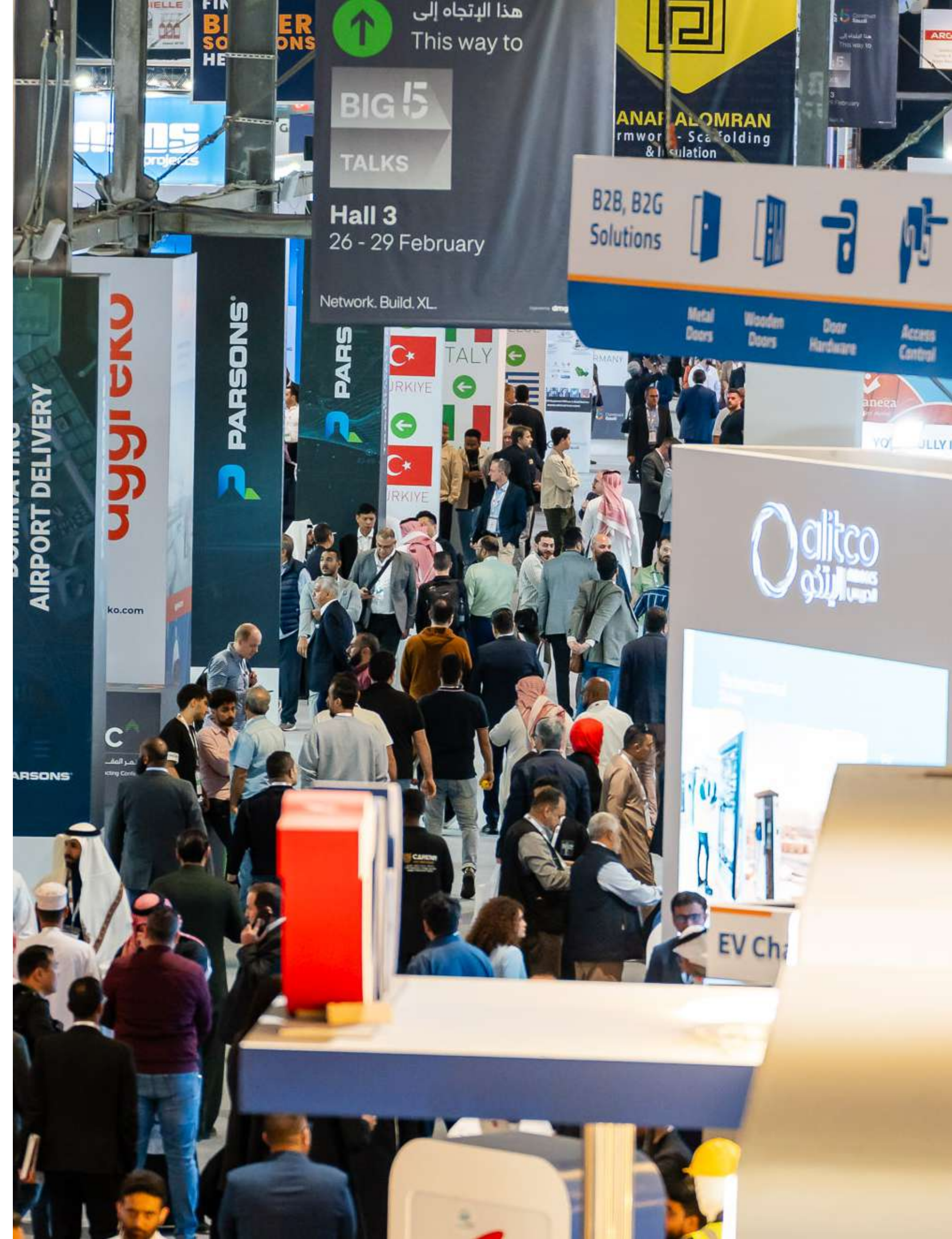
Exhibit now and meet top decision makers from contractors, consultants, developers , architects and engineering organizations at Big 5 Construct Saudi.

# Attracting purpose-driven visitors.

Reasons for visiting:

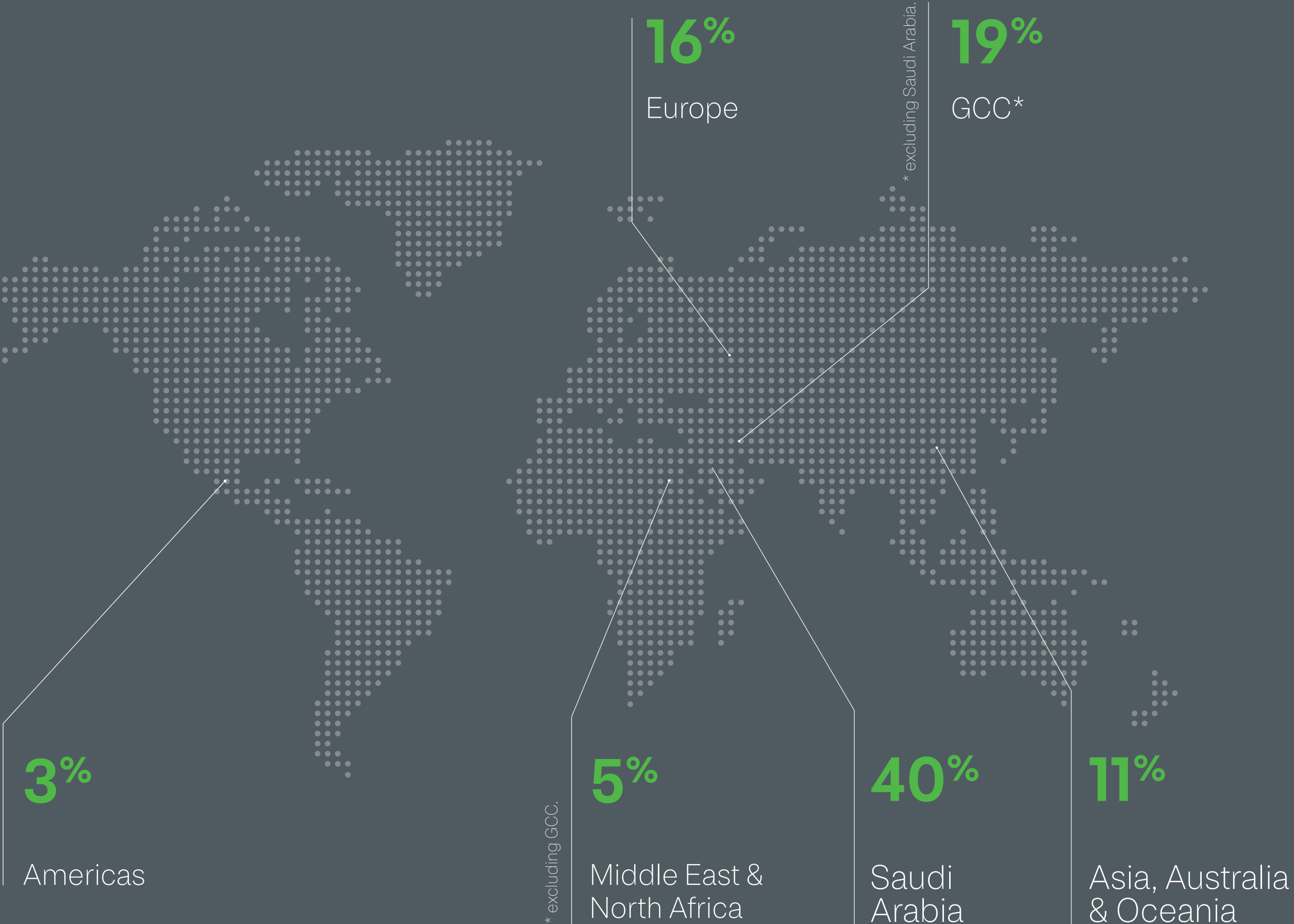
	%
Meet with new suppliers	66% achieved this
Discover the latest product innovations/ trends	58% achieved this
Meet with current suppliers	50% achieved this
Network with the industry	50% achieved this
Source new products with high quality	37% achieved this
Source new products that offer excellent value for money	33% achieved this

 Expand your business and connect with new buyers at Big 5 Construct Saudi.



# Join International exhibitors coming to Saudi Arabia

## Exhibitors by region:

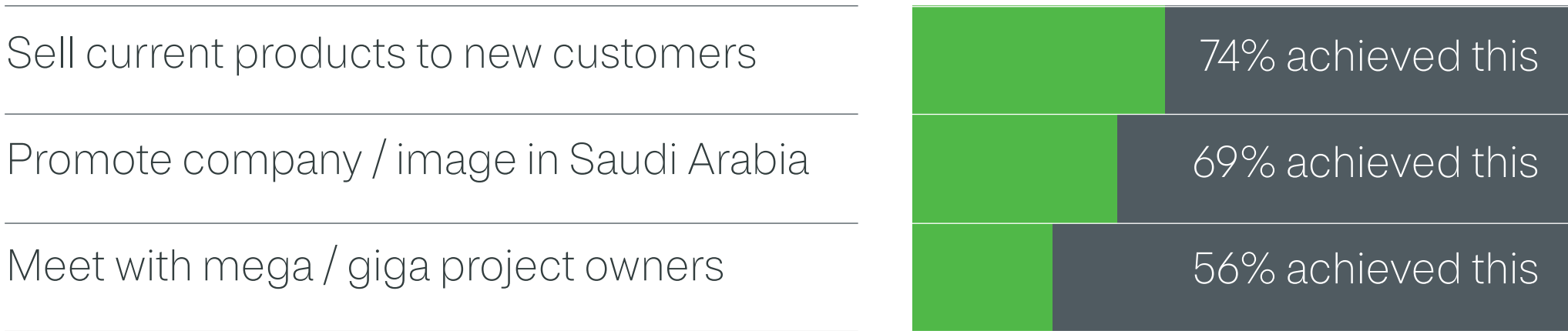


## Exhibiting countries:

- |            |          |             |                       |               |             |
|------------|----------|-------------|-----------------------|---------------|-------------|
| Albania    | Algeria  | Argentina   | Australia             | Austria       | Bahrain     |
| Bangladesh | Belgium  | Brazil      | Bulgaria              | Cambodia      | Canada      |
| China      | Croatia  | Cyprus      | Czech Republic        | Denmark       | Egypt       |
| Finland    | France   | Germany     | Greece                | Hong Kong     | India       |
| Indonesia  | Iran     | Iraq        | Ireland               | Italy         | Japan       |
| Jordan     | France   | Kazakhstan  | Kuwait                | Lebanon       | Lithuania   |
| Luxembourg | Malaysia | Malta       | Morocco               | Nepal         | Netherlands |
| Oman       | Pakistan | Palestine   | Philippines           | Poland        | Portugal    |
| Qatar      | Romania  | Russia      | Sao Tome And Principe | Saudi Arabia  | Senegal     |
| Singapore  | Slovakia | Slovenia    | South Africa          | South Korea   | Spain       |
| Sudan      | Sweden   | Switzerland | Syria                 | Taiwan        | Thailand    |
| Tunisia    | Türkiye  | UAE         | United Kingdom        | United States | Uzbekistan  |
| Vietnam    | Yemen    |             |                       |               |             |

# Driving business and shaping the future of construction

### Top reasons for exhibiting:



### Exhibitors said:





# Elevate your business alongside top brands



شركة الأخوان حسين والحسن فايز شاكور  
HUSSEIN & AL-HASSAN G, SHAKER BROS.

Haier



NAFFCO®  
PASSION TO PROTECT



ماربل ديزاين  
MARBLE DESIGN



مكتفات هايديا



مصدر



شركة مصنع سالم بالحمر لعلب حفظ الطعام  
Salem Balhamer Food Containers Factory



VADA  
STONE DESIGN



SCHÜCO



Book your stand now and position your brand at the forefront of the construction innovation.

# Inspirational events covering a 360° value chain



The go-to destination for heating, ventilation, air-conditioning, and refrigeration needs.



Showcasing leading systems, services, and products optimizing building operations.



The ultimate exhibit for the marble and stone industry.



From walls to windows: the ultimate building envelope expo.



مؤتمر المقاولات الدولي  
International Contracting Conference

A premier gathering shaping the future of Saudi Arabia's contracting sector, organized by Saudi Contractors Authority (SCA) & dmg events.



Big 5 Construct Saudi covers the 360° construction project lifecycle across dedicated sectors and eight specialized events. [Book your stand.](#)



# Innovate. Collaborate. Build.

## ICC

مؤتمر المقاولات الدولي  
International Contracting Conference

CPD  
CERTIFIED  
The CPD Certification  
Service

The International Contracting Conference (ICC), organized by the Saudi Contractors Authority (SCA) and dmg events, delved into dialogues around nurturing talent in the industry, strategies for managing financial resources and revolutionizing contracting through artificial intelligence, among other industry-relevant topics.

**1,420**  
Conference  
delegates

**32**  
Speakers

Under the Patronage of:



Organized by:



**dmg::events**

 [Contact us](#) to discuss speaking and sponsorship opportunities.

International Contracting Conference

INNOVATE. COLLABORATE.  
BUILD.



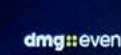
ICC

مؤتمر المقاولات الدولي  
International Contracting Conference

Under the Patronage of



Organized By



Under the patronage of His Excellency Mr. Majid Abdullah Al-Hogail  
- The Minister of Municipal, Rural Affairs and Housing,  
Kingdom of Saudi Arabia



# Featured speakers



مؤتمر المقاولات الدولي  
International Contracting Conference



**Abdulmajid Mohammed AlRashoudi**

Governor, Saudi Contractors Authority



**Eng. Abdul Mohsen bin Dhawi Al Majnouni**

Governor, Saudi Council of Engineers Logistic Services



**Eng. Saad bin Saleh Al-Shuail**

Secretary General, Saudi Building Code National Committee



**Ayman Altammami**

CEO, SMASCO



**Abdulaziz Alfraidi**

Vice President, Al Bawani



**Hosam Ibrahim Aljalal**

Vice President, Aramco



**Cayte Fatma Mocadam**

Founder of CM and CM Telemental, CEO of CMDC



**Dr. Khalid Alshahrani**

General Manager, Sector Skills Councils, Ministry of Human Resources and Social Development



**Faisal Butt**

Group Head of Planning and Control, Red Sea Global



**Waleed Alghamdi**

Director of Sustainability, ROSHN

# Be the driving force supporting construction professionals



Attracting a knowledgeable audience actively engaged in staying on top of the latest industry trends and standards, Big 5 Talks presents a fantastic chance to spotlight expertise and thought leadership in the built environment.

**3,498**

Attendees

**76**

Speakers

**46**

CPD talks



[Contact us](#) to discuss speaking and sponsorship opportunities.



# Featured speakers

BIG 5

TALKS



**Benjamin Breen**

Global Director of Construction,  
Interim Managing Director, MENA,  
Project Management Institute



**Asma Alotaibi**

Director of Project Management  
Office, Ministry of Transport and  
Logistic Services



**Selim Edde**

Associate Director, GIS, ROSHN Group



**Alfonso Senatore**

Sustainability SVP,  
Sports Boulevard Foundation



**Amani Al Moajil**

Country Director - KSA, Enova



**Alshaima Alshayeb**

Founder and Chairwoman of  
Saudi Women Engineering Society,  
Project Sustainability Officer,  
National Housing Company



**Sinan Rasheed**

Director of Sustainability, New  
Murabba Development Company



**Dr. Miljan Mikic**

PhD MSc Civ. Eng., Senior  
Teaching Fellow in Engineering  
Management, School of Civil  
Engineering, Faculty of Engineering  
and Physical Sciences,  
University of Leeds, UK



**Dr. Mohammed Al Surf**

Founder and President, Sustainability  
Professionals in Saudi Arabia



**Carlos Gerhard**

Principal and Design Director, Gensler  
KSA

# We invest in an extensive marketing and PR campaign to guarantee quality attendance

**59mn**

Digital campaign total reach

**6.8mn**

Emails sent

**35mn**

PR campaign reach

**750k**

WhatsApp messages delivered

**1.7mn**

Social media impressions

**1.6mn**

Website views

**467k**

New website users

**63**

Media partners and associations

\*December 2023 - February 2024

200+ media coverage from:





With no doubt, I believe Big 5 Construct Saudi has become the biggest construction platform in Saudi.

**Mohammad Al Rasheed, CEO - Shawaf International Exhibitor**



Big 5 Construct Saudi has been really leading the way in Saudi Arabia in the construction market, this is an important exhibition that we cannot miss.

**Mohamed Khattab, CEO - Sphinx Glass Exhibitor**





As a company we are 100% sure that Big 5 Construct Saudi is the most prestigious, most efficient, and the most effective exhibition in Saudi Arabia. It is important for us to be at this event because we are sure that when we exhibit here we have the chance to reach the biggest buyers and players in Saudi Arabia.

**Berna Turgay, Business Development Manager – Qua Granite & bien Exhibitor**



The exhibition has been fantastic for the last three days. We have had many customers visit us. It's much bigger compared to last year and we are very optimistic.

**Hussain Alawami, Managing Director, Alzuhour Aluminum Factory Exhibitor**



There is a positive energy here at Big 5 Construct Saudi. The quality of the crowd is excellent. It's a good chance for companies to share their products, information, and work together.

**Romano Baruzzi, Director, ITA – Italian Trade Agency**  
Exhibitor



Big 5 Construct Saudi has been incredibly beneficial for us as first-time exhibitors, providing a platform to showcase and promote our software solutions, we are thrilled to be here and have had numerous interactions with potential customers, making it easier for us to connect with them.

**K M Pandian, Business Head, ImageGrafix Software FZCO**  
Exhibitor

# Thank you to our sponsors & partners (Continued)

<p>Under the Patronage of</p>  <p>وزارة الشؤون البلدية والقروية والإسكان Ministry of Municipal Affairs &amp; Housing</p>	<p>Supporting Partner</p>  <p>SCA الهيئة السعودية للمقاولين Saudi Contractors Authority</p>	<p>Big 5 Construct Saudi Diamond &amp; exclusive badge sponsor</p>  <p>SHAKER مكتفات مايديا</p>	<p>ICC Sponsor Strategic Partner</p>  <p>BI BUILT INDUSTRIAL بلت الصناعية</p>	<p>WDF Exclusive Diamond</p>  <p>SCHÜCO</p>	<p>Platinum Sponsor</p>  <p>شركة مواد الإعمار القابضة CPC CONSTRUCTION PRODUCTS HOLDING COMPANY</p>	<p>WDF Event Saudi Platinum Sponsor</p>  <p>AlumiL Building excellence every day</p>
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<p>HVAC R Expo Saudi Platinum Sponsor</p>  <p>Carrier</p>	<p>HVAC R Expo Saudi Gold Sponsor</p>  <p>Haier</p>	<p>ICC Sponsor Gold Sponsor</p>  <p>سماسكو SMASCO</p>	<p>ICC Sponsor Gold Sponsor</p>  <p>شركة مهارة للموارد البشرية Maharah Human Resources Company</p>	<p>Silver Sponsor</p>  <p>مصدر masdar</p>	<p>ICC Sponsor Training &amp; Development Sponsor</p>  <p>مهارات maharat مركز مهارات للتدريب والتشغيل Maharat Construction Training Center</p>	<p>Big 5 Talks Sponsor</p>  <p>بني BUNA</p>	<p>Big 5 Talks Session Sponsor</p>  <p>PARSONS</p>
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<p>HVAC R Talk Sponsor</p>  <p>Haier</p>	<p>Event Planner Sponsor</p>  <p>ESAD</p>	<p>Knowledge Partner</p>  <p>PMI Project Management Institute</p>	<p>Supporting Associations</p>  <p>MEFMA Middle East Facility Management Association CIOB</p>	 <p>aci American Concrete Institute Always advancing</p>	 <p>SPSA Saudi Professional Society for Project Management</p>	 <p>SAUDI WOMEN ENGINEERS SOCIETY</p>
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# Thank you to our sponsors & partners (Continued)

## Supporting Association Pavilions



## Business Broadcast Partner



## Headline Media Partner



## Headline Media Partner



# Thank you to our sponsors & partners

## Media Partners



# Secure your participation at Big 5 Construct Saudi 2025 today.

Week 1 | **15-18 Feb 2025**

Strong Foundations from Design to Build



Co-located with:



Week 2 | **24-27 Feb 2025**

Transforming Projects from Fit-Out to Services



Co-located with:



Contact us today

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