



23 - 26 November 2026
Dubai World Trade Centre

The global hub for heavy and concrete innovation

Co-located with:



Main supporting partner:



Supporting partner:



Supporting partner:



Turn demand into contracts. Be the supplier they choose.

Heavy & Totally Concrete is where the region's biggest construction and urban development projects take shape.

Across the Middle East, Africa and South Asia, contractors, developers and government buyers come here to evaluate, shortlist and specify heavy plant, machinery, precast and concrete suppliers for live and upcoming builds.

Co-located with Big 5 Global, it sits at the centre of the region's most established industry marketplace.

If your products belong on major projects, this is where they are chosen.

15,000+

attendees are interested in heavy and concrete products

300+

specialized exhibitors showcasing heavy and concrete products

25+

exhibiting countries

6+

country pavilions

Supporting associations:



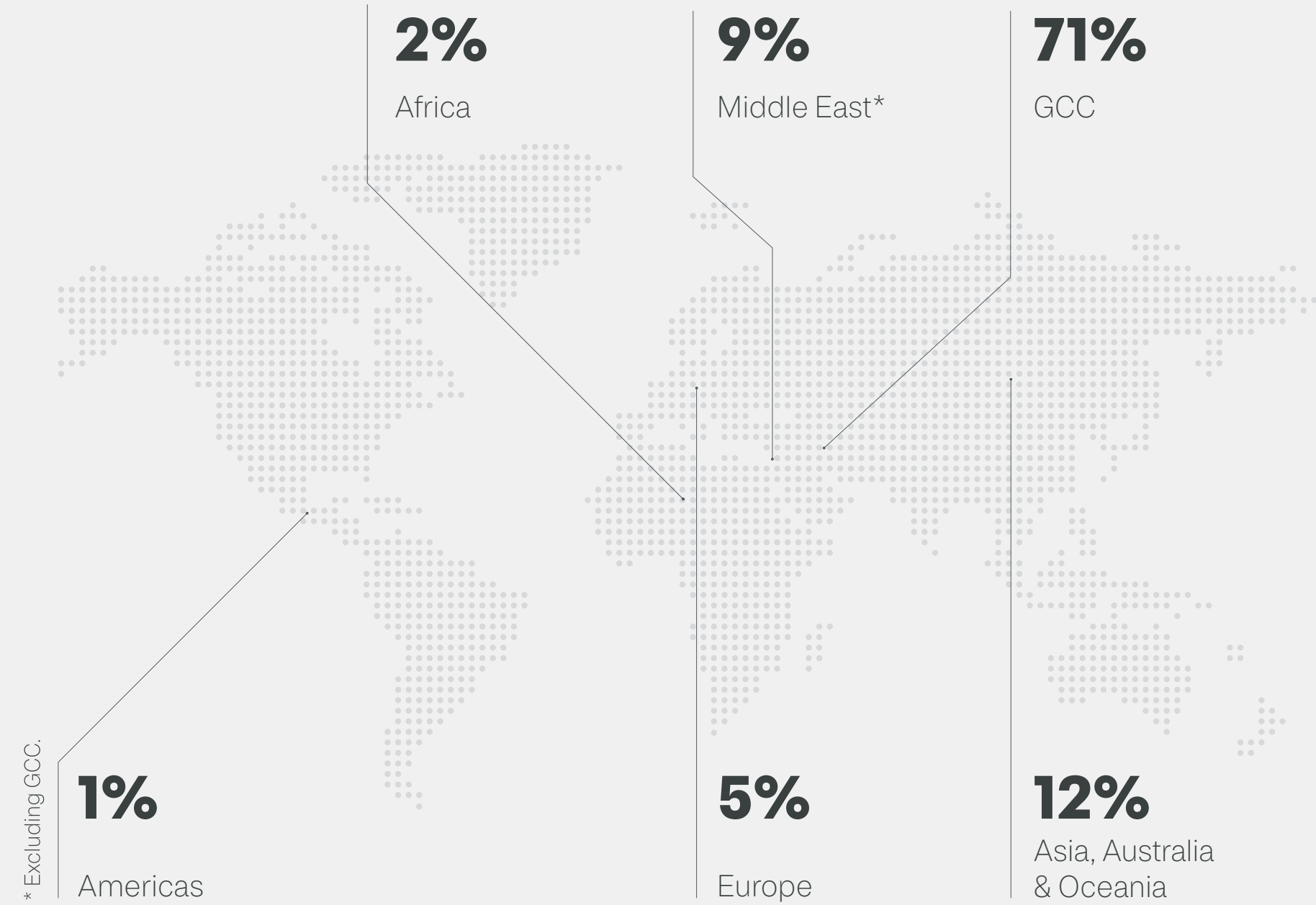
This is my 10th time exhibiting! It consistently delivers access to serious buyers around the world.

BAUER Maschinen GmbH
Exhibitor

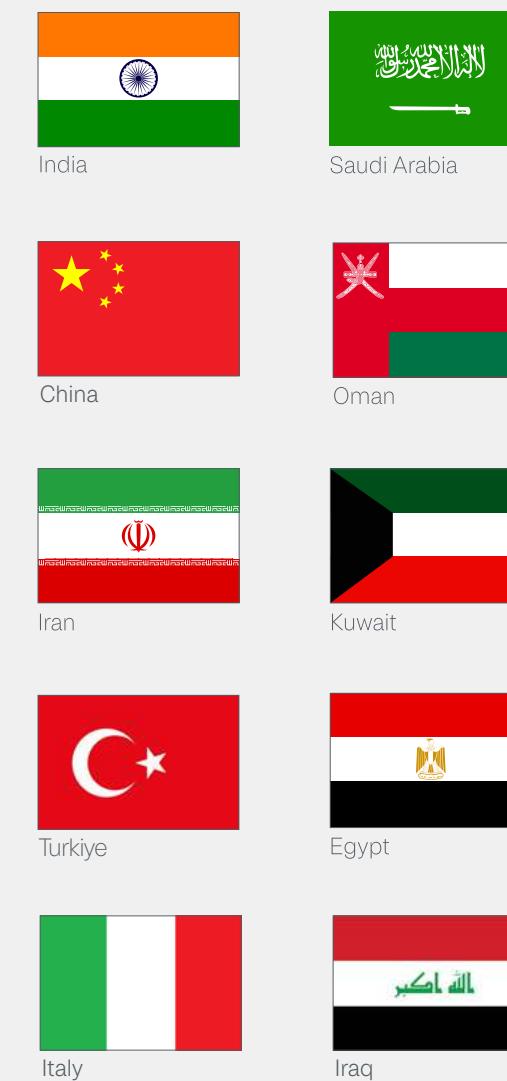


Meet the buyers behind active projects

Visitors by region:



Top 10 visiting countries (Excluding UAE)



Key visitor objectives:

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

Companies that attended with active projects in the regions:

AECOM

ALEC
Building Excellence

BECHTEL

BOUYGUES
CONSTRUCTION

CSCEC
中國建築
CHINA STATE CONSTRUCTION

LARSEN & TOUBRO

المرابي

MDC
GROUP

ORASCOM
CONSTRUCTION

PARSONS

SOBHA
CONSTRUCTIONS

Wade Adams
Constructing Excellence

...and many more

Exhibit at Heavy & Totally Concrete and connect with buyers from high growth markets.

Numbers based on Heavy & Totally Concrete 2025 attendee number of 15,000.

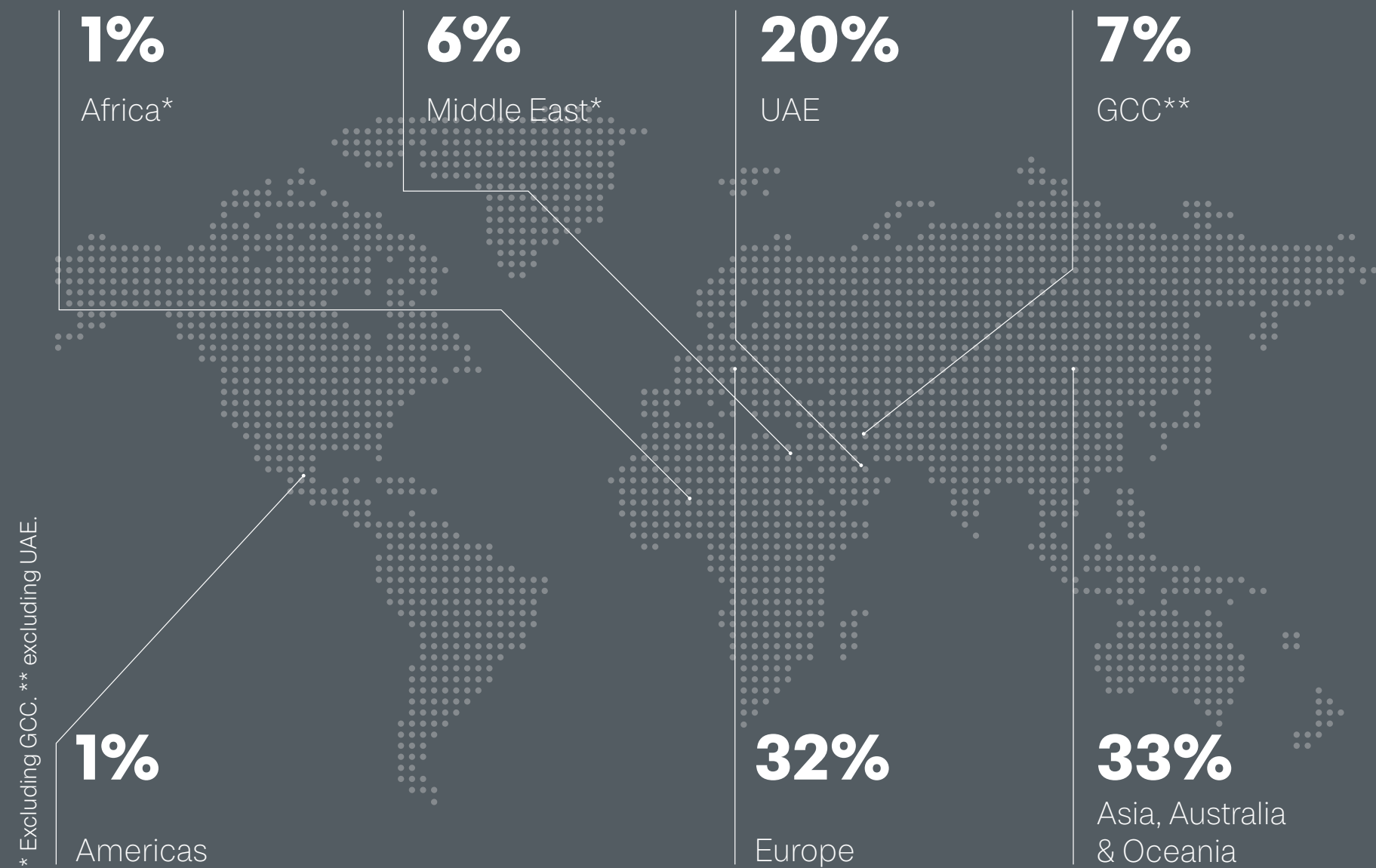


A powerful platform connecting us with global heavy and concrete suppliers and the latest technologies.

DLF Limited
Visitor

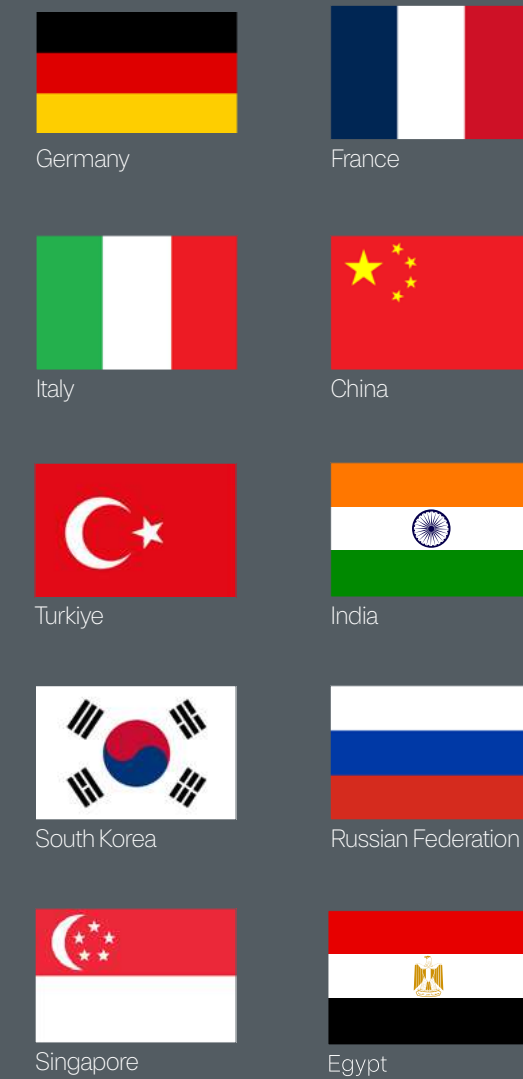
Exhibit alongside global industry leaders

Exhibitors by region:



* Excluding GCC, ** excluding UAE.

Top 10 exhibiting countries (Excluding UAE)



Exhibitors said:

Big 5 Global is important for their business

94%

They boosted their brand visibility and exposure in the region

91%

They found distributors or channel partners

89%

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

89%

They gained regional market insights to support business planning

85%

They met high-intent buyers from across the MEASA region

83%

Global brands that exhibit with us:



Do you have different reasons to exhibit?
Get in touch and let's discuss how we can help.

Numbers based on the exhibitors of Heavy & Totally Concrete 2025



...and many more

Showcase your products to decision-makers that matter



Subsurface, Quarrying & Mining



Plant Machinery & Vehicles



Site Equipment



Lifting, Materials Handling & Transportation



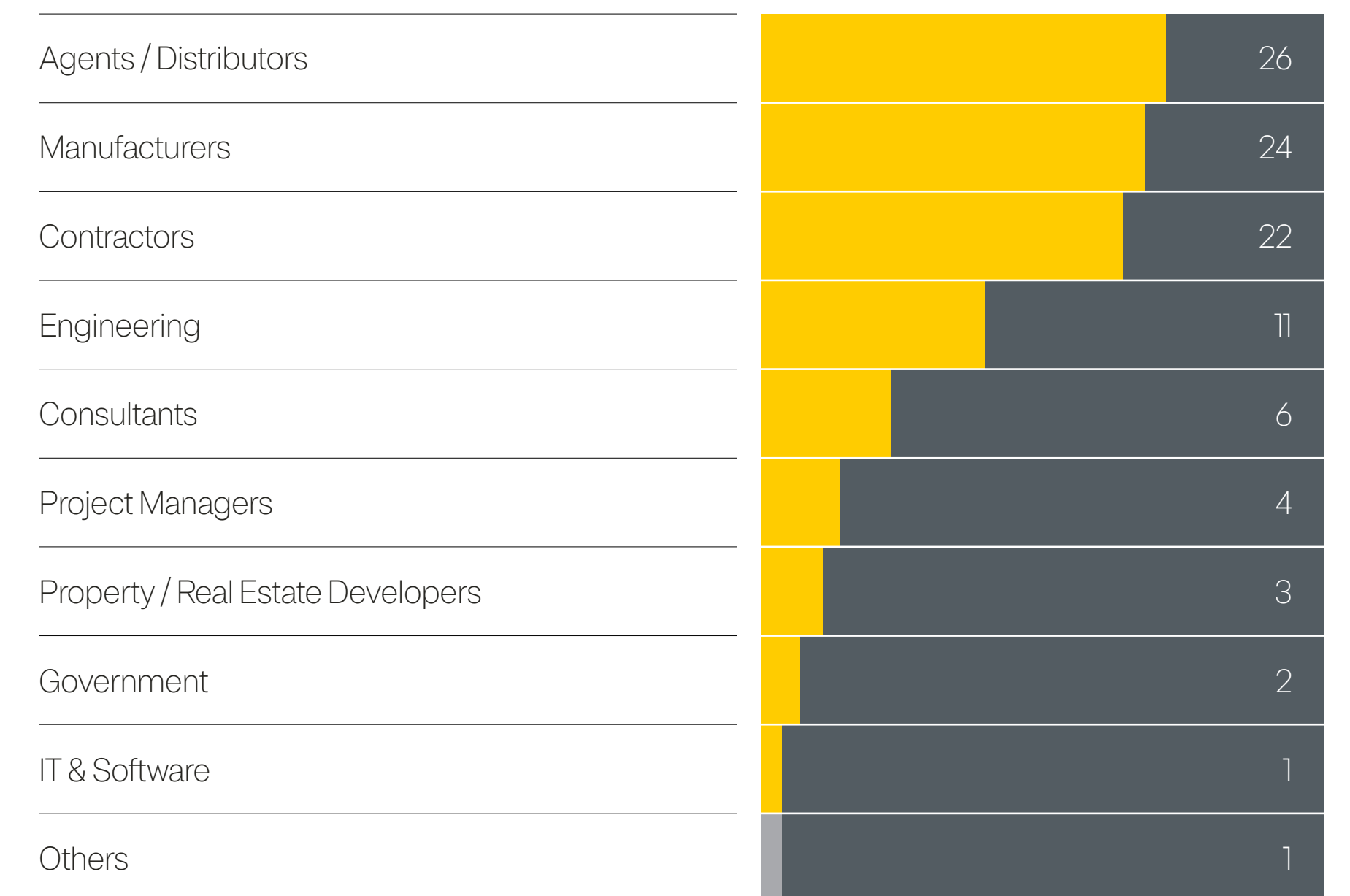
Concrete



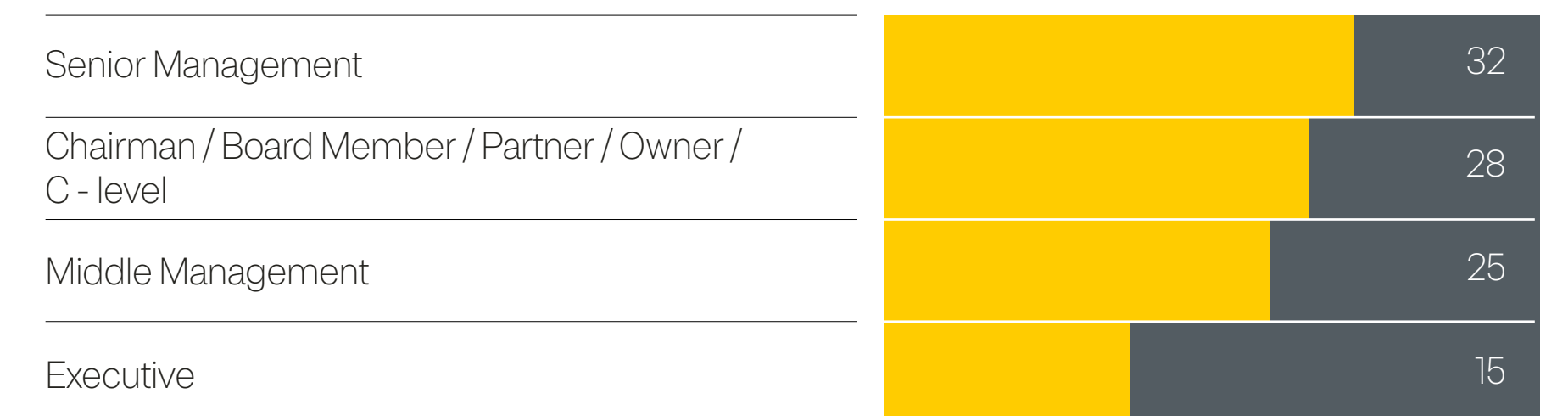
Cement

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

Visitor profile:



Seniority level:



Numbers based on Heavy & Totally Concrete 2025 attendee number of 15,000.

Enquire about exhibiting and partnership opportunities.



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[CONTACT US TODAY](#)

