



YOUR PASSION, YOUR INDUSTRY.



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**Post Show Report 2010**



**Despite the difficult trading conditions that persist across the globe, it's a testament to the strength of the UAE and the whole of the Middle East that suppliers from every continent once again converged on Dubai to exhibit at The Big 5 and helped us stage what was one our most successful shows to date.**

Construction in the UAE and beyond continues to grow with a total of 4,773 construction projects underway across the GCC valued at \$1.7 trillion. The UAE alone has 1,300 projects valued at more than \$418 billion under construction with an additional 303 projects worth \$143 billion in the design, planning or bidding stage.

Once again The Big 5 occupied every hall of the Dubai World Trade Centre and featured 2,150 exhibitors from 71 countries and 27 national pavilions, making it one of the largest trade events in the Middle East.

Visitor attendance to this year's event increased by 7% from 45,177 visitors in 2009 to 48,366 visitors in 2010, our first increase for 2 years and clear evidence that our investment in marketing and content is beginning to yield results.

The Platinum Club, an initiative to attract key decision makers from the largest projects in the GCC, proved to be very successful with 499 buyers, each responsible for projects in excess of \$100 Million, attending the event.

For 2011 we will be significantly increasing our investment in visitor marketing and adding more content in the form of conferences, training and for the first time, free product seminars on the exhibition floor.

All of this activity is geared towards increasing our visitors from across the MENA region in 2011 and confirming our status at the region's essential event for the construction industry.

## About the Organiser

### dmg :: events

The Big 5 is organised by dmg :: events, an acknowledged leader in the region's exhibitions industry since 1999. dmg :: events Dubai portfolio **dmg :: events** includes some of the largest exhibitions in the MENA region (Middle East North Africa) including The Big 5 for construction, Index for contract interior design and ADIPEC for oil and gas and the recently launched Big 5 Kingdom of Saudi Arabia. Inclusive to these are a rapidly growing portfolio of vertical market shows including Hotel Show, Office Exhibition, and FM Expo.. With the recent acquisition of Reflex Publishing, the energy division is now supported by Pipeline magazine and organises the famous Oil Barons Ball.


dmg :: events is a wholly-owned subsidiary of the Daily Mail & General Trust plc ([www.dmgt.co.uk](http://www.dmgt.co.uk)), one of the largest media companies in the United Kingdom. dmg :: events was founded in 1989 and in 20 years has managed exhibitions, conferences and online platforms for many industries in up to 25 countries. [www.dmgevents.com](http://www.dmgevents.com)

### Show Overview

Number of Years Show has run	- 31
Floor Space	- 37,872 net sqm
Number of Exhibitors	- 2,150
National Pavilions	- 27
Exhibiting Countries	- 75
Number of BPA Audited Visits	- 48,366
Visiting Countries	- 124



**Andy White, Event Director, The Big 5**

P.S. For the second year in a row The Big 5 has been **BPA** audited. We are proud to showcase real and transparent visitor statistic in this Post Show Report. 

## Dedicated Audience

During the 4 days of the show 35,166 unique trade visitors (2009: 34,045 BPA Audited Figure) attended The Big 5 & PMV 2010. Daily visits to the show increased to 48,366 (2009: 45,177 BPA Audited Figure) nearly 3 times the number of visitors attending any other event in the MENA region.

All figures are BPA audited. 

## Target Markets

The Big 5 2010 built on the success of 2009 providing an excellent opportunity for the building and construction industry to gather in force following the global downturn of 2008 and 2009. Attracting visitors from all core regional markets, The Big 5 is the largest construction event in the GCC.

Visitors from over 125 (120:2009) countries attended the 2010 event, including 12,000 from overseas illustrating the international appeal and global relevance of the show.

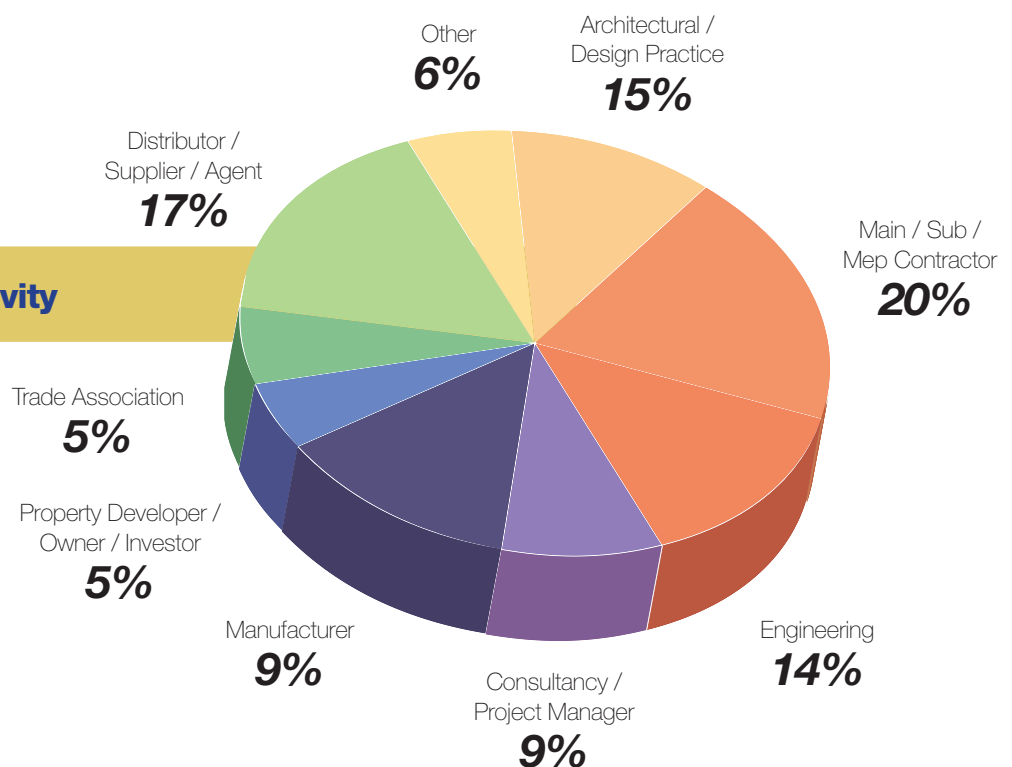
**91%** of visitors said they are likely to attend the Big 5 next year.  
**92%** said The Big 5 was important for sourcing new suppliers and influencing their specifying and purchasing decisions.

### VISITOR BY COUNTRY

Dubai	14,903
Sharjah	2,951
Abu Dhabi	3,220
Other Emirates	1,642
<b>UAE TOTAL</b>	<b>22,716</b>
Saudi Arabia	1,871
Oman	752
Qatar	566
Kuwait	562
Bahrain	472
<b>GCC TOTAL (INCL UAE)</b>	<b>26,939</b>
Arab & Africa	1,634
Asia	1,667
Europe & USA	2,079
Iran	2,847
<b>GRAND TOTAL</b>	<b>35,166</b>

All figures stated are BPA audited. 

### Visitor by Company Activity



*"We're attending to achieve positive results and establish new relationships. The Big 5 is well known as a professional meeting arena for almost all sectors in the construction field, where exhibitors and visitors get to know the latest trends"*

**Hassan Attar**, General Manager, **Attar Steel**



## Targeted Buyers

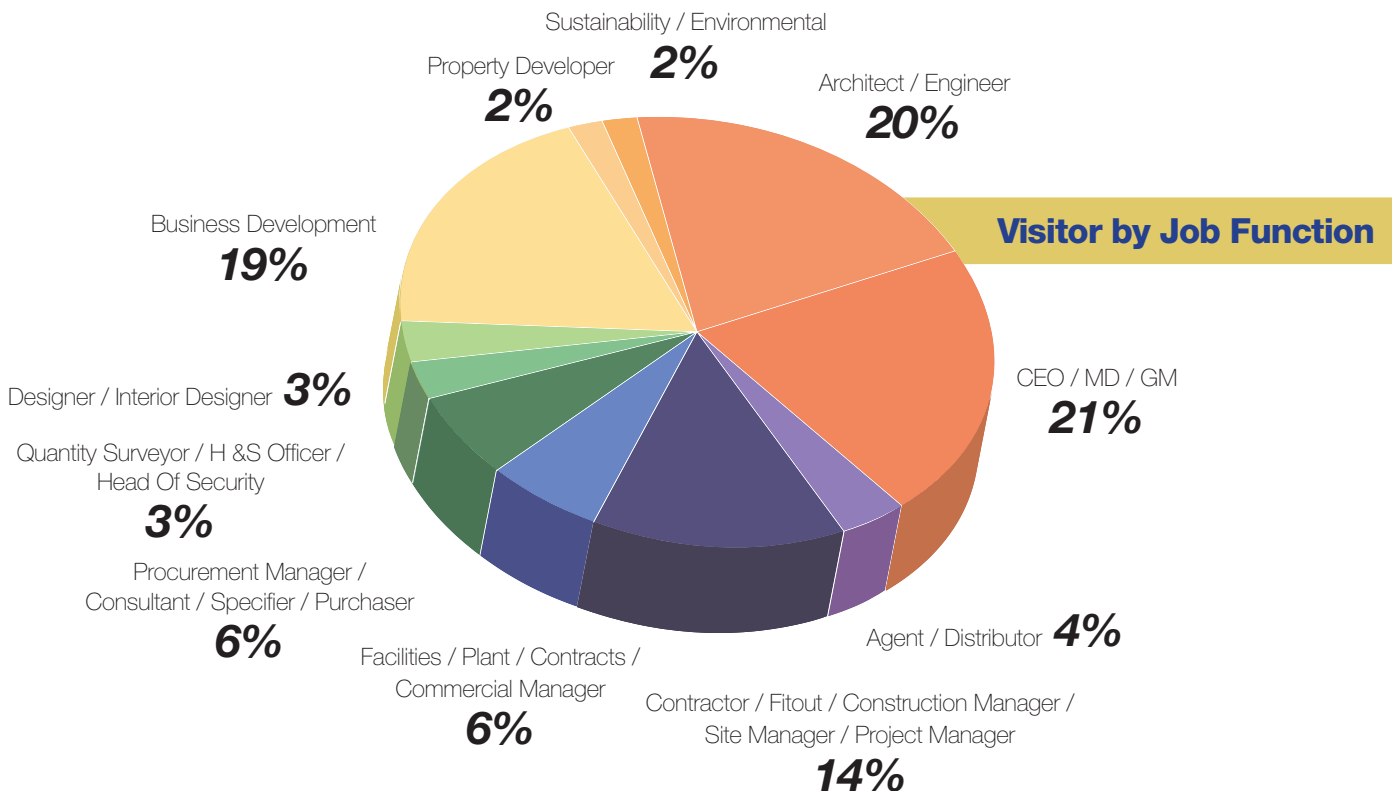
The Big 5 successfully delivered a targeted business audience from all major sectors of the building and construction industry including 40% being the sought after Architect, Engineer and Contractor sectors.

## Satisfying Visitor Expectation

99% of visitors rated the quality of exhibitors as good to excellent

98% of visitors rated the quality of industry networking at The Big 5 as good to excellent

98% rated The Big 5 as the place to keep up with market trends



*“The Big 5 has such a tremendous range of exhibitors that for RWN Trading it is the ideal event to source and interact with suppliers and clients all under one roof. We have found that the reputation of delegates and quality exhibitors make this event a must do on anyone’s calendar”*

**Carol Prince**, Marketing Director, **RWN Trading**

# The Big 5 Covers the Full Range of Products & Services Including:

## Facility Services:

Communications, Electrical Systems, Fire Suppression & Protection, Heating, Ventilation, Air Conditioning, Plumbing, Water Technology, Safety & Security Equipment

## Facility Construction:

Conveying Systems, Concrete, Finishes, Marble, Ceramic, Metals, Glass, Openings, Special (Aquariums, Swimming Pools, Fountains, Ice Rinks), Thermal & Moisture Protection, Wood, Plastics & Ceramics

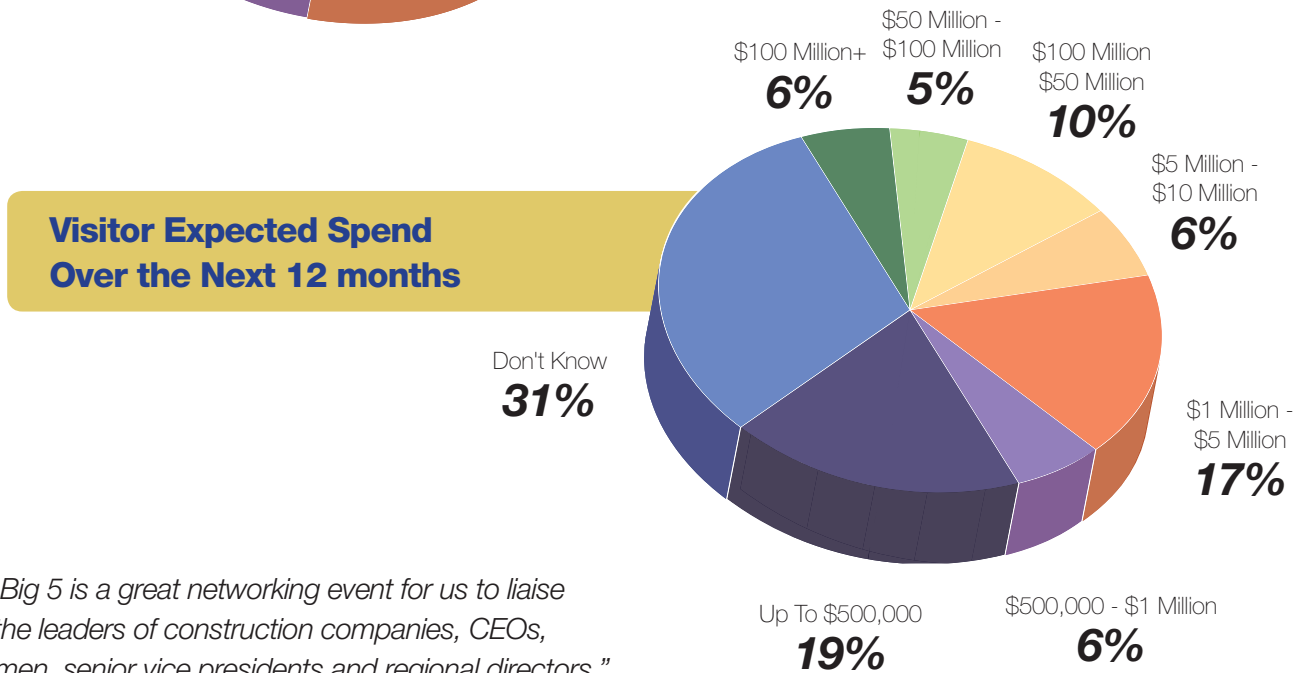
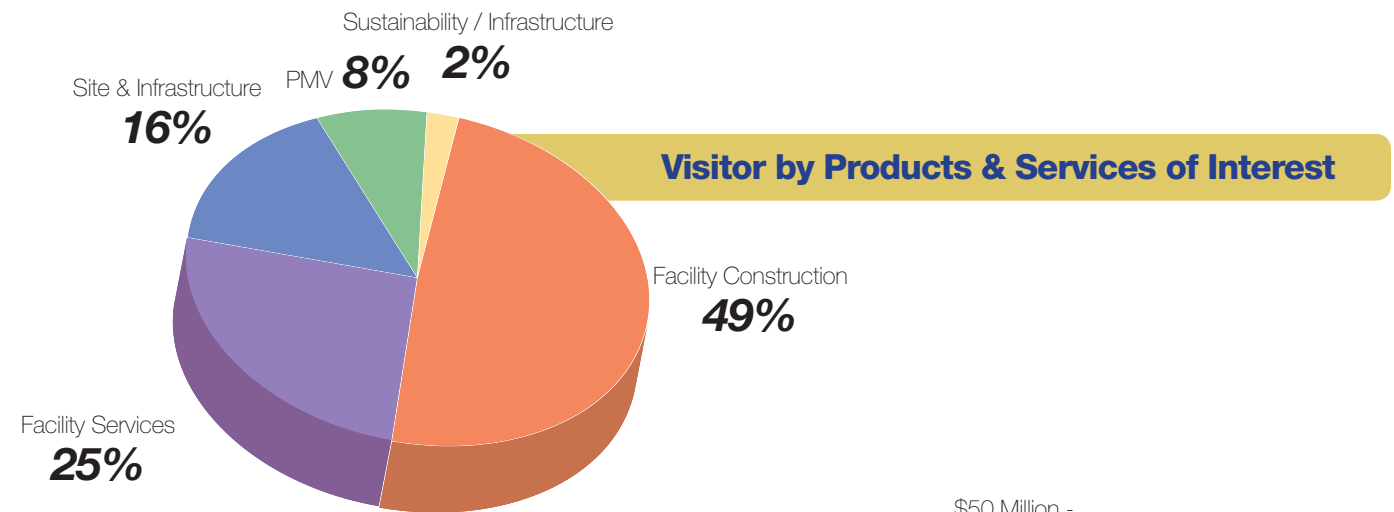
## Site & Infrastructure:

Earth work, Exterior improvements, Civil & Mechanical Utilities, Transportation

## Plant Equipment, Machinery & Vehicles:

Material Processing & Handling, Process Heating, Cooling & Drying, Process Gas & Liquid Handling, Purification, Storage, Pollution Control, Electrical Power Generation, Site Clearing, Demolition & Relocation

## Trade visitors to The Big 5 have broad buying responsibilities reflected in the even spread of products and services of interest:



*"The Big 5 is a great networking event for us to liaise with the leaders of construction companies, CEOs, chairmen, senior vice presidents and regional directors."*

**Bill Heath, Managing Director, Mace Macro**

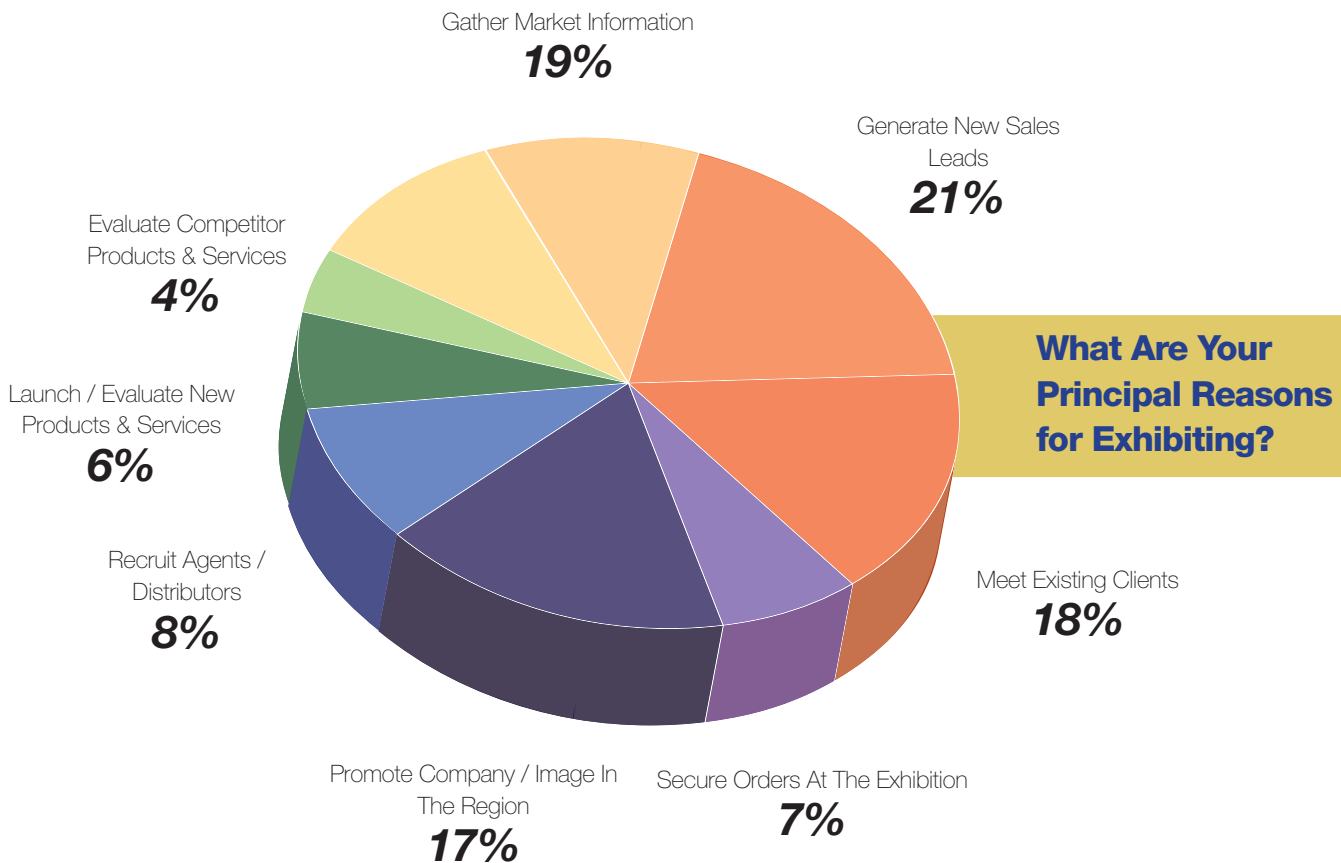
## Buoyant Industry

The Big 5 has the enviable reputation of being the Middle East and North Africa's most successful building and construction event, with **81%** of visitors likely to conduct business with contacts met at the show and **71%** currently involved in a project which they are seeking to source products.

## Clear Return on Investment

Building and construction projects are continuing in the region with **90%** of visitors rating the GCC market as important to their business.

An outstanding **92%** of visitors said that The Big 5 is important for sourcing new products and influencing their specifying and purchasing and **98%** rated the show as good to excellent for business in general.



*"The exposure The Big 5 Exhibition provides to the UAE, Gulf and Middle East markets is invaluable in launching new products."*

**Hassan Chamas**, General Manager, IT – Innovations Dubai

# Growing Global Participation

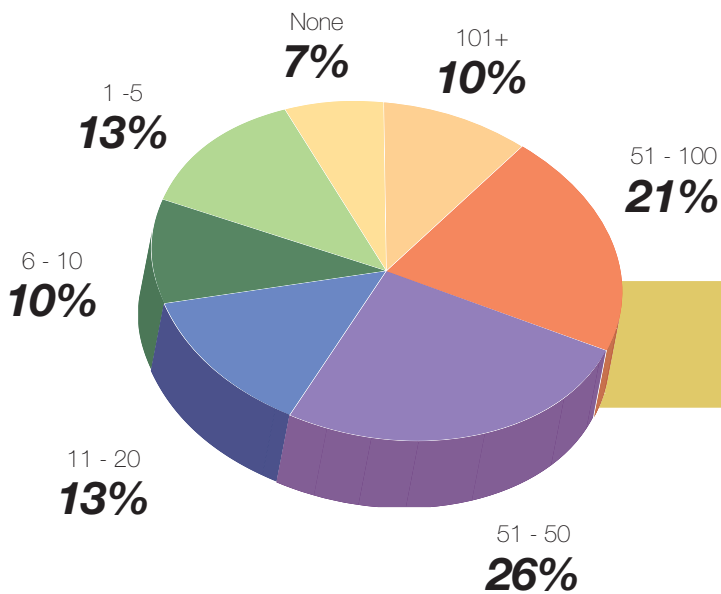
2,150 leading industry companies participated at The Big 5 2010. In total there were 27 national pavilions with companies coming from 70 countries occupying 37,872 net sqm of floorspace.

## Exhibitor by Country

Armenia	Croatia	Netherlands	Korea	Norway	Serbia	Taiwan	Yemen
Australia	Czech Republic	India	Kuwait	Oman	Singapore	Thailand	
Austria	Denmark	Indonesia	Lebanon	Pakistan	Slovakia	Tunisia	
Bahrain	Egypt	Iran	Libya	Philippines	Slovenia	Turkey	
Belarus	Ethiopia	Iraq	Luxembourg	Poland	Somalia	UAE	
Belgium	Finland	Ireland	Malaysia	Portugal	South Africa	UK	
Bosnia & Herzegovina	France	Italy	Morocco	Qatar	Spain	USA	
Brazil	Greece	Japan	Netherlands	Romania	Sweden	Uzbekistan	
China	Germany	Jamaica	Malta	Russia	Switzerland	Ukraine	
Canada	Hong Kong	Jordan	New Zealand	Saudi Arabia	Syria	Vietnam	

## National Pavilions

Australia	Canada	Greece	Luxembourg	Portugal	Switzerland	UK
Austria	China	Hong Kong	Malaysia	Saudi Arabia	Taiwan	USA
Belgium	France	Italy	New Zealand	Spain	Thailand	
Brazil	Germany	Korea	Norway	Sweden	Turkey	



## Satisfying Expectation

90% of exhibitors said The Big 5 was important to their sales and marketing success in the region with 91% of exhibitors saying that The Big 5 delivers good quality buyers and specifiers

### How Many New Business Contacts Have You Made at The Big 5?

*"I think The Big 5 is the best exhibition that I have seen"*

**Ahmad Ahmadi, Tak-Ista Structures**

*"One of the things that The Big 5 does particularly well is to maintain the global awareness of the exhibition to continuously draw the crowds"*

**Chan SAi Hoow, Chief Operating Officer, Potaglas Tank SDN BHD**

*"The Big 5 is a reputable exhibition, and one is proud to display products in this fair."*

**Sunil Shire, Plant Manager, Qatar National Aluminium Panel Co.**

# Networking & Thought Leadership

In its endeavor to continuously create more business and learning opportunities for its participants, The Big 5 2010 introduced a number of valuable networking events and further developed existing ones.

## The Platinum Club



Building on the 2009 Key Buyers programme, The Big 5 continued to attract the most influential buyers in the region. The Platinum Club focused on attracting key decision makers from the leading 600

projects with budgets of over \$100 million. The results of our successful campaign meant we delivered an attendance of over 499 project buyers (2009: 328) at the event



## Senior level attendees from these companies joined the Platinum Club:

Abyaar Real Estate	Belhasa Engg	Megacost Associates
ACWA Emirates	Bin Dhahi Trading	Midmac Contracting
Adnan Saffarini	Canadian Building Contracting	Ministry Of Culture And Information
Ahmadiyah Contracting & Trading Co.	Ch2M Hill International	Moden Building Systems
Al Abbar Group	Cimat Al Khaleej Construction Group	Orascom Construction Industries
Al Ansari Trading Enterprise	Citiconsult Architects And Engineers	Parsons Brinckerhoff
Al Awabid General Contracting	Currie & Brown	RKLM Pro Services
Al Faraa General Contracting	Delta Gulf Capital Investments	Saudi Binladin Group
Al Fouzan Company for Trading & Contracting	Drake & Scull	Saudi Lebanese Tarouk Contracting Company
Al Futtaim Carillion	Dubai Chamber of Commerce & Industry	Saudi Oger
Al Habtoor Engineering	Dubai Pearl	SEG Emirates Contracting
Al Hazem Contracting	Electromak	SIX Construct
Al Sahel Contracting Co.	Emirates Roads Contracting (Erc) Company	Skm Air Conditioning Equipment
Al Shafar Civil Engineering	Framecad Solutions	Solarwise Solutions
Alfahim Group	Future Eng Consultants	Sport Cities International
Alfred and Victoria Associates	Glotra Trading	SSH International Engineering Consultant
Ali Moosa & Sons Holding	Habtoor Leighton Group	Tameer Holding Investment
Altus Page Kirkland	Hill International	Tasweegar
Amana Contracting & steel buildings	Hyder Consulting	TDIC
AMB Building	Ian Banham and Associates	Total Development
Anwar Ali & Associates	Kettaneh Construction	Transfield Power & Constructions
Apex International Engg. Consultants	Kettaneh Construction Saudi Arabia	TREMCO
Arabtec Construction	Khatib & Alami	Unilocks
Arkan Financials	Khuyool Investments	Wade Adams Contracting
Avant Consulting	M. Al Shaikh Mubarak Consultants	WS Atkins & Partners Overseas
Bainona Engineering Consultancy	Majan Development Company	Zenith Engineering & Trading
Batec General Contracting	Marflex General Trading	
Belhasa Group-Tatwir Cont.	Massaget Civil Engineering Consultation	

*"Meeting with people for business relations frequently happens everywhere. But meeting with elected executives from all over the world, while being indulged all the time, happens only in a few occasions, one of which is the Platinum Club."*

**Ayman Trabulsi**, Contracts & Procurement Manager, **Saudi Binladin Group**

*"The Platinum Club privilege simply gave me the edge to feel more welcome, speeded up introductions to suppliers and manufacturers and information...Made my visit from overseas worth it"*

**Ejaz Ahed**, Managing Architect, **Ahed Associates**

*"The Big 5 was very informative and showcased a wide variety of innovative construction products. It was a wonderful experience participating in The Big 5 exhibition and platinum club"*

**L Thiyaga Rajan**, Project Manager, **Empire Holdings**

*"The Platinum Club was a vital occasion to meet a wide community of businessmen across all diverse sectors."*

**Gerald Turk**, Real Estate Development Manager, **Kettaneh Construction**

# GAIA Awards



After a hugely successful debut in 2008, the GAIA Awards are now in their third year were designed to raise the profile of green environmentally sound building products and services in the GCC

region, the independent panel of judges recognised and awarded 23 companies in 2010 from over 200 entries.



## Award Winners

Seeley International Pty	Gold
Co.A.R. Srl	Silver
Mulk Holding	Silver
Novelis Deutschland GmbH	Silver
Globcom General Trading	Silver
Gulf Engineering System Solutions	Bronze
MB Crusher	Bronze
Grundfos Gulf Distribution FZE	Bronze
Weatherite Manufacturing	Bronze
Heradesign - Knauf	Bronze
Hyderabad Industries Limited	Bronze
CS Construction Specialities	Finalist
DMC Dry Mortar Company	Finalist
Custom Building Products	Finalist
Nanophos	Finalist
Save Water Company	Finalist
Silk Décor ( FZC)	Finalist
Prismcoatings Canada Inc	Finalist
Gulf Engineering System Solutions	Finalist
Hyderabad Industries Limited	Finalist
FieldTurf Tarkett SAS	Finalist
Hyderabad Industries Limited	Finalist

## Conference



Building on the success of our Conference in 2008 and 2009, The Big 5 in 2010 extended the programme with a mixture of keynote speeches, case study presentations and project

showcases. Delegates came together to discover what the renewed construction industry would look like after the recession. 24 of the regions most influential and distinguished industry leaders spoke at the conference to an audience of 96 delegates.



**97%** of delegates rated the material/content of the conference as good to excellent

**94%** rated the quality of the speakers as good to excellent.

*"Conference Speakers were fantastic!"*

**Areef Sharif**, Head of Construction Community, **Zawya**

*"Excellent opportunity to review the current status of the industry in the region"*

**Phil Hadley**, Project Manager, **Parsons Brinckerhoff**

*"The Big 5 Construction Conference is an occasion that should continue to be organized as it brings together professional and technological developments to participants."*

**Suleiman Kumo Muhammed**, Project Manager, **Central Bank of Nigeria**

## Training Courses



For the first time in the Middle East, the world's leading institutions from the building and construction world came together exclusively at The Big 5 to host a series of certified training courses on environmental, management and technical topics.

**92%** of delegates rated the quality of the ICE Trainer as excellent

**93%** rated the Cranfield trainer as excellent

**72%** of delegates rated the material/content of the USGBC training course as excellent



# Marketing & Communications

Significant investment was made in The Big 5 marketing communication strategy. Targeted adverts in key trade publications, newspapers, radio stations, online advertising, SMS, direct mail and fax reaching a staggering **5,880,371** people. The estimated value of the marketing on The Big 5 was just over **US\$5 million**.

## Trade Press Advertising:

The advertising campaign included the placement of 109 adverts in 41 key trade publications across the MENA (Middle East North Africa) region covering both Arabic and English titles. These publications were circulated to an audience of **807,033**.

TRADE PUBLICATION	COUNTRY	CIRCULATION	NUMBER OF ADVERTS
Arab Construction World	Pan Arab	7,829	2
Al Handasah	KSA	9,050	2
Al Jazirah Newspaper	KSA	140,572	2
Al Maskan	KSA, Gulf	15,000	2
Albenaa Magazine	KSA	10,000	4
Arab Water World	Pan Arab	8,400	2
Architects & Interiors India	India	—	2
B2B Purchase Magazine	India	45,000	5
Clean Middle East	GCC MENA	5,000	1
Climate Control Middle East	GCC	16,729	2
Commerical Interior Designer	MENA	10,000	2
Compasses	Pan Arab, Europe	25,000	2
Concrete Technology Today	Asia, ME	21,000	1
Construction Week	MENA	12,625	10
Construction Week India	India	—	2
Construction World Gulf	GCC	9,179	4
Emirates Construction Magazine	UAE, GCC	—	4
EPC & I	India	—	4
FM Magazine	MENA	7,000	2
Gulf Construction	GCC	10,402	7
Gulf Interiors	GCC	12,000	8
H2O Magazine	GCC	10,500	2
Iktissad	UAE, GCC, Egypt	48,240	2
Machinery Market Middle East	GCC	10,000	3
ME glass magazine	GCC, Germany	9,000	2
Mega What	GCC	101,478	2
Mena Infrastructure Journal	MENA	41,971	1
MEP Middle East	MENA	6,639	2
Middle East Architect	MENA	8,300	2
Plastruction	Asia, Europe, Americas	19,400	1
PMV	MENA	6,000	3
Projects Qatar	UAE, QATAR	7,000	1
Projects Today	India	—	4
South East Asia Building	Asia, ME	27,300	2
South East Asia Construction	Asia & ME	25,000	2

TRADE PUBLICATION	COUNTRY	CIRCULATION	NUMBER OF ADVERTS
Technical Review Middle East	Pan Arab	12,276	4
The Big Project	GCC, Lebanon International	59,643	4
The Security review	GCC	10500	2
The Turkish Newspaper	Turkey, Turkish Embassies & Turkish Airlines	20000	2
World Pumps	Worldwide	19,000	2
<b>TOTAL</b>	—	<b>807,033</b>	<b>113</b>

## Online Advertising:

Online advertising reached an audience of **440,214**.

PUBLICATION ONLINE	WEB BANNER IN EMAIL	EMAIL	CIRCULATION
Arabian Construction World	—	4	12,000
Arabian Water World	—	4	14,000
Architects24.com	—	4	8,000
BNC Network - Weekly Product Update Bulletin	0	7	8,000
BNC Network - Weekly Project Bulletin	0	8	55,000
BNC Network - Weekly Project Update Bulletin	7	7	8,000
Commerical Interior Designer	2	—	26,000
Construction Week	8	—	26,000
Emirates Construction Magazine	—	2	—
FM Magazine	2	—	26,000
MENA Infra.com	—	—	84214
MEP Middle East	3	—	26,000
Middle East Architect	3	—	26,000
PMV	3	—	26,000
Security Review	—	4	25,000
Technical Review Middle East	—	2	15,000
Ventures Middle East	—	5	20,000
Ventures Middle East - Personnel Directory	5	—	15,000
Ventures Middle East - Project Directory	5	—	20,000
Zawya	—	2	10500
H2O Magazine	—	2	48240
Iktissad	—	2	10,000
Machinery Market Middle East	—	3	9000
ME Glass Magazine	—	2	101,478
mega What	—	2	41,971
Mena Infrastructure Journal	—	1	6,639
MEP Middle East	—	2	8,300
Middle East Architect	—	2	19,400
Plastruction	—	1	49
<b>TOTAL</b>	<b>38</b>	<b>49</b>	<b>440,214</b>

# Direct Marketing

## Website:

The Big 5 website attracted **248,112** unique users, spending an average time of 4 minutes browsing the site and hitting more than 4 pages each.

The Big 5 2010 website had a total of **1,057,595** hits from February to December 2010.



## Email Marketing:

Our targeted email campaign focussed on using our own in-house database of industry professional plus third party data allowing us to communicate with over **975,715** people.



## Direct Mail:

**196,250** visitor postcards and show previews were sent to our international database, inserted into media partner publications and sent out by our exhibitors to their customers.



# Public Relations

An extensive Public Relations campaign was run across the UAE and GCC region, focussing on communicating clear, specific and targeted messages to our core audience. The PR campaign achieved a total of 351 pieces of coverage with a split of 120 English printed pieces, 131 Arabic printed pieces, 7 broadcast pieces (including Dubai TV, Dubai

One TV, Abu Dhabi TV, Decision Makers TV, City 7, CNBC Arabia, Sama Dubai Al Arabiya) and 100 online pieces. The coverage achieved an **editorial value of \$75 million** and an **advertising equivalent of over \$19 million**.

## The PR campaign resulted in opportunities for 15,000,000 people to read, see or hear about The Big 5

PUBLICATION	COUNTRY	CIRCULATION	LANGUAGE	NO. OF ARTICLES
7 Days	UAE	72,000	English	3
Abu Dhabi Week	UAE	82,000	English	1
Akhbar AL Arab	UAE	110,000	Arabic	4
Al Bayan	UAE	88,800	Arabic	46
Al Bilad	Bahrain	74,472	Arabic	2
Al Eqtissadiya	KSA	95,904	Arabic	2
Al Fajr	UAE	21,980	Arabic	2
Al Hayat	Pan Arab	107,370	Arabic	1
Al Ittihad	UAE	94,275	Arabic	12
Al Jazirah	KSA	175,000	Arabic	3
Al Khaleej	UAE	150,000	Arabic	21
Al Riyadh	KSA	180,000	Arabic	2
Al Sabah	Kuwait	20,000	Arabic	1
Al Shabiba	Oman	338,164	Arabic	2
Al Sharq	Qatar	65,000	Arabic	1
Al Wahda	UAE	30,000	Arabic	3
Al Watan	Qatar	23,000	Arabic	1
Al Yaum	KSA	132,000	Arabic	4
Alam Alyaum	Egypt	75,000	Arabic	3
Alroya Aleqtissadiya	UAE	100,000	Arabic	10
Asharq Al-Aswat	Pan Arab	300,000	Arabic	1
Asharq Al-Aswat	KSA	261,428	Arabic	1
Build Green Magazine	GCC	16,729	English	3
Discover ME	UAE	15,000	English	1
Emarat AlYaum	UAE	80,000	Arabic	7
Emirates Construction	UAE	8,000	English	1
Facilities Management ME	UAE	5,163	English	8
Gulf Construction - English	Bahrain	49,028	English	25
Gulf Construction - Arabic	Bahrain	49,028	Arabic	1
Gulf News	UAE	133,000	English	17

PUBLICATION	COUNTRY	CIRCULATION	LANGUAGE	NO. OF ARTICLES
Gulf Today	UAE	46200	English	10
Identity	UAE	10000	English	1
Khaleej Times	UAE	92750	English	32
Muscat Daily	Oman	25000	English	1
Okaz	KSA	250000	Arabic	1
Oman Tribune	Oman	36030	English	1
Qatar Tribune	Qatar	13000	English	2
Sayidati	UAE	80000	English	1
The Big 5 Show Daily	UAE	5000	English	5
The Big Project	UAE	44209	English	5
The National	UAE	90000	English	2
Xpress	UAE	63768	English	1
<b>TOTAL</b>		<b>3,708,298</b>		<b>251</b>

ONLINE ENGLISH WEBSITE	NO. OF ARTICLES
Al Bawaba	2
Ameinfo	12
ANBA (Brazil Arab News Agency)	1
Arabian Business	1
Business Intelligence Middle East	3
Construction Week	1
Dubai City Guide	2
Eye of Dubai	2
Go Dubai	1
Middle East Events	2
Smart Arabs	1
Smart Oman	1
Trade Arabia	4
UAE Today	1
WAM	1
Zawya	2
<b>TOTAL</b>	<b>37</b>

ONLINE ARABIC WEBSITE	NO. OF ARTICLES
Akhbar Al Arab	1
Al Bayan	8
Al Eqtissadiya	1
Al Hayat	1
Al Ittihad	3
Al Jazirah	2
Al Khaleej	4
Al Nadwah	1
Al Riyadh	3
Al Sharq	1
Al Yaum	1
Alam Alyaum	1
Alroya Aleqtissadiya	3
Ameinfo	9
Arabian Business	1
Argaam Online	2
Business Maktoob	1
Elaph	2
Emarat Al Yaum	1
Emirates Times	3
Eye of Dubai	3
WAM	6
Zawya	5
<b>TOTAL</b>	<b>63</b>



**FUTURE DATES**  
**21 - 21 NOVEMBER 2011**



**YOUR PASSION, YOUR INDUSTRY.**

**dmg :: events**

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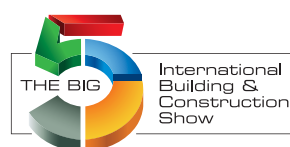
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The Big 5 Events



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**Kingdom of Saudi Arabia**

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