



International
Building &
Construction
Show

BUILDING TOMORROW'S SKYLINES

THE BIG 5 DUBAI PRESS KIT



21 - 24 November 2011

Dubai International Exhibition &
Convention Centre

www.thebig5.ae

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LETTER FROM THE EVENT DIRECTOR

Ladies and Gentlemen,

Welcome to The Big 5, the largest construction event in the Middle East.

The Big 5 attracts over 35,000 of the region's leading buyers of construction materials who come to the event to meet and do business with over 2,200 suppliers from across the globe.

The event has been running for over 30 years and offers a unique opportunity for everyone involved in construction to see new product innovation, learn about the latest trends and network with colleagues and potential partners all looking to develop their business.

For The Big 5 2011 we are making some big changes to the event and for the first time there will be four free to attend seminar theatres located on the show floor offering visitors the chance to see first hand new products and techniques giving them new insight and opportunities to improve the way they work.

This year we will also be introducing two new events alongside The Big 5; The Concrete Innovation Summit and The Middle East Green Build Congress will add to the existing Big 5 Conference programme.

The Concrete Innovation Summit will address the need for a focused event offering product insights, best practice and first-hand solutions in a region where the number of infrastructure projects are still increasing and an estimated \$600 billion will be spent on construction projects over the next 3 years.

The Middle East Green Build Congress will gather international and regional environmental leaders to define their vision for a green and sustainable future. The exclusive speaker panel will comprise politicians, ministers, CEOs, environmentalists and guiding authorities to discuss nation shaping topics including international perspectives on climate change, green leadership to enable sustainable growth; energy, water and resource management; developing a sustainable future; and sustainable infrastructure and transport systems.

The Big 5 Conference will address the technical and practical challenges and opportunities in the construction sector in the Middle East. The event will unite developers, architects, consultants, contractors and solution providers to discuss, benchmark and inspire best-practice and project quality improvement. Themes of discussion will include master planning, sustainability, design, project ROI, construction, structural and civil engineering, PPP, legislation, investment, utilities, services, retrofitting, sourcing and logistics.

All these events will deliver new content, companies and expert speakers and give you the opportunity to meet with key industry players, learn about market trends and fill your column inches or airtime with content of real interest.

The Big 5 Press Kit is designed to provide you with a quick overview of the event's highlights.

We hope you find it an interesting read and look forward to welcoming you to Dubai in November for The Big 5 2011.

Best Regards,

Andy White



THE BIG 5

For more than 30 years The Big 5 has provided a business and networking platform for the construction industry. It is the essential gateway to the Middle East and North Africa (MENA) construction market, providing both exhibitors and visitors the opportunity to conduct serious business and access the most current information on all aspects of the construction industry.

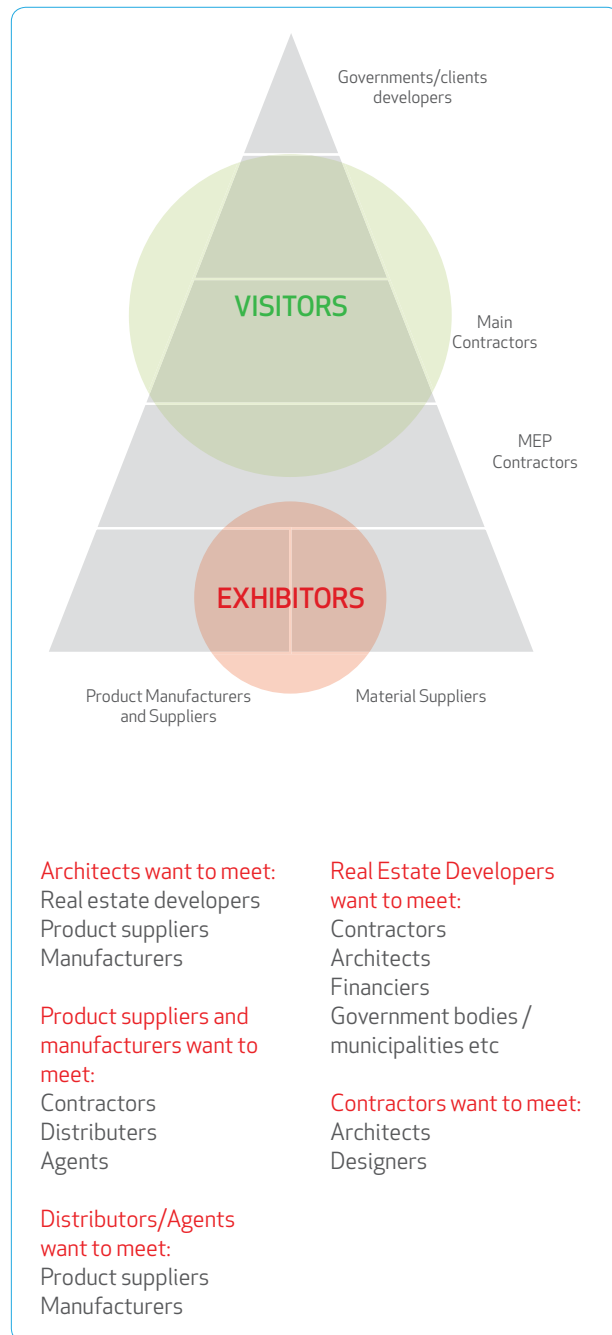
In 2010, 2,150 exhibitors from 71 countries and 27 national pavilions exhibited at The Big 5. Exhibitors represented the entire portfolio of construction products across these core sectors – real estate, infrastructure, industry, power and water.

Over 35,000 unique serious buyers attend The Big 5 to source the very latest construction products and technologies.

What makes The Big 5 the region's most important event?

- The largest building and construction show in the MENA region
- More than 2,500 exhibitors, 70 country pavilions, 37,800 sqm floor space
- 48,336 BPA audited visits
- The widest and most diverse range of construction products and services in the MENA region
- Conference agenda featuring the world's most prominent leaders in construction
- Green Build Summit shaping the future of green build (NEW)
- Over 80 free to attend, hands-on practical application seminars (NEW)
- Dozens of interactive live demonstrations

The four day event is for building and construction professionals including Governments, Clients, Developers, Designers, Architects, Project Managers, Engineering Consultants, Main Contractors, MEP Contractors, Material Suppliers, Product Manufacturers and Suppliers.



Big 5 2010 participants figures are BPA audited.



PARTICIPANTS PROFILE

Visitor by Company Activity



Sector	%
Architectural/Design Practice	15
Main/Sub/MEP Contractor	20
Engineering	14
Consultancy/Project Manager	9
Manufacturer	9
Property Dev/Owner/Investor	5
Trade Association	5
Distributor/Supplier/Agent	17
Other	6

Visitor Expected Spend Over the Next 12 Months



Spend	%
\$10 Million – \$50 Million	10
\$5 Million – \$10 Million	6
\$1 Million – \$5 Million	17
\$500,000 – \$1 Million	6
Up to \$500,000	19
Don't know	31
\$100Million +	6
\$50 Million – \$100 Million	5

Visitor By Country*

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

You can expect to meet exhibitors from these product and service sectors:

- Marble/Ceramic/Stone
- Openings
- Glass & Glazing
- Metal
- Wood, Plastic & Composite
- Bathrooms & Kitchens
- HVAC
- Electrical Systems
- Communications
- Plumbing/Water Technology
- Fire Suppression & Protection
- Pipelines
- Special Construction (Swimming Pools, Fountains etc)
- Thermal Moisture Protection
- Conveying Systems
- Finishes (Coating, Painting, Gypsum, Tiling etc)
- Safety & Security Equipment
- Tools
- Scaffolding

Exhibitor by Country

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

* All figures based on The Big 5 2010

WHAT CLIENTS SAY ABOUT THE BIG 5

“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

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

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

“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

“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

“Excellent opportunity to review the current status of the industry in the region.”

Phil Hadley, Project Manager, Parsons Brinckerhoff

The German Pavilion at The Big 5 Show 2010 offers visitors a platform for information on the wide range of products and technologies made by German companies. The joint exhibition stand enables visitors to find appropriate products for their specific requirements to analyse and arrange all kinds of potential co-operation’.

Mr. Guntram Press, German Engineering federation (VDMA)

‘The Big 5 continues to be the premier event in the wider GCC region and Austrian businesses are looking forward to showcasing their products and services in the construction sector.’

Mr. Wolfgang Penzia, Austrian Trade Commission

COUNTRY PAVILIONS AT THE BIG 5

27 INTERNATIONAL PAVILIONS

SHOWCASING THE MOST DIVERSE RANGE OF CONSTRUCTION PRODUCTS AND SERVICES

Participating pavilions from 2010:

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

The Big 5 2011 will once again play host to country pavilions from around the world. Media will have the opportunity to gain first hand access to senior personnel from these pavilions to talk about advancements in construction products, sustainability and world class technology.

'The German Pavilion at The Big 5 Show 2010 offers visitors a platform for information on the wide range of products and technologies made by German companies. The joint exhibition stand enables visitors to find appropriate products for their specific requirements to analyse and arrange all kinds of potential co-operation.'

Mr. Guntram Press, German Engineering Federation (VDMA)

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Mr. Wolfgang Penzia, Austrian Trade Commission

SCHEDULE OF EVENTS AT THE BIG 5

Working hard to create an even more valuable networking and business experience for our participants, the big 5 has introduced a number of events running alongside the exhibition that will give you access to dozens of interactive educational and networking opportunities.

NEW! 80+ Free to Attend Seminars

Interactive, practical, hands-on seminars will run throughout each day of the event. Seminars will deliver real life case studies, in-depth technical analysis and best practice advice and information. The seminar deadline will be posted online shortly.

Dozens of Interactive Demonstrations

This year The Big 5 is going live! You will experience construction like never before with dozens of interactive demonstrations running continuously throughout the day. A detailed list of demo's will be posted on the website closer to the time of the event.

Recognising Green Build at the Gaia Awards

The popular Gaia Awards will recognize those companies who have successfully contributed to the sustainable built environment. Entries will be judged by the industry's most respected advocates of Green Build with winners being honored at a ceremony during the event.

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
Heraesign – 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

New Content & New Speakers at The Big 5 Conference

The Big 5 Conference is a two day industry program addressing the challenges and opportunities in the Middle East. This industry leading technical event will bring together construction professionals to discuss, benchmark and inspire best-practice and project quality improvement.

NEW! World Leaders at the Middle East Green Build Congress

An exclusive speaker panel of politicians, ministers, CEOs, environmentalists and guideline authorities will come together to discuss and define a vision for a green and sustainable future.

Mystery Speaker World renowned mystery speaker - be the first to know!

Sign up to email updates at www.thebig5.ae about The Big 5 and be the very first to know about our world renowned mystery speaker at the Middle East Green Build Congress.



SCHEDULE OF EVENTS AT THE BIG 5 CONTINUED

Platinum Club Listing

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

CONFERENCE AND SEMINARS

Conferences

In response to your feedback from last year's event The Big 5 team are proud to present you with a range of added-value conferences and training courses to help drive forward your construction business.

New for 2011 is The Middle East Green Build Congress, which will provide strategic vision and green leadership. The Big 5 Conference will meet your technical and project needs and the interactive workshop programme will help you to up-skill and stay at the leading edge of your project delivery.

Middle East Green Build Congress



Middle East Green Build Congress is the vision day. Middle East Green Build Congress will gather international and regional environmental leaders to define their vision for a green and sustainable future.

The exclusive speaker panel will comprise of politicians, ministers, CEOs, environmentalists and guiding authorities to discuss nation shaping topics including international perspectives on climate change, green leadership to enable sustainable growth; energy, water and resource management; developing a sustainable future; and sustainable infrastructure and transport systems.

The Big 5 Conference



The Big 5 Conference is a two-day industry programme addressing the challenges and opportunities in the construction sector in the Middle East. This industry-leading technical event will bring together developers, architects, consultants, contractors and solution providers; to discuss, benchmark and inspire best-practice and project quality improvement.

Themes of discussion will include master planning, sustainability, design, project ROI, construction, structural and civil engineering, PPP, legislation, investment, utilities, services, retrofitting, sourcing and logistics.

Workshops and Training Courses

The Big 5 interactive workshop sessions and training courses to enhance your construction sector skills will run alongside the conference and congress programmes.

Training and workshops are an ideal opportunity to learn and develop essential skills and to gain knowledge in an active learning environment. Course themes include green building codes, civil engineering, design, planning, health and safety and case study sessions.

Seminars

The Big 5 will be introducing more than 80 free to attend seminars for contractors, architects, manufacturers, distributors and all other construction professionals.

Each seminar will be structured in a practical, concise way to enable attendees to walk away with valuable and practical information. Sessions will start with key learning points, case studies, analysis and best practice examples.

“80 free to attend seminars for contractors, architects, manufacturers, distributors and all other construction professionals.”



ONLINE PRESS INFORMATION

www.thebig5.ae

THE PRESS SECTION ON THE BIG 5 WEBSITE CAN HELP YOU FIND ALL THE INFORMATION YOU NEED ONLINE. THERE ARE FOUR SECTIONS:

1

Press Releases and Press Kits

For the latest news on the event, view the official market news and press releases as well as those published by attendees.



3

Photo Gallery

Download photos from The Big 5 and see our official Show Video from 2010.



2

2. Media Registration

This section will explain how to become a media partner and the deadline for registering.



4

News and Events

Find out about The Big 5 conference programme and speaker profiles, check the calendar of events to organise your Big 5 schedule, and read about industry and show news in The Big 5 publications.



PRESS OFFICE SERVICES AT THE BIG 5

Onsite Facilities

Services available at the Press Centre during the four days of The Big 5:

- A daily programme listing all major events taking place at The Big 5.
- An editorial room reserved for journalists, equipped with computers, fax, internet connection, a printer and the assistance of a permanent staff member (all services are provided free of charge).
- Assistance with setting up interviews with key participants including exhibitors, sponsors, speakers, trade delegations and VIPs.
- Access to The Big 5 show photo gallery.

Media Partnerships

The success in part of The Big 5 is working closely with trade media representing the interests of the construction and business professional. The typical non-financial exchange ensures that all media partners are given maximum exposure to The Big 5 database and onsite audience, unlike any other construction trade show in the MENA region.

Opening Hours

Monday 21 November	11.00 – 20.00
Tuesday 22 November	11.00 – 20.00
Wednesday 23 November	11.00 – 20.00
Thursday 24 November	11.00 – 20.00



ABOUT DMG

dmg :: events

DMG EVENTS WAS FOUNDED IN 1989 AND IS AN INTERNATIONAL EVENTS AND PUBLISHING COMPANY THAT PRODUCES MARKET LEADING TRADE EXHIBITIONS, CONFERENCES AND PUBLICATIONS EACH YEAR. EMPLOYING MORE THAN 200 PEOPLE, DMG EVENTS MAINTAINS A WORLDWIDE PRESENCE THROUGH OFFICES AROUND THE WORLD.

OUR VISION

“TO INSPIRE, ENTHUSE AND SUPPORT OUR CUSTOMERS TO DO BUSINESS TOGETHER.”

The Big 5's Other Events



PMV LOGO

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