

CONFERENCES GALORE



This year The Big 5 will double its high-level conference offer

The UAE construction market is one of the most active markets in the GCC with a large number of high-value projects spread across different sectors. According to HVAC Market Outlook Report created by BNC for The Big 5, there is approximately \$774bn worth of active project investments in the country, of which approximately 43% are concentrated in Dubai.

Keeping that in mind, The Big 5 event will feature the Excellence in Construction Summit on 26 November, and The Big 5's Innovation in Precast Summit on Nov. 26 and 27.

The Excellence in Construction Summit will host keynote speeches by Ahmed Al Khatib, vice president of Real Estate & Delivery at Expo 2020 Dubai; Chris Kelsey, CEO of Cazza, the company behind the first 3D printed skyscraper project; and Bibop G. Gresta, chairman and co-founder of Hyperloop Transportation Technologies, among many others.

Exploring the latest technologies, innovations,

standards and regulations in precast concrete, the two-day Big 5's Innovation in Precast Summit is supported by BetonFage, Europe's largest precast congress, and will feature internationally renowned precast experts.

Co-located with The Big 5 Solar

In addition, the show will be co-located with The Big 5 Solar, showcasing solar technologies from local and international companies. Pursuing the escalating green demands in the GCC market, and supported by the UAE Ministry of Energy, The Big 5 Solar is set to become the premier platform for solar industry professionals to network and do business in the region. The event will feature 12 Solar Talks on real case studies, new technologies, innovations, finance models, and latest trends within the solar industry, and the third edition of the Global Solar Leaders Summit (GSLs), which will be opened by the Undersecretary of the Ministry of Energy, His Excellency Dr. Matar Al Neyadi.

Konduko Smart Event

This year, The Big 5 will undergo a "smart makeover", introducing the new Konduko Smart

Event service. Visitors will be able to opt-in to receive any content stored on the Smart Readers available throughout the show floor. Via their smart badge, they will be able to digitally collect and control exhibitors' information, and decide who to share their personal information with. The collected data will be then collated in a daily digest email, so all the relevant information will remain at hand in an email also after the event is over.

"In an effort to improve the visitor experience every year, the introduction of Konduko's Smart Event service will make it easier than ever for The Big 5 attendees to collect information from the show floor," promises Josine Heijmans, exhibition portfolio director of The Big 5.

Returning features at The Big 5 2017 include the 10th edition of the Gaia Awards, which recognize construction companies' responsibility towards the environment providing them with a platform to promote 'green' products and showcase sustainable solutions, as well as the Live Product Demonstrations, an interactive display of the most innovative products and technologies presented in real time by The Big 5 exhibitors.