



CASE STUDY

EMCON

EMCON GENERATES QUALIFIED LEADS AT **THE BIG 5**

EMCON is a specialty concrete products and paving tiles manufacturer with a leading position in the Middle East for the past 43 years. EMCON continuously invests in product and human development to ensure an unparalleled service to its valuable partners.

1 CHALLENGE

COVID-19 has restricted our most reliable sales channel, our close interaction with our customers. This is ultimately impacting our sales and introduction of new products.

2 SOLUTION

The Big 5 has provided us with the opportunity to reconnect with our valuable customers and partners face to face and reinstate confidence after a prolonged disconnection.

3 RESULTS

We introduced a broad range of new products which were well received by the audience. We generated many qualified leads and strengthened our presence in the industry.

We generated many qualified leads and strengthened our presence in the industry.

To enquire about exhibiting at The Big 5 2022, email info@thebig5.com