



BUILDING TOMORROW'S SKYLINES

**\$4.3 TRILLION TO BE
SPENT** IN THE MENA
REGION OVER
THE NEXT DECADE*

35,000 BUYERS

ONE EVENT PRESENTING
UNPARALLELED
OPPORTUNITIES



21 - 24 November 2011

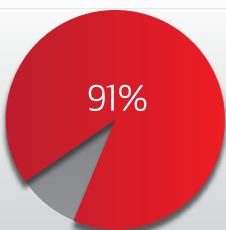
Dubai International Exhibition &
Convention Centre

www.thebig5.ae

* Global Construction Perspectives, March 2011

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



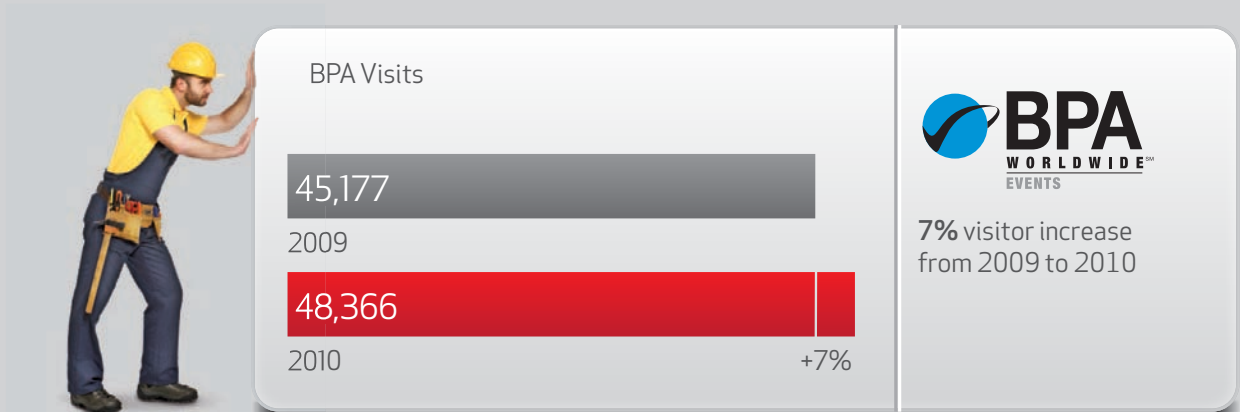
The Big 5 Fact

91% of exhibitors say The Big 5 delivers good quality buyers and specifiers

WELCOME TO THE BIG 5 THE MIDDLE EAST'S LARGEST BUILDING & CONSTRUCTION SHOW

The Big 5 is the largest exhibition for construction products in the Middle East and attracts **35,166** trade buyers (**48,366** repeat visits) more than any other event in the region.

For more than 30 years, The Big 5 has helped thousands of regional and international companies meet and do business with key buyers of construction products from The Middle East and North Africa.



A report carried out by Global Construction Perspectives (March 2011) forecasts a total of \$4.3 trillion to be spent on construction in the MENA region over the next decade, representing growth of 8%.

Aligned with this growth, The Big 5 saw visitor attendance increase by **7%** compared with 2009, with exhibitors reporting record levels of business during and after the event.

If you're serious about doing business in the Middle East, then exhibiting at The Big 5 is the quickest and most effective way to grow your sales.

We at The Big 5 are proud to be audited by the BPA. This audit means our potential exhibitors are receiving accurate and honest visitor figures allowing you to make a considered judgement when choosing which event to exhibit at. The Big 5 is the only construction event that took place in the UAE in 2010 to be independently audited.

27 NATIONAL PAVILLIONS, 70 COUNTRIES, 37,872 NET SQM FLOOR SPACE. UNPARALLELED OPPORTUNITIES



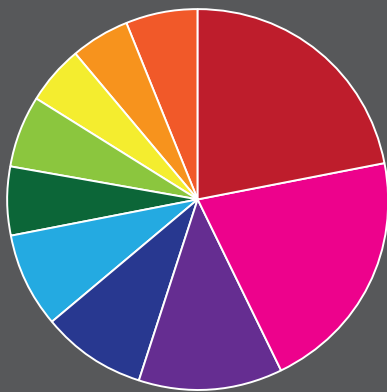
70 COUNTRIES EXHIBITING AT THE BIG 5 ACCESSING MORE THAN 35,166 BUYERS FROM THE MENA REGION



Unrivalled access to the Middle East's most influential construction buyers and sellers.

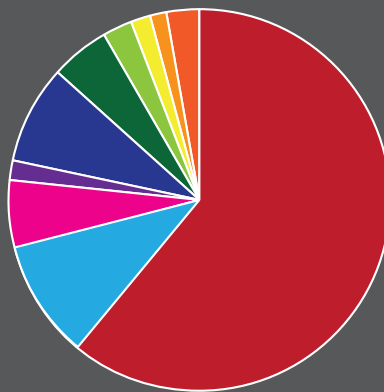
MEET YOUR BUYERS

Purchasing decision makers and decision influencers



Visitor Professions:	%
Architect, Engineer	22
CEO, MD, GM	21
Contractor, Consultant, Specifier	12
Agent, Distributor	9
Interior Designer	8
Mgr - Construction, Site, etc	6
Mgr - Facilities, Contracts, etc	6
Quantity Surveyor	5
Property Developer	5
Other	6

35,166 buyers from all across the MENA region



Visting From:	No.
UAE	22,767
Saudi Arabia	1,873
Qatar	562
Iran	2,629
North Africa	1,641
Oman	752
Kuwait	562
Bahrain	472
India and Pakistan	817
Outside MENA	3,091

Enormous spending power for construction projects



Vistors 12 month Spend:	%
Upto \$500,000	19
\$500,000 - \$1million	6
\$1million - \$5million	17
\$5million - \$10million	6
\$10million - \$50million	10
\$50million - \$100million	5
\$100million +	6
Don't know	31

35,166 CONSTRUCTION INDUSTRY BUYERS

Facility Construction

- Concrete, Stone
- Marble/Ceramic/Masonry
- Thermal & Moisture Protection
- Openings (Doors, Windows)
- Conveying Systems
- Metals/Glass
- Wood/Plastics/Composite
- Finishes (Coating, Paint, Gypsum, Tiling)
- Bathroom/Kitchens
- Special Construction (Aquariums, Swimming Pools, Fountains)

Facility Services

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

Site & Infrastructure

- Civil/Mechanical Utilities
- Exterior Improvements
- Earthwork
- Transport (Roadway, Railway, Bridge)

Plant, Machinery & Vehicles

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



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

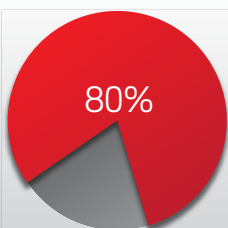


NEW FOR 2011

Middle East Green Build Summit, more than 80 free seminar sessions, round table discussions and online business matching facilities.

Capitalise on a \$5 million marketing campaign reaching 15 million professionals

- The full marketing campaign employs all possible means of communication to reach a global audience of over 15,000 million construction professionals
- The campaign schedule includes direct mail, email, online advertising, trade advertising, SMS, fax, TV, PR and social media
- We also forge strong relationships with world wide associations, institutes, business councils, chambers of commerce and embassies to promote the show and arrange delegations



The Big 5 Fact

Visitors who are likely to do business with exhibitors at The Big 5

SO MUCH MORE THAN AN EXHIBITION



THE BIG 5 DISCUSSIONS AND DEDICATED NETWORKING SESSIONS

NEW! Seminars. Visitors will gain access to over 80 free seminars that will deliver practical advice and applied information on a huge breadth of topics, with lessons learned from live projects and delivered by experts with hands-on experience.

Gaia Awards. The Gaia Awards is set to make an even bigger impact this year. Open to The Big 5 exhibitors, this event will honour those who have successfully integrated sustainable products and services into construction products in the GCC.

Platinum Club. The Platinum Club brings together the region's leading 600 projects with budgets over US\$100 million. In 2010, The Big 5 welcomed 499 key buyers who discussed opportunities and challenges in the MENA region within a private and exclusive setting.

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 developers architects, consultants, contractors and solution providers; to discuss, benchmark and inspire best-practice and project quality improvement.

NEW! Middle East Green Build Congress. This session brings regional and international environmental leaders together to define a vision for a green and sustainable future. The exclusive speaker panel will bring together politicians, ministers, CEOs, environmentalists and guideline authorities to discuss nation-shaping topics.

Training Workshops. Interactive workshop and training programs for specialist skills will run alongside the conference and congress programs. Training and workshops are ideal for learning, developing essential skills, gaining accreditation and professional development points in an active learning environment.

Don't miss out, stands are selling fast

The Big 5 2010 was a sell out event. If you want to guarantee your place at the Big 5 2011 you need to act now. Contact one of the team listed below and we'll help you take the first step to increasing your business in the Middle East.

Companies based in the GCC contact:

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Companies based out of the GCC contact:

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Mark will put in you in contact with The Big 5 sales representative based in your country



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