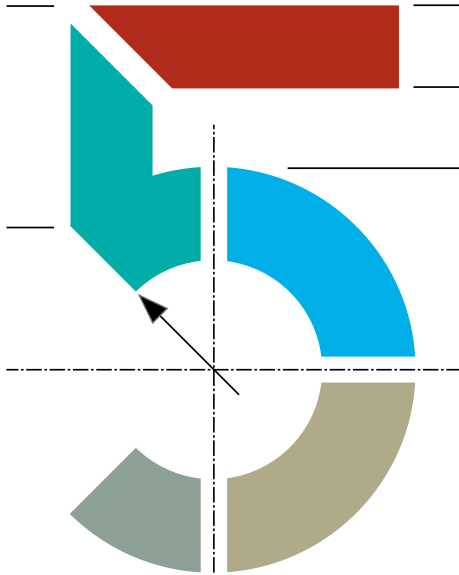


◀THE BIG▶

23rd - 27th November 2008

Dubai International Exhibition & Convention Centre



Post Show Report 2008

International Building & Construction Show

Associated Events

The Big 5 PMV | The Gaia Awards | The Big 5 Exhibitor Technical Seminars | The Big 5 Technical Conference





“As the construction industry gathered for this year’s Big 5 in Dubai the early rumblings of the current global credit crisis were starting to be felt. Big 5 has for many years been seen as a barometer for the industry, a meeting point for all those involved in the industry. Despite these rumblings, the industry responded with rising visitor attendance, travelling from further afield than ever. Exhibitors also strengthened their numbers, recognizing the long term value of Gulf business in the coming months. New features and focuses such as green buildings and sustainable development were well received by all involved. The Big 5 continues to be the number one choice for exhibitors and visitors alike.”

Simon Mellor

Vice President Construction, dmg world media

About the Organiser

The Big 5 is organised by dmg world media Dubai, an acknowledged leader in the region’s exhibitions industry since 1999. Dmg Dubai’s portfolio 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. Inclusive to these are a rapidly growing portfolio of vertical market shows including Hotel Show, Office Exhibition, InRetail, FM Expo, PMV and GulfBid.

dmg world media Dubai is a division of dmg world media – a leader in business information with events spanning 15 key industries in 25 countries and more than 250 live events and publications. dmg world media is a wholly-owned subsidiary of the Daily Mail & General Trust plc (DMGT), one of the most successful international media companies in the United Kingdom and is listed on the London Stock Exchange.

Brand new features launched in 2008

Committed to advancing high-performance, energy efficient green building solutions and environmentally friendly technologies, The Big 5 featured a fantastic line up of speakers for an unmissable Technical Conference programme. Over 200 delegates attended the one day program which comprised of twelve speakers, the vast majority of whom were International bringing with them valuable insights into the latest issues surrounding Green Building policy and requirements.

A new and innovative twist on the traditional awards program was created at the 2008 event. Products and services exhibited at this year’s Big 5 exhibition that reduce the impact on the environment were eligible as winners for the Gaia Awards. 28 exhibitors were honored with Gaia medals providing them with additional media exposure and recognition from their peers. Deliberately targeted at the Green Building sector it ensured that visitors to The Big 5 could easily identify the next generation of sustainable solutions. This year’s Gaia Gold medal winner was presented to Solasteel, manufactured by Coolshield International, distributed by Tiger Profiles & Insulation.

All statistics compiled from completed surveys: Exhibitor Questionnaires (471) / Visitor Questionnaires (693) / Visitor Registration Forms (41,021) / Conference Delegate Questionnaire (112)



Dedicated Audience

A staggering **58,040** trade visitors attended The Big 5 from the 23rd to 27th November 2008 (up **15%** on 2007 trade visitors) illustrating the ever increasing importance of the show.

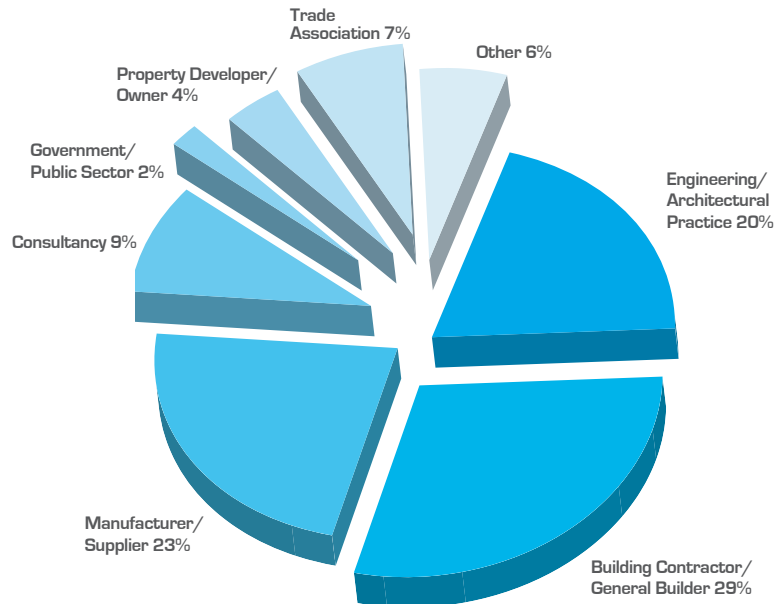
Target Markets

The Big 5 is one of the world's largest building and construction events attracting visitors from all core regional construction markets.

The GCC saw an increase of over **44%** with Other Countries also showing an increase of over **23%** illustrating the international appeal and global relevance of the show.

52% of the visitors were first time buyers and specifiers to The Big 5 with the remaining **48%** of visitors having attended more than twice before.

Visitor by Company Activity



Visitor by Country

Dubai	17,026
Sharjah	4,526
Abu Dhabi	4,343
Other Emirates	3,499
UAE Total	29,396
Saudi Arabia	3,119
Oman	2,128
Qatar	2,047
Kuwait	1,959
Bahrain	1,886
GCC Total	11,139
Europe & USA	6,480
Iran	4,055
Other Arab & Africa	2,813
India & Pakistan	2,412
Other	1,745
Other Countries Total	17,505
Grand Total	58,040

“The best construction exhibition I have ever visited”

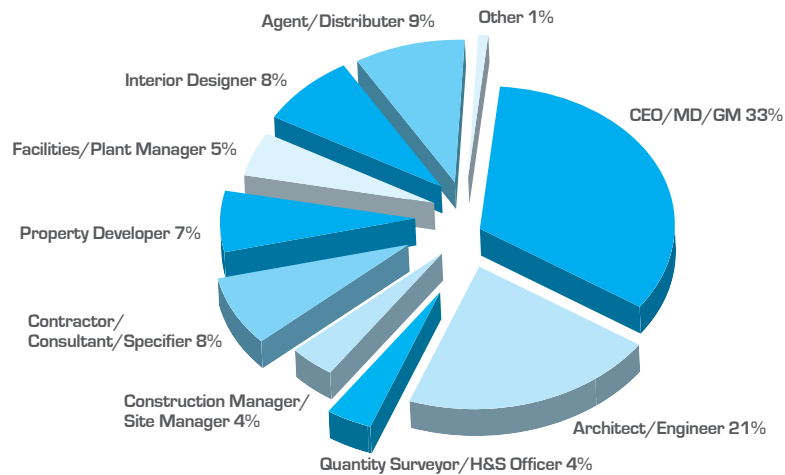
Sandra Thornber
UK Trade & Investment Visitor

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Targeted Buyers

The Big 5 successfully attracts decision makers from all major sectors of the building & construction industry including **33%** being the highly sought after **Influencer / Senior level decision maker**.

Visitor by Job Function



Visitor by products and services of interest



Satisfying Visitor Expectation

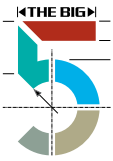
96% of visitors rated the quality of exhibitors as good to excellent

95% of visitors rated the overall show organisation as good to excellent

94% of visitors rated the quality of features as good to excellent



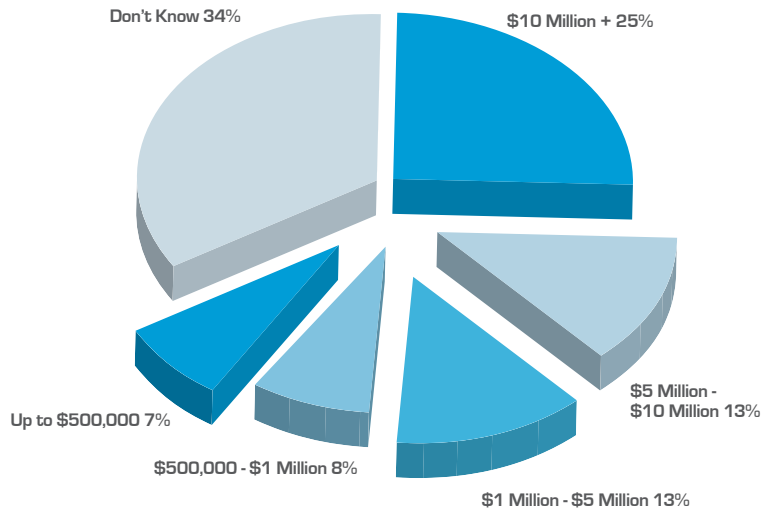
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Buoyant Industry

The Big 5 has the enviable reputation of being the Middle East and North Africa's most successful building & construction event with **83%** of visitors intending to place an order at the show with a further **84%** intending to appoint a new supplier as a result of visiting.

Visitor Expected Budget

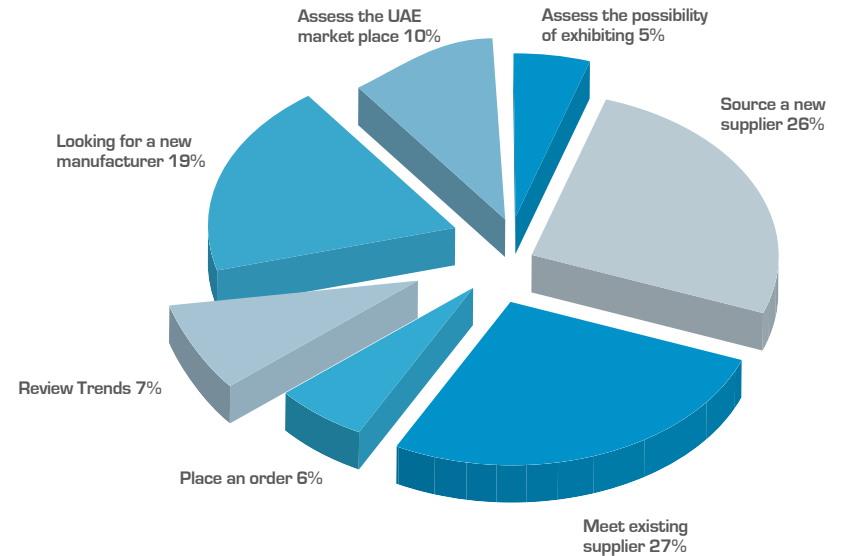


Clear Return on Investment

Building and construction projects are continuing in the region with **51%** of visitors having budgets ranging from **\$1 million to \$10 million +** with 1 in 4 visitors attending the show to source a new supplier.

An outstanding **94%** of visitors said they will attend the next Big 5 with a further **97%** of delegates to the Technical Conference said they would attend the next Big 5 Conference.

Why are you visiting the Big 5?



“The conference was very timely and informative. This was a very important and worthwhile activity”

Charles Barnes
APA The Engineered Wood Association

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Global Participation

2,833 companies (2007: 2,839) participated at The Big 5 2008, encompassing 9,774 exhibiting staff in addition to visitor attendance. In total there were 26 national pavilions with participating companies coming from 53 countries occupying 38,000 net sqm of floorspace.



Exhibitor by Country

Australia	Egypt	Jordan	Poland	Taiwan
Austria	Finland	Kuwait	Portugal	Thailand
Bahrain	France	Lebanon	Qatar	Tunisia
Belgium	Germany	Luxembourg	Saudi Arabia	Turkey
Brazil	Greece	Malaysia	Singapore	Ukraine
Canada	Hong Kong	Malta	Slovenia	UAE
Chile	Iran	Netherlands	South Africa	UK
China	Indonesia	New Zealand	South Korea	USA
Cyprus	India	Oman	Spain	Vietnam
Czech Republic	Ireland	Pakistan	Sweden	
Denmark	Italy	Philippines	Switzerland	

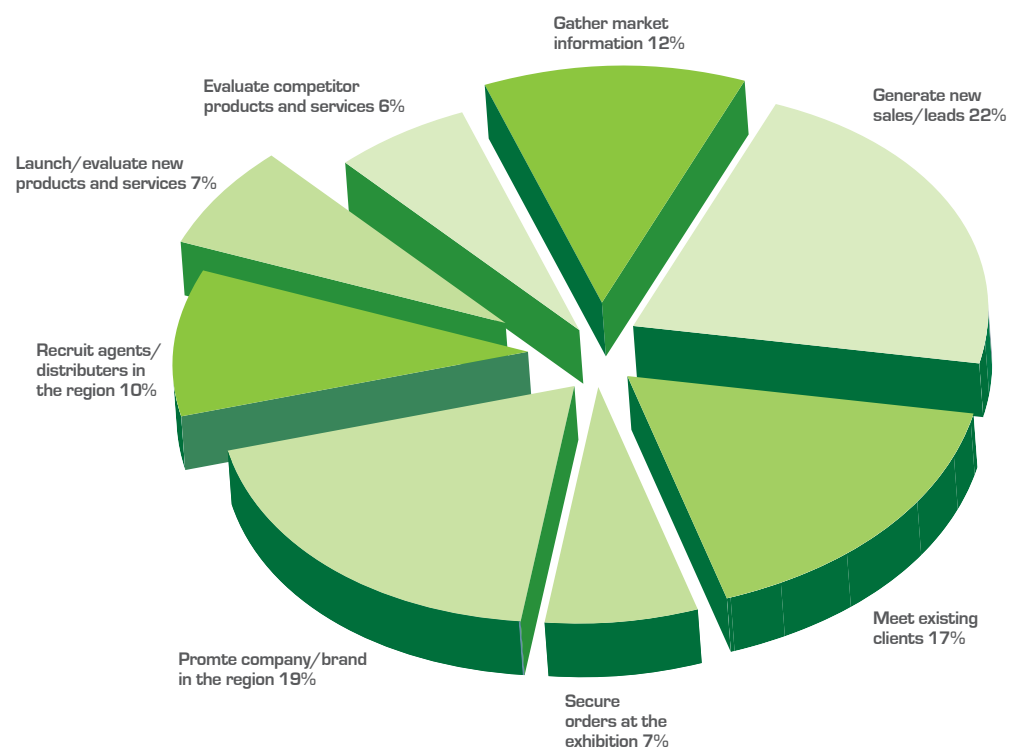
National Pavilions

Australia	Finland	Italy	Netherlands	Switzerland
Austria	France	Korea	New Zealand	Taiwan
Belgium	Germany	Luxembourg	Philippines	Thailand
Brazil	Greece	Malaysia	Portugal	Turkey
Canada	Hong Kong	Malta	Spain	UK

Satisfying Expectation

95% of exhibitors said The Big 5 was important to their sales and marketing success in the region with 85% of exhibitors saying The Big 5 delivers the right type of buyers and specifiers.

What are your principle objectives for exhibiting?



Advertising & PR Campaign

Coverage	total	Trade Magazine	Daily Newspaper	Online	TV & Radio	Pan Arab	United Arab Emirates	Other Countries
Editorial/Interviews	747	283	290	129	45	340	277	130
Advertisements	343	86	61	43	153	93	210	40
Total	1090	369	351	172	198	433	487	170



“The press coverage during the exhibition was excellent. Getting international visitors is really important in these market conditions. Big 5 handled it very well”

Jehan Green Walls FZE Exhibitor

www.thebig5exhibition.com

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23rd - 26th November 2009



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