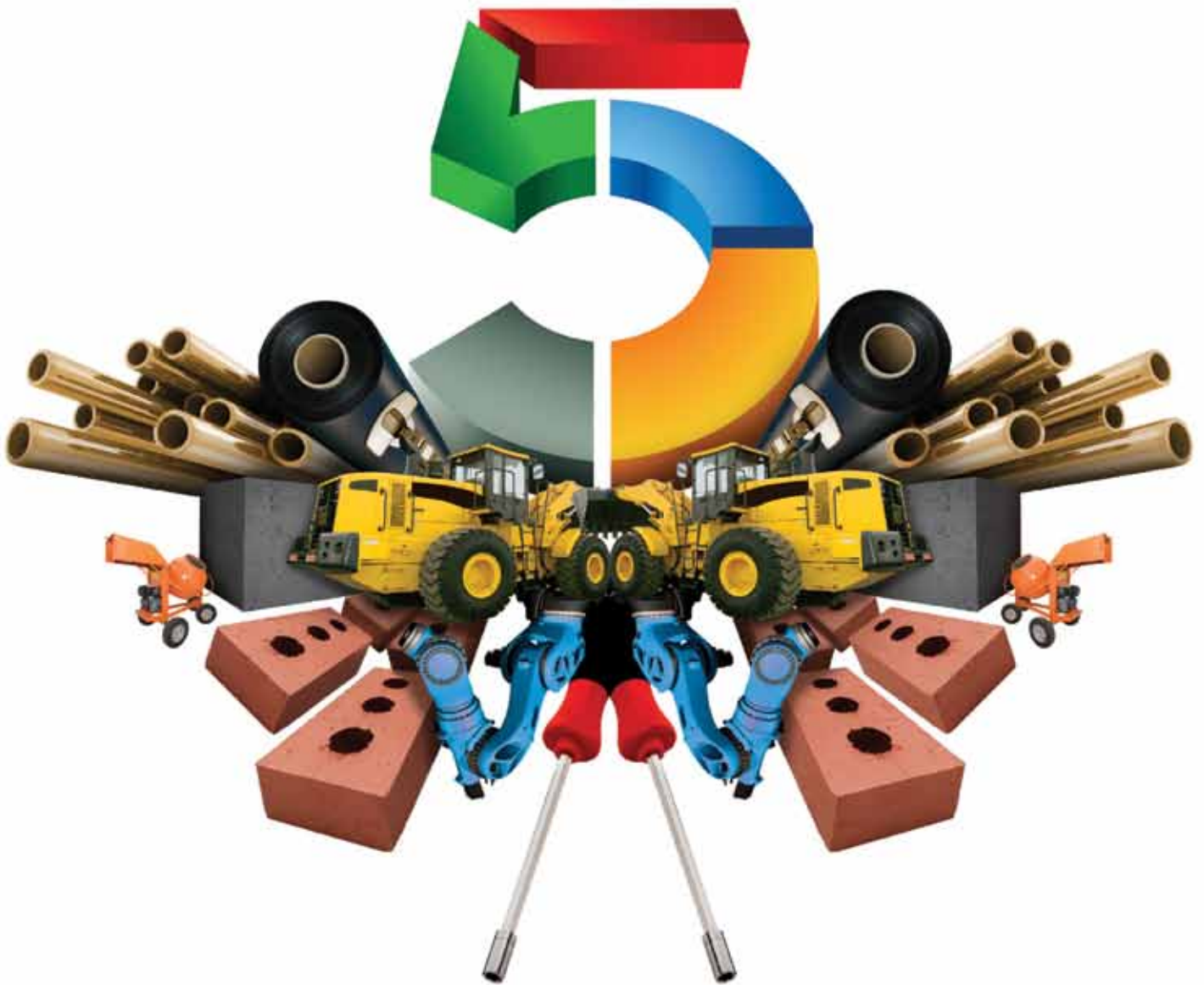


**2009**

Post Show Report



Beyond Exceptional

23-26 November 2009  
[www.thebig5exhibition.com](http://www.thebig5exhibition.com)



“Despite the downturn, construction in the MENA region remains positive with billions of dollars in project value still active and growing. As a team we invited the leading 600 projects and 328 of their key industry buyers to the show this year for our dedicated Key Buyers programme, accounting for billions of dollars of purchasing power. In times like these an industry unites and works together to devise solutions and strategies for the future, more than ever The Big 5 proved to be a barometer for the construction industry a place for innovation and new trends. This year’s show was even larger than 2008, filling the four newly opened halls and testament to the continued investment here in the Gulf. Our conference built on the success of 2008 spanning two days and including a business and technical programme. Continuing our commitment to Green technologies and solutions the show featured for the first time The Big 5 Green Stand and for the second year the Gaia Awards which grew three fold with the judges recognising and awarding 32 companies. 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. In addition to these are a rapidly growing portfolio of vertical market shows including Hotel Show, Office Exhibition, InRetail, FM Expo and PMV. With the recent acquisition of Reflex Publishing, the energy division is now supported by Pipeline magazine and organises the famous Oil Barons Ball.

dmg world media Dubai Ltd 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.

## Dedicated Audience

During the 4 days of the show **45,117** trade visitors attended The Big 5 2009, illustrating the event's continued importance to the region and an unprecedented achievement in the current climate.

## Targeted Markets

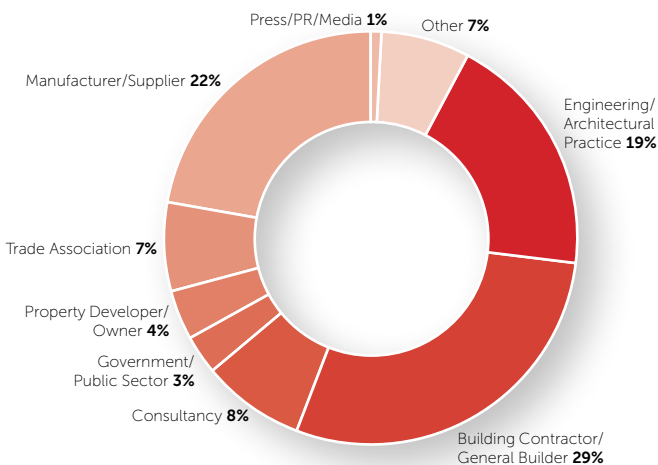
The Big 5 offered the first opportunity for the building and construction industry to gather in force following the global downturn of 2008 – to reflect on the past and more importantly to draw plans for the future. Attracting visitors from all core regional markets, The Big 5 is one of the world's largest building and construction events.

Visitors from over 120 countries attended the 2009 event, illustrating the international appeal and global relevance of the show. **43%** of visitors were first time buyers and specifiers to The Big 5 with the remaining **57%** of visitors having attended at least twice before.

## Visitor by Country

Dubai	17,883
Sharjah	3,704
Abu Dhabi	3,228
Other Emirates	1,757
<b>UAE Total</b>	<b>26,572</b>
Saudi Arabia	2,527
Oman	984
Qatar	770
Kuwait	1,022
Bahrain	678
<b>GCC Total (including UAE)</b>	<b>32,553</b>
Europe & USA	3,078
Iran	3,296
Other Arab & Africa	2,049
India & Pakistan	1,252
Other	2,949
<b>Other Countries Total</b>	<b>12,624</b>
<b>Grand Total</b>	<b>45,177</b>

## Visitor by Company Activity



**“Interesting, professional show. Strong in international flavour.”**

Malcolm Arnold, UK Trade & Investment

**“It’s a good quality exhibition for construction.”**

Nimal Amukotuwa, Ideas Engineering Consultancy

## Targeted Buyers

The Big 5 successfully delivered a targeted business audience from all major sectors of the building & construction industry with over **40%** of visitors being the sought after Architect, Engineer and Contractor job function.

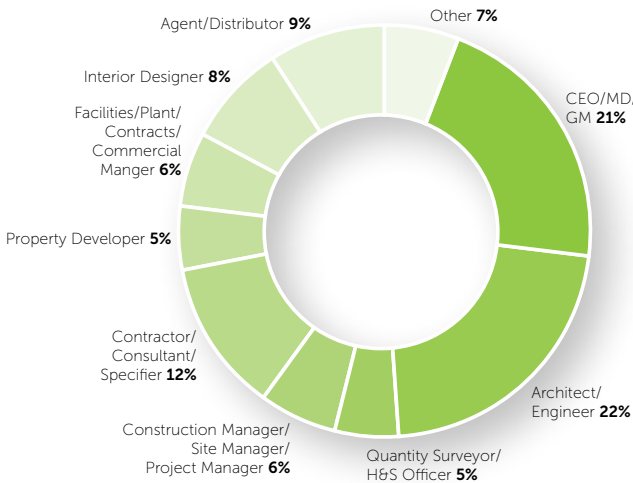
## Exceeding Visitor Expectation

**80%** of visitors rated the quality of exhibitors as good to excellent.

**77%** rated The Big 5 as a must attend event.

**80%** of visitors rated the quality of industry networking at The Big 5 as good to excellent.

## Visitor by Job Function



“The Big 5 is excellent, it helps with networking and meeting leaders in the industry.”

Nkole Buialyat, Nkole Buialyat Associates

The Big 5 covers a huge range of products and services including:

### Facility Services:

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

### Facility Construction:

Conveying Systems, Concrete, Finishes, Marble, Ceramic, Metals, Glass, Openings, Special Construction (Aquariums, swimming pools, fountains, ice rinks etc), Thermal & Moisture Protection, Wood, Plastics & Ceramics

### Site & Infrastructure:

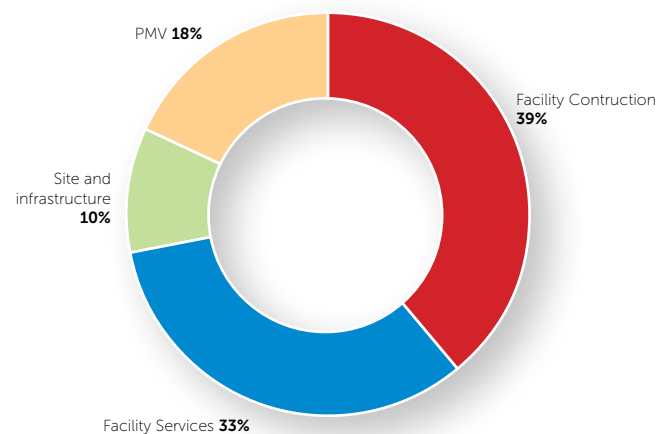
Earth work, Exterior improvements, Civil / Mechanical Utilities, Transportation

### Plant Equipment, Machinery & Vehicles:

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

Trade visitors at The Big 5 have broad buying responsibilities reflected in the even spread of products and services of interest:

## Visitors by products & services of interest





### Buoyant Industry

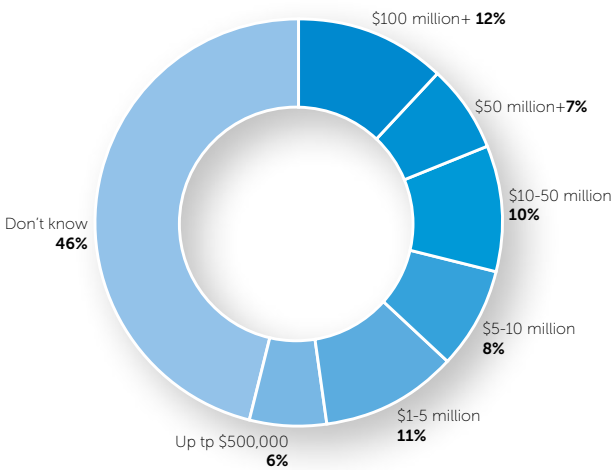
The Big 5 has the enviable reputation of being the Middle East and North Africa’s most successful building and construction event, with **81%** of visitors likely to conduct business with contacts met at the show and **80%** intending to appoint a new supplier as a result of visiting.

### Clear Return on Investment

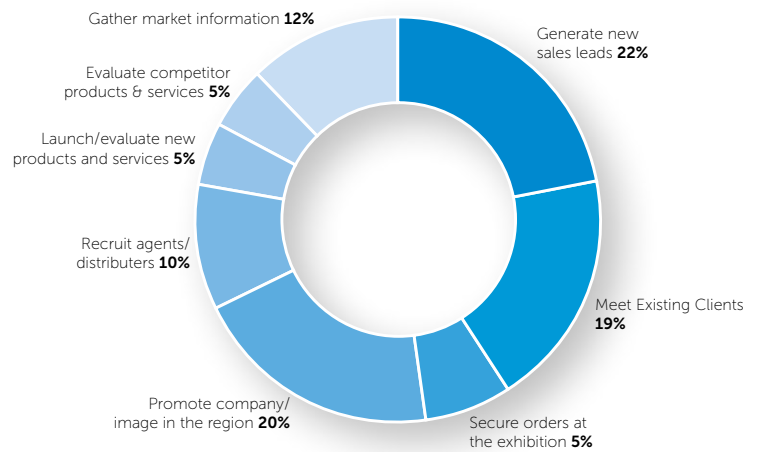
Building and construction projects are continuing in the region with **90%** of visitors rating the GCC market as important to their business.

An outstanding **97%** of visitors said they will attend the next Big 5 and **80%** are planning to place orders at a later date.

### Visitor Expected Budgets



### What are your principal objectives for exhibiting?



**“Great opportunity to do business”**

Aldo Boccardo, Feibo Servicios Industriales CA

## Growing Global Participation

**3,143** companies (2008: 2,883) participated at The Big 5 2009, encompassing **19,618** exhibiting staff. In total there were **28 national pavilions** with companies coming from **71 countries** (2008: 53 countries) occupying 45,198 net sqm of floorspace (2008: 38,000 sqm).

## Country Participation

Armenia	Germany	Mexico	South Africa
Australia	Greece	Morocco	Spain
Austria	Hong Kong	Netherlands	Sweden
Bahrain	India	New Zealand	Switzerland
Belgium	Iran	Oman	Syria
Brazil	Iraq	Pakistan	Taiwan
Canada	Italy	Palestine	Thailand
Chile	Japan	Philippines	Tunisia
China	Jordan	Poland	Turkey
Christmas Island	Kazakhstan	Portugal	UAE
Croatia	Korea	Qatar	UK
Cyprus	Kuwait	Reunion Island	Ukraine
Czech Republic	Latvia	Russia	USA
Denmark	Lebanon	San Marino	Uzbekistan
Dominican Republic	Lithuania	Saudi Arabia	Vietnam
Egypt	Luxembourg	Serbia	Virgin Islands
Finland	Malaysia	Singapore	Yemen
France	Malta	Slovakia	

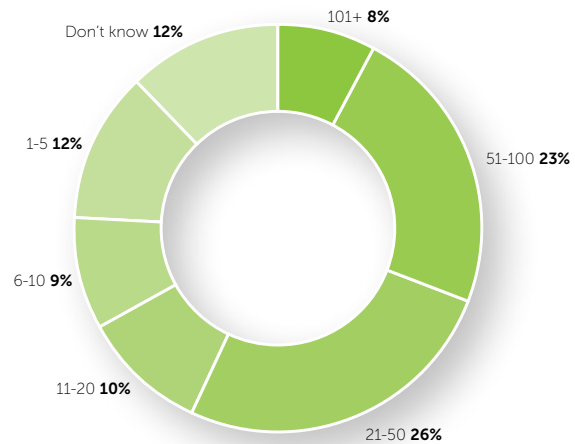
## National Pavilions

Australia	France	Kuwait	Portugal
Austria	Germany	Luxembourg	Spain
Belgium	Greece	Malaysia	Switzerland
Brazil	Hong Kong	Malta	Taiwan
Canada	India	New Zealand	Thailand
China	Italy	Pakistan	Turkey
Cyprus	Korea	Palestine	UK

## Satisfying Expectation

**96%** of exhibitors said The Big 5 was important to their sales and marketing success in the region with **84%** of exhibitors saying that The Big 5 delivers the right type of buyers and specifiers.

## How many new orders did you take at The Big 5?



“Well organised, the exhibitors could not ask for anything more”

Razhel Maculdada, Future Forms

“A lot of diversity in exhibitors from different countries with very good products”

Hussain Buttwaid, Kaust



### Industry Leading

The Big 5 2009 featured many unique features designed to share invaluable industry knowledge and inform visitors of the latest trends and innovations.

**90%** of visitors said that The Big 5 is the place to keep up with market trends with a further **91%** saying that it's the place to keep up to date with new products and innovations.



Focusing on the leading **600 projects** with budgets of over **\$100 million**, The Big 5 delivered an attendance of **over 328 project buyers** at the event accounting for billions of dollars worth of purchasing power.



Designed to raise the profile of green environmentally sound building products and services in the GCC region, after a hugely successful debut in 2008, the nominations for the 2009 Gaia Awards grew three fold with the judges recognising and awarding **32 companies in 2009**.

**92%** of Exhibitors rated the Gaia Awards as good to excellent.



Building on the successful one day conference in 2008, The Big 5 in 2009 extended the programme to feature two streams – a **Business and Technical Programme**.

**26** of the Region's most influential and distinguished industry leaders spoke at the conference to an audience of **354 delegates** from the building and construction industry.

**90%** of delegates rated the material/content of the conference as good to excellent and **91%** rated the quality of the speakers as good to excellent.

**“A good platform for manufacturer's to present their products. Matters concerning the industry currently are discussed at The Conference.”**

Vidur Berry, FM Approvals LLC

**“The Big 5 is the place to be if one is interested to keep pace with development.”**

Parveez Aslam, Aamal Readymix

## Advertising & PR Campaign

### Media Buy

Significant investment was made in The Big 5 marketing communication strategy through a combination of targeted advertisements in key trade publications, newspapers, radio stations, online – SMS, direct mail, fax and online banner adverts reaching a staggering **5,544,062** people.

### Trade Press Advertising

The advertising campaign involved the placement of **105** adverts in **40** key trade publications across the MENA (Middle East North Africa) region covering both Arabic and English titles. These publications were circulated to an audience of over **2,951,396**.

Trade Publication	Country	Circulation	Number of Adverts
Al Handasah	KSA	9,050	2
Al Maskan	KSA, Gulf	15,000	2
Albenaa Magazine	KSA	10000	3
Arab Construction World	Pan Arab	7,829	2
Arab Water World	Pan Arab	8,400	2
Architects & Interiors India	India	-	2
Bathroom Today	Asia & ME	22,000	1
Clean Middle East	GCC	5,000	2
Commercial Interior Designer	MENA	10,000	2
Compasses	Pan Arab & Europe	25,000	2
Concrete Technology Today	Asia & ME	21,000	1
Construction Week	MENA	12,625	10
Construction Week India	India	-	2
Construction World Gulf	GCC	9,179	4
Emirates Construction Magazine	UAE, GCC	-	4
Euroasia	Europe, ME & Asia	76,438	4
Euroasia Industry Magazine	Europe, ME & Asia	-	1
Everything About Buildings	India, Asia & Europe	35,000	4
Fenestration World	India & Global	-	2
FM Magazine	MENA	7,000	2
Frame Magazine	Turkey	12,500	1
Gulf Construction	GCC	10402	5
Gulf Interiors	GCC	12,000	7
Lighting Today	Asia & ME	24,000	1
Machinery Market Middle East	GCC	10,000	3
Mena Infrastructure Journal	MENA	41,971	1
MEP Middle East	MENA	6,639	2
Middle East Architect	MENA	8,300	2
Middle East Glass Magazine	MENA	10,000	3
Middle East Interiors	GCC	8,247	-
PMV	MENA	6,000	3
Security Review	UAE, Kuwait, Qatar	7,000	4
South East Asia Building	Asia & ME	27,300	2
South East Asia Construction	Asia & ME	25,000	2
Tasarim Magazine	Turkey & ME	21,000	3
Technical Review Middle East	Pan Arab	12,276	4
The Big Project	GCC, Lebanon	15,200	3
UAE Contractors Association	UAE	-	2
World of Construction	Worldwide focus GCC	2,420,000	3
World of Engineering	UAE	-	-
<b>TOTAL</b>		<b>2,951,356</b>	<b>105</b>



## Online Advertising

Significant advertising was also done online including **103** banner placements on websites and industry e-newsletters reaching an audience of **668,009**.

Publication Online	Emailer Web Banner	Emailer	Circulation
Arab Construction World	-	4	12,000
Arab Water World	-	4	12,000
Compasses	-	2	0
Architects 24	-	4	8000
Security Review	-	4	25,000
BNC Networks Week Project Bulletin	-	8	55,000
BNC Network Weekly Product Update	1	7	8000
BNC Network Weekly Project Update	-	7	8000
Everything about Buildings	-	4	35000
Ventures Middle East	-	5	20000
Construction Week	-	8	26,000
MEP Middle East	-	3	26,000
Commercial Interior Designer	-	2	26,000
Middle East Architect	-	3	26,000
PMV	-	3	26,000
FM Magazine	-	2	26,000
Arabian Business.com	-	2	120,795
Al Handasah	1	-	0
Machinery Market Middle East	2	-	24,000
Technical Review Middle East	4	-	15,000
Tasarim	2	-	20,000
Ventures Middle East - Project Directory	5	-	20,000
Ventures Middle East - Personnel Directory	5	-	15,000
Euroasia	-	4	0
Clean Middle East	-	2	0
MENA Infra	1	-	84,214
Fenestration World	2	-	30,000
Emirates Construction Magazine	2	-	0
<b>TOTALS</b>	<b>25</b>	<b>78</b>	<b>668,009</b>



## Direct Marketing

### Website

The Big 5 website had **267,693** unique users spending an average time of **5 minutes** browsing the site and visiting more than **4 pages** each.

The **Big 5** website had a total of **1,315,626** hits from March to December 2009.

### Website



### Big 5 Exhibitor Ad

### Big 5 A5 Leaflet

## Email marketing

Our targeted email campaign focussed on our own in-house database of industry professionals plus third party data allowing us to communicate with over **1,216,243** people.

### Direct Mail

**197,615** visitor postcards and show previews were sent to our international database, inserted into media partner publications and sent out by our exhibitors to their customers.

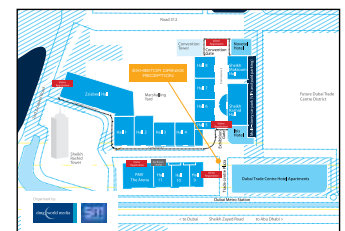
## “The marketing is good it provides a multicultural image of the show”

Raffaella Fedeli, Fonderie Belli Srl

### Big 5 Visitor Mailer

### Big 5 Mailer

### Big 5 Exhibitor Party Invites



## Public Relations

An extensive Public Relations campaign was run across the UAE and GCC region, focussing on communicating clear, specific and targeted messages to our core audience. The PR campaign achieved a total of **346** pieces of coverage with a split of **134** English pieces, **78** Arabic printed pieces, 2 broadcast pieces and **132** online pieces. The coverage achieved an **editorial value of \$4.2 million** and an **advertising equivalent of over \$1.2 million**.

**The PR campaign resulted in 44,043, 932 opportunities for people to read, see or hear about The Big 5.**

Publication	Location	Circulation	Language	Number of articles
7 Days	UAE	75000	English	2
Akhbar Al Arab	UAE	37500	Arabic	4
Akhbar Al Khaleej	Bahrain	40000	Arabic	3
Al Anba	Kuwait	116000	Arabic	1
Al Bayan	UAE	88800	Arabic	26
Al Fajr	UAE	21800	Arabic	6
Al Ittihad	UAE	94275	Arabic	7
Al Jazirah	Saudi Arabia	128000	Arabic	2
Al Khaleej	UAE	90000	Arabic	14
Al Qabas	Kuwait	87650	Arabic	1
Al Raya	Qatar	18000	Arabic	2
Al Sabah	Iraq	20000	Arabic	3
Al Wahda	UAE	30000	Arabic	4
Al Watan	GCC		Arabic	1
Al Yaum	Oman	132000	Arabic	2
Annahra	Kuwait	65000	Arabic	1
Alroya Aleqtissadiya	UAE	100000	Arabic	9
Arabian Business	UAE	20674	English	1
Arab Times	Kuwait	45000	English	1
Campaign Midle East	UAE	12500	English	6
Capital	UAE	40000	English	1
Climate Control	UAE	10923	English	1
Commerce	UAE	20000	English	1
Commercial				
Interior Design	UAE	13873	English	1
Communicate	UAE	13144	English	1
Construction Week	UAE	12625	English	19

Publication	Location	Circulation	Language	Number of articles
Dubai Real Times	UAE	50000	English	2
Emarat Al Youm	UAE	100000	Arabic	6
Emirates Business 24/7	UAE	75000	English	19
Facilities Management				
Middle East	UAE	6079	English	1
Financial Times	International	450000	English	1
Gulf Construction	UAE	17000	English	52
Gulf Interiors	UAE	12154	English	2
Gulf News	UAE	114000	English	18
Gulf Today	UAE	24200	English	19
Identity	UAE	10000	English	1
Khaleej Times	UAE	92750	English	19
Media Week	UAE	10000	English	1
MEP	UAE	6639	English	8
Middle East Architect	UAE	7500	English	1
Middle East Interiors	UAE	8427	English	2
Retail ME	UAE	6079	English	1
Saudi Gazette	KSA	60000	English	4
Technical Review				
Middle East	UAE	47856	English	1
The Big Project	UAE	15200	English	2
The Edge		3500	English	1
The National	UAE	90000	English	1
Travel and Tourism	Bahrain	7500	English	2
UAE Connector	UAE	35000	English	1
Xpress	UAE	63768	English	1
<b>Total</b>		<b>1,798,391</b>		<b>286</b>



Online - English Website	No. of articles
Trade Arabia	5
Ameinfo	18
Eye of Dubai	7
Go Dubai	10
Bi-me	8
Middle East Events	10
Al Bawaba	5
Construction Week	2
Zawya	12
UAE Today	4
Business Maktoob	5
The Free Library	1
High Beam	2
WAM	2
Gulf News	1
Arabian Business	2
Dubai City Guide	2
Gulf in the media	1
Dubai City Info	1
Poliglass	1
Kantass	1
Property Advice	1
Newstin	2
Go Wealthy	2
Dubai Network	1
Mean infra	1
Silobroker	1
Emirates Business	1
Bayt	1
Carbon Offset Daily	1
Saudi Gazette	1
<b>Total</b>	<b>112</b>

Online - Arabic Website	No. of articles
Ameinfo	10
Eye of Dubai	3
Al Khaleej	1
Al Bayan	3
Business Maktoob	3
Al Qabas	1
Kuna	1
Al Alam Al Youm	3
Menafn	2
WAM	1
Sabah	1
Go Dubai	1
<b>Total</b>	<b>30</b>

“The press office was particularly useful. The team were hugely helpful, receptive to any queries and had an in-depth knowledge of clients. The press team managed to set up several meetings with key contacts, the results of which will prove invaluable for the magazine both in the short term and for the future.”

Ian Roullier, Deputy Editor, Technical Review Middle East