

TOP LINE POST SHOW REPORT 2011

21 – 24 November 2011
Dubai World Trade Centre

The Big 5 just got bigger

This year, three events related to the construction industry were strategically co-located alongside The Big 5: Middle East Concrete – a newly launched event for the concrete industry, PMV Live – an interactive showcase of plant, machinery and vehicles, and FM EXPO – specialising in facilities management. The combined shows have proven to be a winning symbiosis, with the presence of 2,220 exhibitors from 60 countries and the participation of 49,715 construction professionals from across the globe.

Global Participation

2,220 companies exhibited at The Big 5, Middle East Concrete, PMV Live and FM EXPO 2011. In total there were 32 national pavilions with participating companies coming from 60 countries occupying 42,776 net sqm of floorspace.

Exhibitors by Country

Anguilla	Croatia	India*	Malta	Russia	Syria*
Armenia	Cyprus	Indonesia*	Mexico	Samoa	Taiwan*
Australia*	Czech Republic	Iran*	Netherlands	Saudi Arabia*	Thailand*
Austria*	Denmark	Italy*	New Zealand*	Serbia	Tunisia
Bahrain	Egypt*	Jordan	Oman	Singapore	Turkey*
Belarus	Finland	Kuwait*	Palestine*	South Africa	UAE
Belgium*	France*	Japan	Poland*	South Korea*	Ukraine
Brazil*	Germany*	Lebanon	Portugal*	Spain*	UK*
Canada*	Greece*	Luxembourg*	Qatar	Sweden	USA*
China*	Hong Kong*	Malaysia*	Republic of Macedonia	Switzerland*	Vietnam

*denotes official country pavilion



"A lot of visitors were interested in our products. We have made good contacts not just in the UAE but also in the GCC such as Iran and Saudi Arabia."

Eleonora Campanari, Export Department, Brandoni

"We have been an exhibitor at The Big 5 for the last five years and there has been definitely more footfall this year."

Rosy Salameh, Assistant CEO, Tiger Profiles

Record Attendance

During the 4 days of the show a total number of 49,715 unique participants (2010: 46,748 unique participants) attended The Big 5, Middle East Concrete, PMV Live and FM EXPO, a 6% increase on 2010.

Unique Participants by Country*

Dubai	16,369
Abu Dhabi	3,293
Other Emirates	5,056
UAE Total	24,718
Saudi Arabia	2,531
Oman	940
Qatar	754
Kuwait	745
Bahrain	509
GCC Total (excl. UAE)	5,479
Europe & North America	5,067
Iran	2,480
Other Arab Countries	1,189
India & Pakistan	1,315
Other	9,467
Other Countries	19,518
GRAND TOTAL	49,715

**subject to data cleaning and BPA audit*



Platinum Club

Building on the success of the 2010 Key Buyers Programme, The Big 5 continued with its bespoke service for the most influential buyers in the region.

Research focused on the leading projects with budgets of over \$100 million. The Big 5 delivered an attendance of over 628 project buyers (2010: 499), a 20% increase on 2010, accounting for billions of dollars worth of purchasing power.

Green Build Congress

The Green Build Congress gathered sustainable decision makers, influencers and experts to provide strategic insight, share success and define solutions to project challenges. 40 of the regions most influential and distinguished industry leaders spoke at the conference to an audience of 250 delegates from the building and construction industry.

Gaia Awards

The Gaia Awards have grown into the industry's most respected awards honouring those construction products that have truly integrated the concept of green. This year the awards were open also to non-exhibitors whose products are distributed within the Middle East. A total of 121 entries were submitted to the judges. 1 Gold, 2 Silver and 4 Bronze Winners were presented with the prestigious award at the Green Build Congress.

Seminars

127 free-to-attend seminars were organised as an additional benefit for both visitors and exhibitors. The seminars were divided into Product Showcases, demonstrating the very latest product technologies and innovations from around the world, and Educational Seminars, covering those issues influencing the purchasing and distribution of products in the Middle East.

The full post show report and statistics on the construction industry will be available in January 2012 online on www.thebig5.ae.

To be part of next year's show, please email Patrick Gedeon, Sales Manager for The Big 5, by email on patrickgedeon@dmgevents.com or by telephone on +971 (0)4 4380 355.

