



**LIVE IN-PERSON**  
**12-15 SEPTEMBER 2021**  
DUBAI WORLD TRADE CENTRE

**ONLINE**  
**22 AUGUST - 17 NOVEMBER 2021**

# THE BIG 5 2021 POST SHOW REPORT

#BIG5EXHIBITION  
[www.thebig5.ae](http://www.thebig5.ae)

Specialised events at The Big 5:



# CONNECTING THE GLOBAL CONSTRUCTION COMMUNITY IN PERSON AND ONLINE

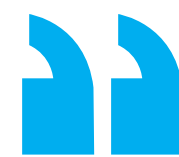
Packed with memorable moments, The Big 5 returned in 2021 to provide a platform for the construction community to reconnect, revitalise business activities, and rebuild partnerships for the first time after two years.

For four vital days, the Dubai World Trade Centre played host to a diverse collection of innovative products and solutions, an influential line-up of speakers, and exciting strategic features at the mega exhibition.



If you are a professional working within the construction sectors - you must be here. “

**Faisal Butt, Senior Director – Project Delivery,  
The Red Sea Development Company  
Speaker at the Technology Talks**



# THE BIG 5 2021 IN NUMBERS

**1,200**

EXHIBITORS

**20**

COUNTRY PAVILIONS

**50**

EXHIBITING COUNTRIES

**9**

SPECIALISED EVENTS

**36,386**

LIVE IN-PERSON VISITORS

**15,915**

ONLINE VISITORS

**447**

LIVE IN-PERSON DELEGATES\*

**152**

PARTICIPATING COUNTRIES



\*pre-qualified unique attendees  
for high-level summits



## **THE BIG 5 ONLINE 2021 OVERVIEW**

**15,915**

**ONLINE VISITORS**

**23,323**

**CONTACTS MADE**

**1,875**

**EXHIBITOR  
REPRESENTATIVES**

**2,738**

**PRE-SHOW CONTENT  
SESSION ATTENDEES**

# A WIDE-REACHING MARKETING AND PR CAMPAIGN



**3,517,135**

emails sent to construction professionals globally



**526,499**

unique website visitors clicking on 2,879,045 pages



**763,356**

SMS invitations delivered across the region



**118,273**

followers on social media (and growing daily)



**216**

radio adverts targeting 2.4 million listeners



**42**

media and association partners reaching 2.02 million professionals



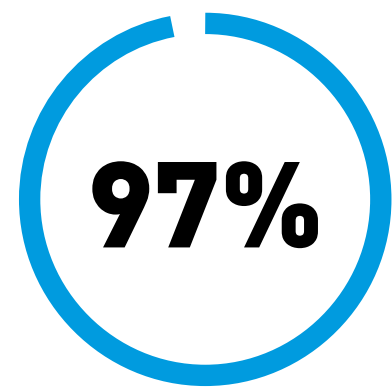
If you are not here, you are missing out.

Ammar H. Alul, Managing Director, Schüco Middle East Exhibitor & Sponsor

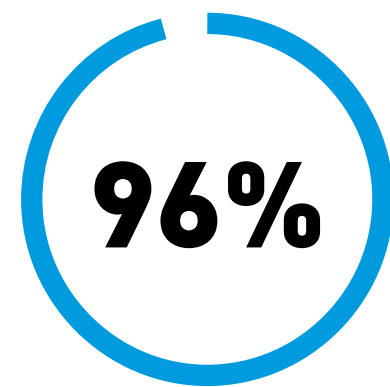


# EXHIBITOR OVERVIEW

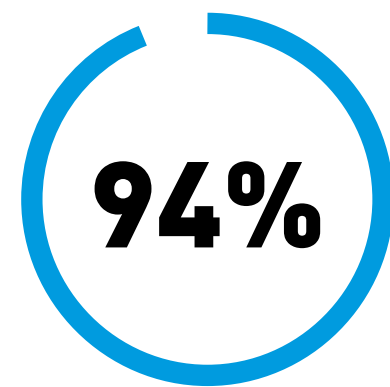
## Reasons for exhibiting:



said The Big 5 is important for their business



rated the quality of visitors from good to excellent



said they closed deals or made sales



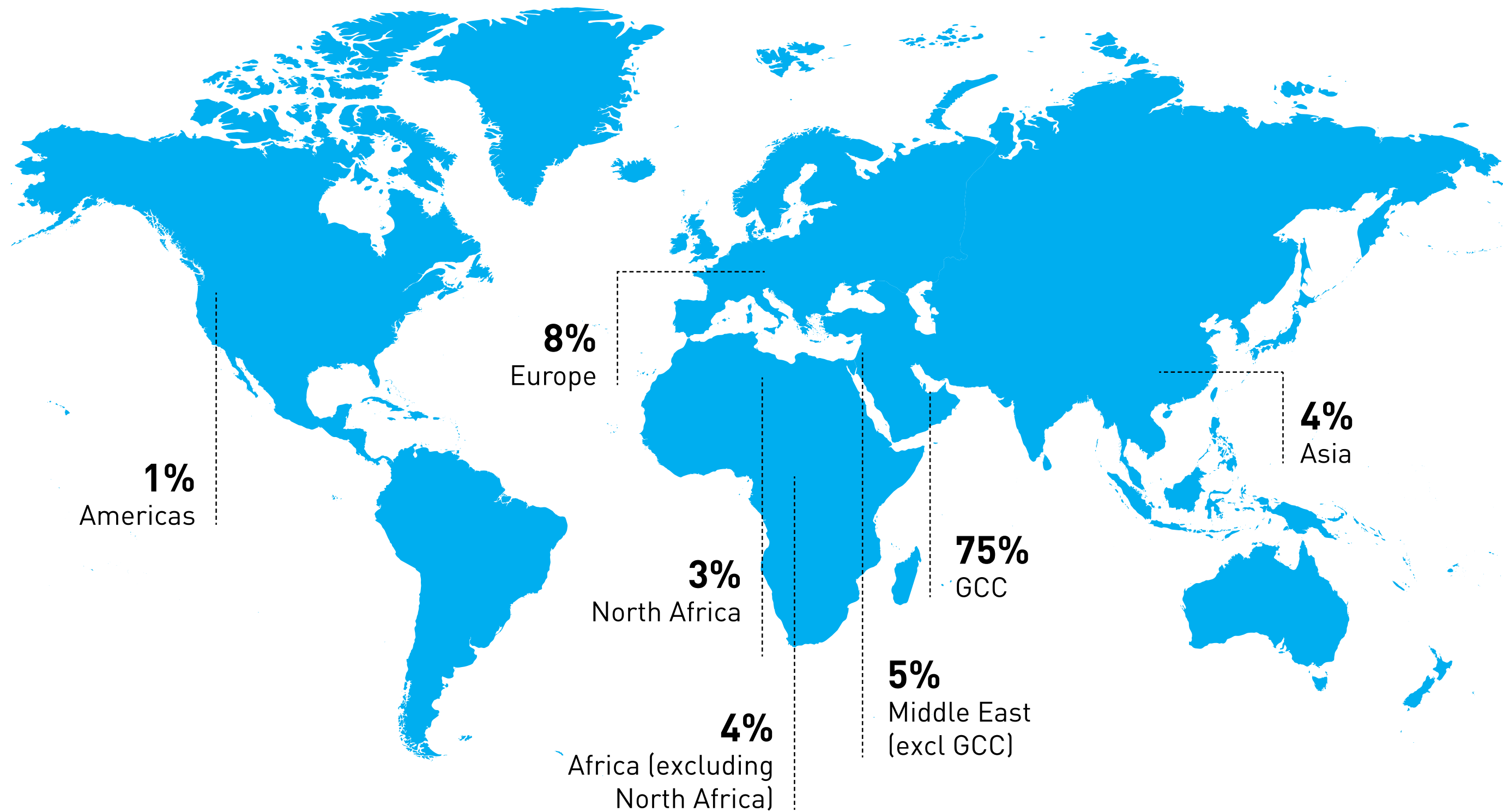
We signed several distribution agreements, and we took many orders.

**Joseph Anthony Miceli, Chief Executive Officer, Officine Marchetti Exhibitor**



# VISITOR OVERVIEW

## Visitors by region:



## Reasons for visiting:

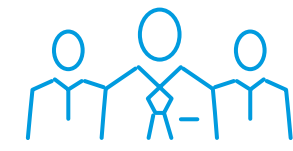
Meet new suppliers	89% achieved this
Meet with current suppliers	88% achieved this
Network with the industry	87% achieved this
Source new international products	87% achieved this
Discover the latest product innovations and trends	85% achieved this



The Big 5 presents excellent networking and business development opportunities. ”

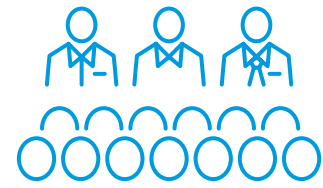
Farhad Azizi, CEO, Azizi Development Visitor

# VALUE-ADDED FEATURES



**447**

LIVE IN-PERSON DELEGATES



**3**

SUMMITS



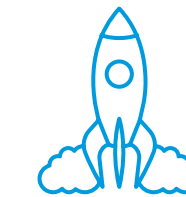
**55**

SPEAKERS

LEADERSHIP SUMMITS



FOCUS ON INNOVATIONS



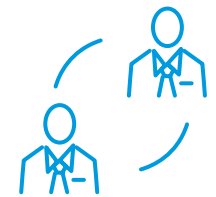
**20**

EXHIBITING START-UPS



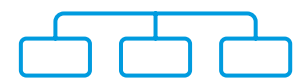
**5**

PITCH COMPETITION WINNERS



**58**

MATCHED INVESTOR MEETINGS



**18**

AWARD CATEGORIES



**2**

EXCLUSIVE CEREMONIES

CELEBRATING EXCELLENCE



INDUSTRY TALKS



**4,468**

ATTENDEES



**70**

CPD CERTIFIED TALKS



**150**

SPEAKERS



Thought I would be there for an hour, stayed for five.  
Christopher Seymour, Managing Director, Mott MacDonald Middle East  
Delegate at the Global Construction Leaders' Summit





# BOOK YOUR STAND AT THE BIG 5 2022

5 - 8 DECEMBER 2022

**SEAN XIAO**  
Sales Director

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