



رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



8-11 مارس 2020

8-11 MARCH, 2020

JEDDAH CENTRE FOR FORUMS & EVENTS

# THE MEETING PLACE FOR SAUDI'S CONSTRUCTION INDUSTRY

[www.thebig5saudi.com](http://www.thebig5saudi.com)



Organised by **dmg** events



# CELEBRATING 10 YEARS OF THE BIG 5 SAUDI



The Big 5 Saudi – now celebrating its 10th year anniversary is the meeting place in Saudi Arabia for the construction industry.

Covering the most important sectors of construction, the event is essential to the industry, providing them a place to source everything in the buying cycle – from conception through to completion.

With 10 years under its belt – it is the only place in Saudi where the international and local industry comes together under one roof for 4 essential business days.

## WHY SAUDI?

In the GCC, Saudi Arabia has the largest construction market, accounting for **more than 33% of the market share, estimated to be valued at over \$850 billion.**

Key mega projects contributing to this market include NEOM City, Great Mosque of Mecca and Knowledge Economic City, which have significantly increased the demand for a platform for the industry to source construction products.

(Source: Saudi Gazette)

Running successfully for 10 years now, The Big 5 Saudi attracts high profile buyers and decision makers from private and government sectors involved in the planning and execution of these major projects.

## TOP GIGA PROJECTS IN THE REGION:



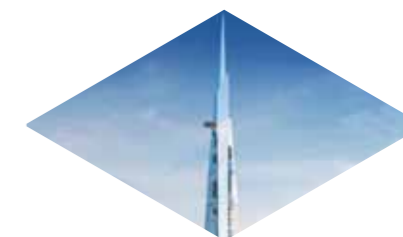
### NEOM

The centrepiece of Saudi Arabia's gigaproject ecosystem and the Vision 2030 economic diversification programme, the **\$500bn (SAR1.9tn)** Neom is among the kingdom's most globally renowned projects at moment.



### THE RED SEA PROJECT

Phase 1 of the scheme is due to complete in 2022 and includes **14 luxury and hyper-luxury hotels** that will comprise 3,000 rooms, all across five islands and two inland resorts.



### JEDDAH TOWER

Among the region's most closely watched supertalls currently under development, the **200-floor-plus tower** will feature more than 750 residential units, hotel keys, and serviced apartments, in addition to 3,190 parking spots and close to 60 elevators.



### QIDDIYA

Located 40km from Riyadh, Qiddiya will be more than **twice the size of Walt Disney World Orlando** in Florida, US, and will feature a Six Flags-branded theme park, hotels, and amusement and leisure facilities.



### AMAALA

Saudi Arabia's PIF unveiled Amaala, a 3,800km<sup>2</sup> gigaproject that will serve as an **"uber-luxury" wellness tourism destination.** Amaala will sit alongside Neom and The Red Sea Project as part of the gigaprojects investment portfolio that PIF is rolling out to meet the goals of Vision 2030.



### RIYADH METRO

The Riyadh Metro is a rapid transit system under construction in the city of Riyadh, the capital of Saudi Arabia. It will consist of six metro lines spanning a total length of 176 kilometres, with 85 stations. The project will cost **\$23 billion** to build.

# KEY STATISTICS FROM THE BIG 5 SAUDI 2019

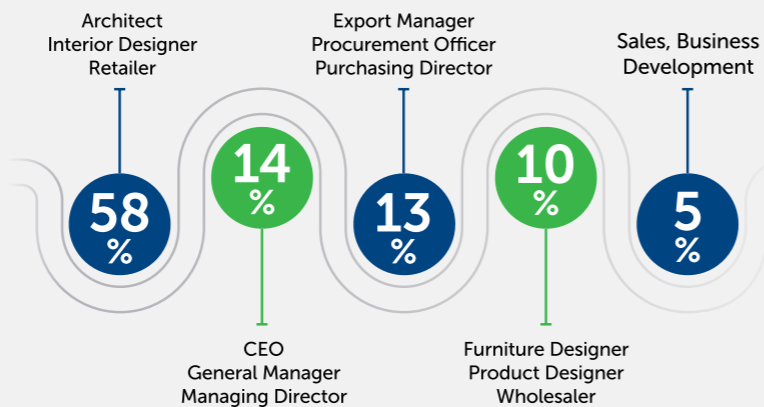
Visitor numbers:  
**13,018**

Exhibiting companies:  
**245**

Gross exhibition space:  
**12,240 SQM**

Exhibiting countries:  
**21**

## MEET THE ATTENDEES



## WHAT OUR VISITORS HAD TO SAY

*I'm very impressed by this event, because as a young engineer it gives you the best platform to connect with people in the business, discover the new technologies, and most importantly it gives you very good clarity at a young age in your career to understand which field you should focus on. We can get the best in depth knowledge and when you go around and talk, you talk to people and companies from all around the world, you get to know what's happening. So being in Jeddah, being in Saudi Arabia, this is one of the best places for a professional engineer.*

OMER KHAN | MECHANICAL ENGINEER

## PURCHASING INFLUENCE OF OUR VISITORS



# KEY JOB TITLES WHO ATTENDED THE EVENT IN 2019

Contract & Procurement Secretary  
Saudi Binladin Group

Architect Reviewer  
Ministry of Defense Riyadh

Projects Procurement Manager  
NEOM

General Supervisor  
Ministry of Defence

Senior Quantity Surveyor  
KEO International Consultants

Projects Manager  
Ministry of Finance

Architectural Engineer-King  
Faisal Hospital-KFSH

Regional Maintaining Manager  
Ministry of Finance

General Manager  
Ministry of Petroleum

Regional Sales Leader Meta  
Honeywell

Engineer  
DAR

Procurement & Products Manager  
Architectural Aldiyar

General Manager  
Kabbani Construction Group

Civil Engineer  
Ministry of Municipal Affairs

Civil Engineer  
Ministry of Municipal Affairs

CEO  
Kabbani Construction Group

Senior Mechanical Engineer  
Keo International Consultants

Interior Designer  
Dar Al Handasah

Projects Manager  
Masdar

Senior Architectural Engineer  
Dar Al Handasah

# TOP COMPANIES THAT ATTENDED IN 2019



# EXHIBITING COUNTRIES



# WHAT OUR EXHIBITORS HAD TO SAY

We came to The Big 5 Saudi to present our products to the market. The show went very well: many clients focused on our products, so it's really good for us for the future. This is our first time at this event.

“ We see that in The Big 5 Saudi visitors come not only from Saudi but also from Dubai, Bahrain, Jordan for example. This is very good for us because there is more international participation and we can easily receive leads from more countries. We are planning to come back next year with new designs and new products inshallah.

FAHEEM ALAAM | GLOBAL PIPES



# FEATURED EXHIBITORS THAT PARTICIPATED IN 2019



# WHAT OUR EXHIBITORS THOUGHT

**88%**

of exhibitors rated the event important to their business

**82%**

of exhibitors met their objectives/goals at the event

**82%**

of exhibitors have generated sales for the next 12 months as a result of their participation



We had a successful event at The Big 5 Saudi, many people visited us. It's our first time participating and overall it's been a great experience.

“ We would repeat it again: you guys have a great network and the group is very diverse. The market is picking up: in the past few years the Saudi market went through a sort of restructuring. The lead retrieval app is another added value to the exhibition. It's been useful – it is working (we just need to wait 24 hours for the leads to appear but that's not a problem as long as numbers show up!).

EXHIBITOR | HANI JUNDI | STATION GROUP, BUSINESS DEVELOPMENT MANAGER

# PRODUCT SECTORS

If you are a supplier of the below products and are planning to enter or expand into Saudi Arabia's booming market, The Big 5 Saudi is the event for you.



**BUILDING  
INTERIORS &  
FINISHES**

- Coatings, sealants and adhesives
- Flooring, ceiling, walling and other interior finishes
- Hardwood
- Softwood
- Kitchen, bathroom and ceramics
- Lighting
- Marble and stone
- Paints



**BUILDING ENVELOPE  
& SPECIAL  
CONSTRUCTION**

- Elevators and escalators
- Insulation
- Irrigation systems
- Outdoor design and landscaping
- Outdoor furniture
- Roofing, cladding and glazing
- Special construction (prefabricated buildings, pools etc.)
- Windows, doors and sun protection systems
- Infrastructure and urban development



**CONSTRUCTION  
TOOLS & BUILDING  
MATERIALS**

- Construction components
- Construction equipment and machinery
- Hand tools
- Hardware and construction tools
- Metal and steel and aluminium
- Power tools
- Safety equipment
- Testing and measurement tools



**MEP SERVICES**

- Electrical systems
- Security and fire protection
- Maintenance and commercial cleaning
- Plumbing and water technology
- Photovoltaic (pv cell and module)
- Solar technologies and related services
- Solar energy



**CONCRETE**

- Batching equipment
- Block, paver and tile production equipment
- Cement, admixtures and cementitious products
- Concrete reinforcements and repair
- Deco concrete
- Formwork and scaffolding
- Precast production and equipment
- Readymix concrete



**PLANT MACHINERY  
& VEHICLES**

- Appliances and conveyors loaders
- Commercial tyres
- Construction and commercial vehicles
- Cranes and access equipment
- Earthmoving machines
- Finishing tools and lifting equipment
- Material processing and handling
- Mining products and equipment
- Power generation units
- Cutting, bending and welding machinery

# NEW FOR THIS YEAR

To celebrate 10 years of The Big 5 Saudi, and 10 years of technological advancements in construction, we are delighted to announce the launch of The Big 5 Saudi Tech!

With advancements in technology driving the construction industry forward, the event will be dedicated to latest and greatest tech available.

From BIM all the way through to drones, the full digital construction cycle will be all be under one roof.



## PRODUCT CATEGORIES:

- Building Automation & Smart Building
- Measurement & Control Technology
- Software/ Hardware
- Building Information Modeling (BIM)
- 3D Printing
- Drones
- Geographical Information Systems
- Geo spatial Technology Mapping
- Simulators Robotics
- Surveying
- Thermal Imaging
- Visualisation AR/VR Robotics



# THEMED EDUCATIONAL CONTENT

A wide range of themed educational sessions, in four theatres, will be offered free of charge to all visitors.

Covering subjects as such innovation and new regulation, these sessions are CPD-certified and designed to attract a high volume of construction professionals seeking information and new products.

Book a stand near a workshop theatre relevant to you and ensure a constant flow of targeted buyers.

Get in touch for our floor plan and prime location options.



# DEDICATED MARKETING SUPPORT FOR EXHIBITORS

Our expert marketing team offer a dedicated resource for exhibitors, both pre-show and during the event, with a comprehensive menu of services designed to help you maximise your presence and generate successful business leads.



## SOME OF THE MOST EFFECTIVE SUPPORT WE OFFER, ALL OF WHICH ARE INCLUDED IN THE COST OF THE STAND



### PERSONALISED INVITATION

We mail personalised invites with your logo and stand number inviting them to visit your stand.



### EMAIL INVITATION

We send personalised email invitations to let your clients know about your presence at the event.



### WEB BANNER & EMAIL SIGNATURE

Use branded banners to add to your website or email signature to let your clients know you will be at the event.



### PERSONALISED INVITATION PAGE

We create a personalised invitation web page which you can use to invite your clients, link to your banners, add to your email signature or post on your social media. The best part? We send you the data of anyone who registers using your link before the event!



### PRODUCT SHOWCASE

We can showcase your products through our social media platforms. This is a great way to let know visitors what to expect and encourage them to visit your stand.

*...and much more*



### 70+ CPD CERTIFIED WORKSHOPS

Free CPD workshops led by industry experts will be conducted over the 4 days



### 5500+ WORKSHOP ATTENDEES

Over 5500 visitors are expected to attend sessions throughout the event



### 28 HOURS OF NETWORKING

The show provides the perfect opportunity to make new contacts and exchange ideas with peers

# SHARE THE SUCCESS IN 2020

DON'T MISS OUT ON YOUR CHANCE TO **MEET MORE THAN 15,000** INDUSTRY BUYERS AND DECISION MAKERS



8-11 مارس 2020  
**8-11 MARCH, 2020**  
JEDDAH CENTRE FOR FORUMS & EVENTS



BUILDING INTERIORS & FINISHES



BUILDING ENVELOPE & SPECIAL CONSTRUCTION



CONSTRUCTION TOOLS & BUILDING MATERIALS



CONCRETE



MEP SERVICES



PLANT MACHINERY & VEHICLES

## STAY CONNECTED

 @big5saudi

 @big5saudi

 @Big5Exhibition

 /thebig5-saudi

[www.thebig5saudi.com](http://www.thebig5saudi.com)

TO CONFIRM YOUR PARTICIPATION AT SAUDI ARABIA'S PREMIER CONSTRUCTION EVENT, CONTACT:

### KSA Enquiries

Hasan Alwayel

T: +966 12 697 0290 Ext: 102

M: +966 5553 79129 / +966 5392 44489

E: [hasanalwayel@dmgevents.com](mailto:hasanalwayel@dmgevents.com)

### International Enquiries

Shivani Sharma Pereira

M: +971 50 7019410

E: [shivanipereira@dmgevents.com](mailto:shivanipereira@dmgevents.com)

Roni El Haddad - Event Director | E: [ronihaddad@dmgevents.com](mailto:ronihaddad@dmgevents.com)

DMG Events LLC Ltd

7864 Al Madinah Al Munawarah Road - As Salamah, Unit Number 32,  
Jeddah 23525 - 3889, Saudi Arabia