



Co-located with:



Introducing:



**18 – 21 FEBRUARY 2023**  
RIYADH FRONT EXHIBITION &  
CONFERENCE CENTER

BRINGING THE LARGEST CONSTRUCTION  
EVENT IN THE KINGDOM

# THE BIG 5 SAUDI 2023 POST SHOW REPORT



# 2023 opening ceremony

The 11<sup>th</sup> edition of The Big 5 Saudi was opened by His Excellency the Deputy Minister of Industry and Mineral Resources, Eng. Osama bin Abdulaziz Al-Zamil.

Doubling in size with 100% more exhibitors since its 2022 edition, The Big 5 Saudi became the largest construction industry event in the Kingdom of Saudi Arabia.

The event brought together the local and international construction community to explore ground-breaking opportunities in the nation's construction sector, that will contribute to the Saudi Vision 2030.

It was co-located with specialist events HVAC R Expo Saudi, Surface and Stone Saudi Arabia, and FM Expo Saudi, servicing the MEP, facilities management, and stone communities and showcasing products in waste & recycling, stone processing, installation and maintenance, air conditioning, heating and ventilation and refrigeration equipment categories, among others. The exhibition also successfully launched two co-located events, Windows, Doors & Facades and Saudi Glass, providing visitors with unparalleled access to top tier brands in these specialized fields.

This post show report gives you an insight into the edition's success and highlights.

**We are pleased to announce that the 12<sup>th</sup> edition of The Big 5 Construct Saudi will take place from 26 - 29 February 2024 at Riyadh Front Exhibition & Conference Center.**

“ The Big 5 Saudi constitutes an opportunity to reshape the modern construction industry and involve new technology towards the implementation of the 4th Industrial Revolution. This will play a crucial role to keep up with transformation and open new opportunities for investment in the industry and domestic resources, as well as enhancing the position of Saudi Arabia in the industrial sector.

**His Excellency the Deputy Minister of Industry and Mineral Resources,  
Eng. Osama bin Abdulaziz Al-Zamil**

”



# Your gateway to business opportunities in Saudi Arabia's USD 1.6 trillion\* construction market



**44,542**

TOTAL  
PARTICIPANTS



**3,373**

CPD CERTIFIED  
PROFESSIONALS



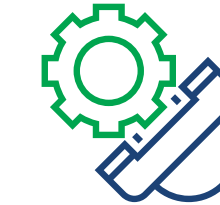
**820**

EXHIBITING  
COMPANIES



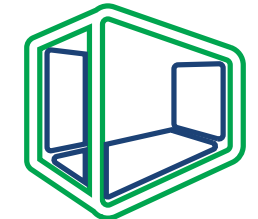
**40+**

EXHIBITING  
COUNTRIES



**15,000+**

PRODUCTS &  
SERVICES



**38,000**sqm

OF TOTAL  
SPACE



\*Source: ABIQ

# Bringing the world of construction to Saudi Arabia

Exhibitors representing 40+ countries:



“

The attendance was excellent, a lot of companies and end users have shown their interest in our solutions for air conditioning and water heating. Also, during the event we received many fruitful inquiries for various projects.

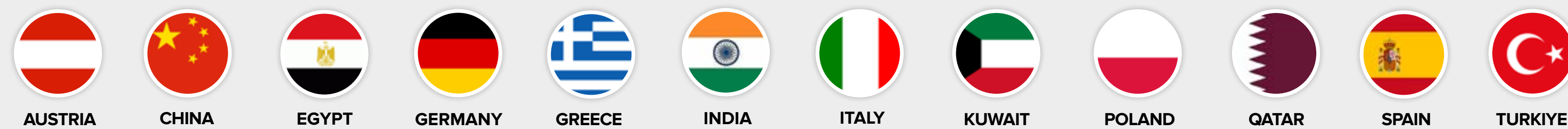
”

Ahmed ELGarhy, Country Manager - Rheem

# Trusted and supported by renowned industry associations, international government bodies and country pavilions



## International Country Pavillions:



# Some of the key brands who exhibit at the event from the complete construction value chain



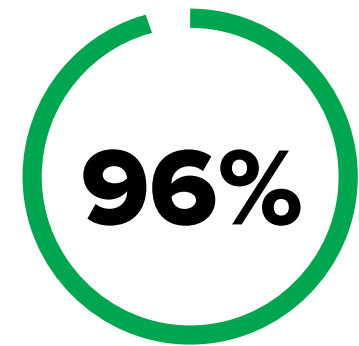
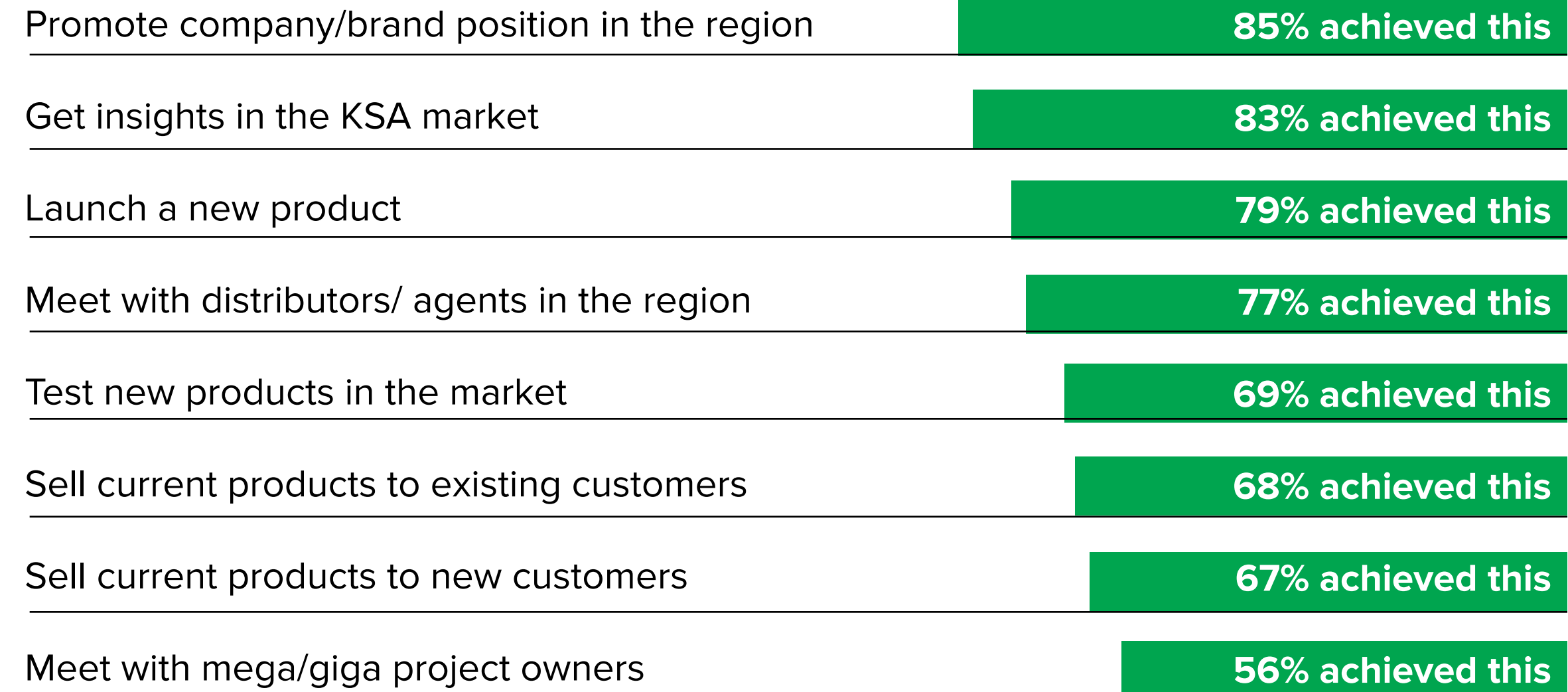
“ ”

The event provided us with a fantastic platform to showcase our top-quality building materials to many potential clients and partners, and we're excited about the opportunities that lie ahead.

Wael Omar, Marketing Director - Madar

# Exhibitor overview

## Reasons for exhibiting:



Exhibitors said the event is important for their business



Exhibitors are likely to return in 2023



Exhibitors are extremely satisfied with the overall event

**\$561M**  
No of deals

**\$1.12B**  
Expected sales generated



“

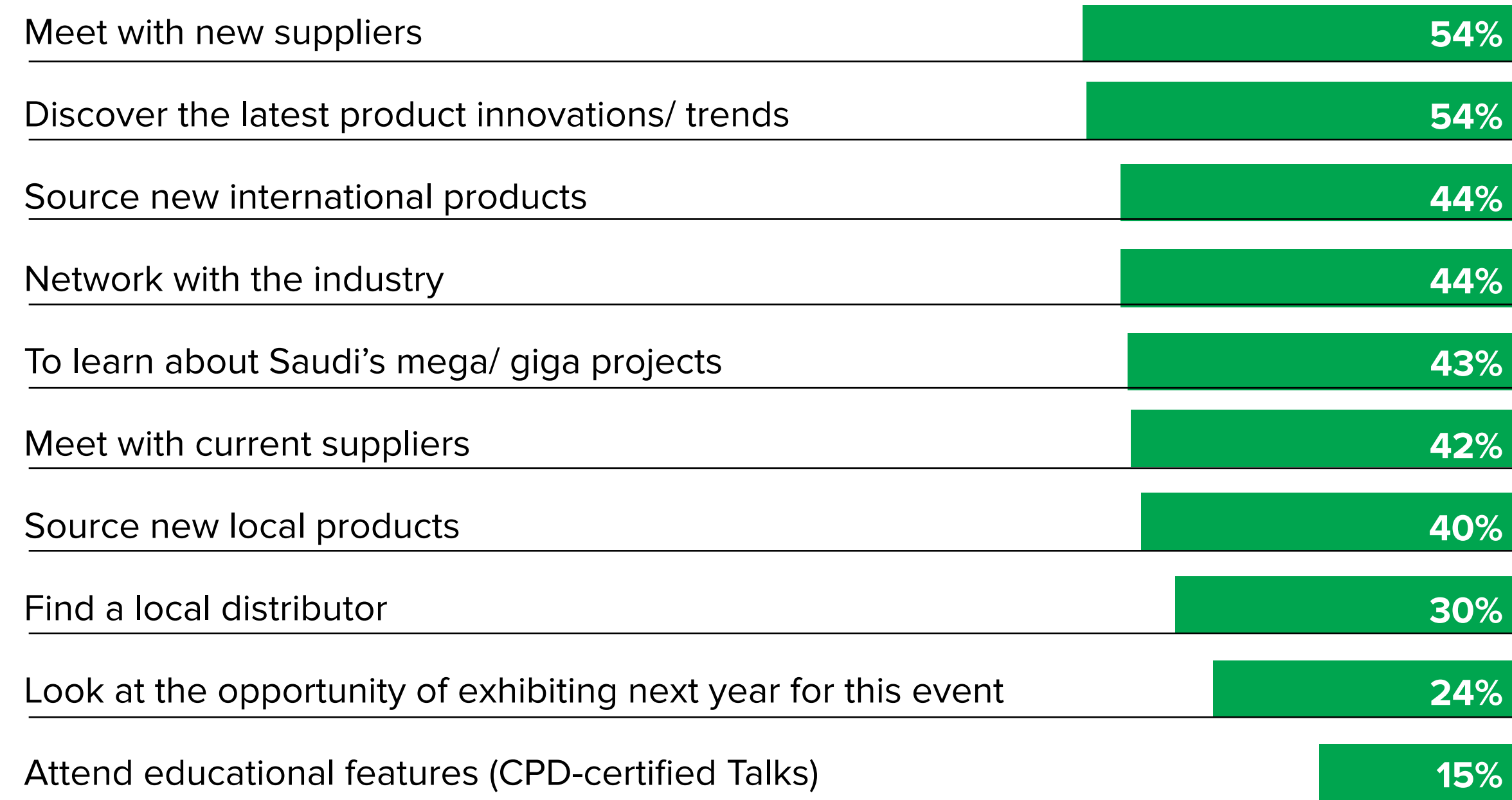
The construction sector in Saudi Arabia is witnessing significant growth, and The Big 5 Saudi exhibition has succeeded in demonstrating this growth.

”

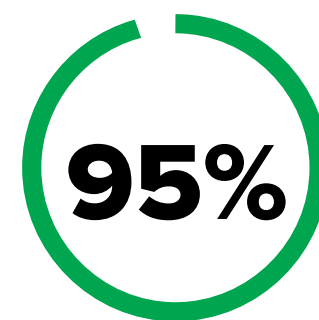
Abdulah Al-Turki, Plumbing Category Manager - Masdar

# Visitor overview

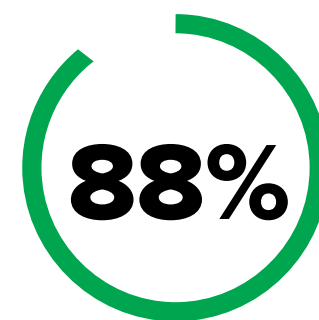
## Reasons of visiting:



Visitors said the event is important for their business



Visitors are likely to return in 2024



Visitors are extremely satisfied with the overall event

“ For Diriyah Gate, The Big 5 Saudi is important to attend. As a large scale company, we have to engage directly with the supply chain, whether it be large contractors, suppliers or distributors; The Big 5 Saudi plays a pivotal role in that engagement. ”

David Watkins, Chief Delivery Officer, Diriyah Company

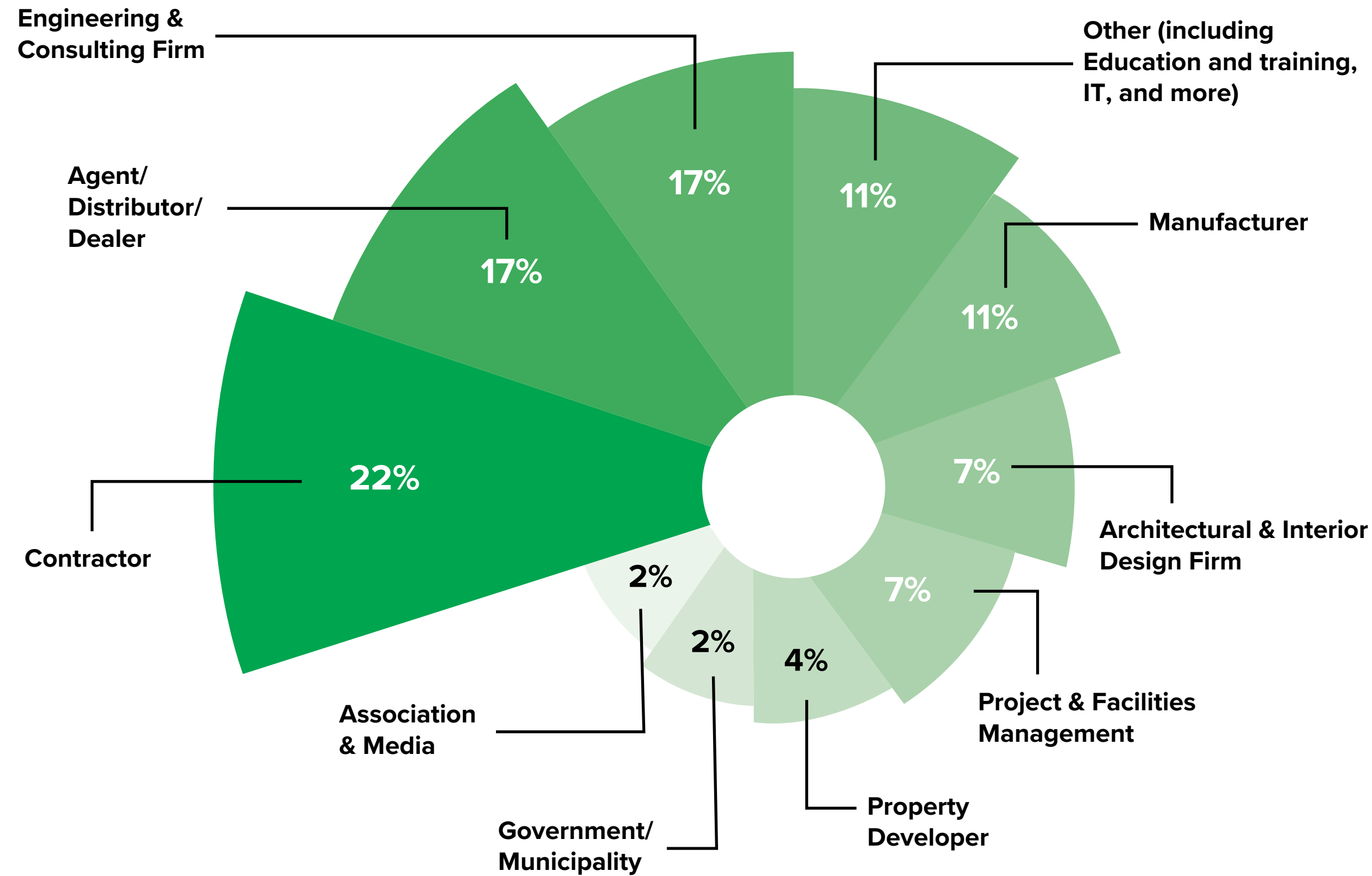
## Attended by key industry stakeholders from Saudi Arabia





# Visitor breakdown

## Company activities of our visitors:



## Job function:

General Management ▶

41%

32%

◀ Engineering & Architecture

Procurement ▶

13%

12%

◀ Sales & Marketing

Others ▶

2%

# Expert industry talks to inspire innovation and growth



**3,373**

**CPD Certified Professionals**



**65**

**Expert Speakers**



**50+**

**CPD-certified Sessions**

## Covering the most pressing topics:



**Architecture & Design**



**Project Management**



**Technology**



**Concrete**



**HVAC R**



**Facilities Management**

**NEW**



**Facades & Glass**



**Nicholas Reynolds**

Senior Director, Facilities Management  
Red Sea Global



**David Watkins**

Chief of Delivery, Diriyah Company

# Key speakers included:



**Eng. Waleed Akhtar M Sultan**

General Supervisor for Classification Development, Project Management and Performance Follow-up

**Ministry of Municipal, Rural Affairs and Housing – MOMRAH**



**Mark Graham**

Executive Director, Technical Engineering

**ROSHN**



**Natalia Hyde**

Senior Planning Director

**Red Sea Global**



**Fahad Al Balawi**

Head of construction

**AMAALA**



**Rick Hopper**

FCIOB, Managing Director, Saudi Arabia

**Mott MacDonald**



**Gareth Cain**

Studio Director

**Gensler**



**Syed Abid Hussain**

Regional Application Engineering Manager

**Carrier**



**Ahmad Mhanna**

Director – Middle East and North Africa Region

**American Concrete Institute (ACI)**



**Amani Al Moaji**

Director – Country KSA

**Enova by Veolia Member of the Middle East Facility Management Association – MEFMA**



**Steven Gutierrez**

Program Director

**Parsons**

# Additional feature that brought more visitors

## Türkiye

### TURKIYE CONNECT

In 2023, this programme offered networking opportunities for a select visitor group, where they had the chance to meet and engage with exhibitors, build their network, and discover new products and solutions from leading exhibiting brands.



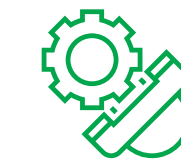
**70 Exhibitors**



**257 Meetings Scheduled**

## THE ENGINEERS CLUB

The exclusive guided tour designed especially for engineers provided a learning and networking experience like no other. It took visitors on a journey through the various exhibits, showcasing the latest advancements in construction, where they had the opportunity to see first-hand the innovative products and services that are shaping the future.



**50 Featured Brands**



**4,782 Engineers Invited**



# Marketing and PR coverage

## Marketing overview



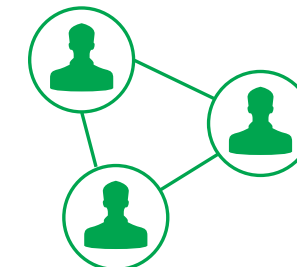
**Over 26,73,248+ impressions**

across google and social media platforms



**Over 6,041,568 emails**

were sent across the whole campaign



**A network of over 44,877 users**

across all the social platforms



**Over 17,06,545 unique users**

worldwide



# The Big 5 Saudi made headlines in the top tier print & online media outlets

## PR overview

ARAB NEWS

Gulf Construction

Construction Week

Saudi Gazette

SAUDI PROJECTS

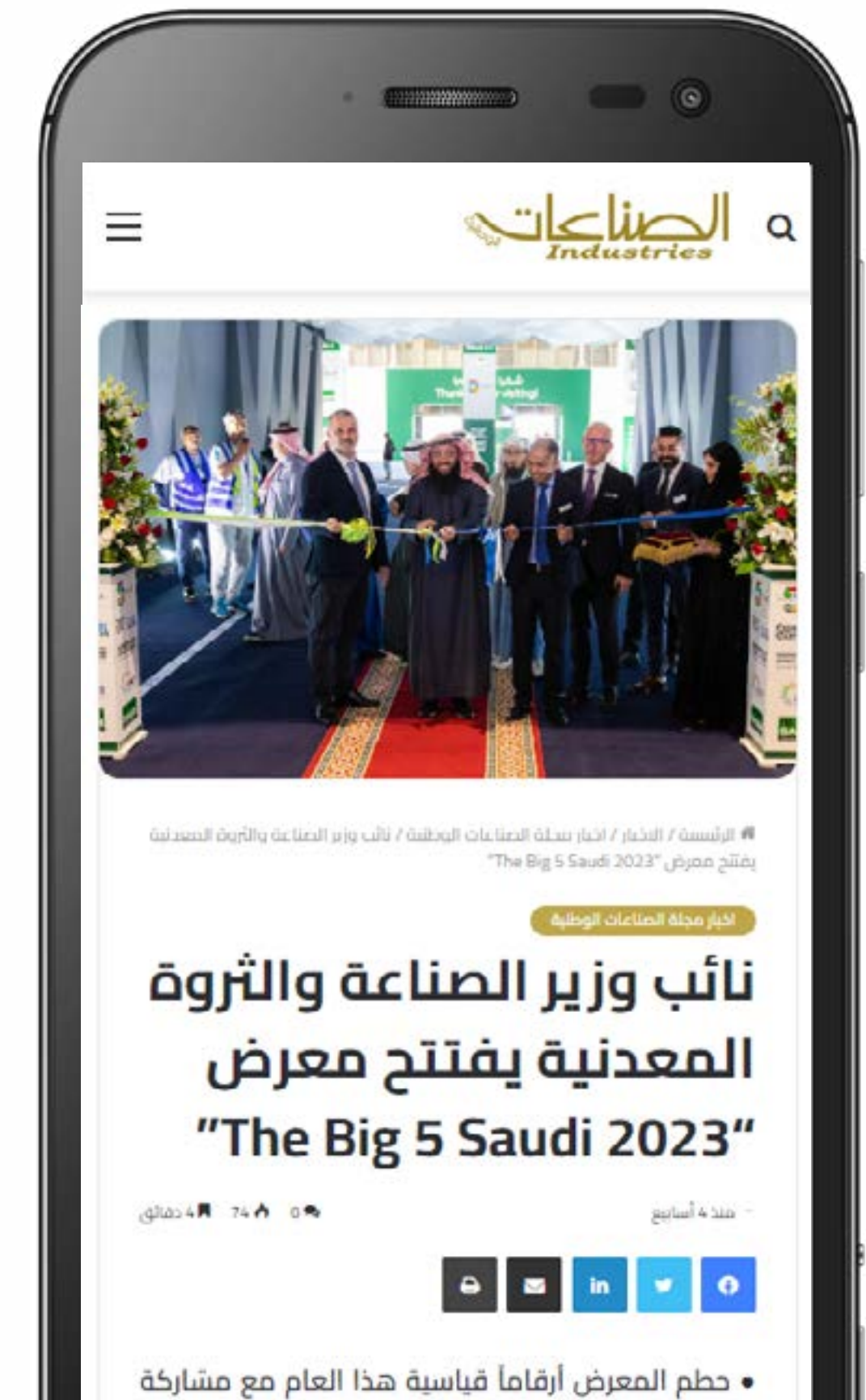
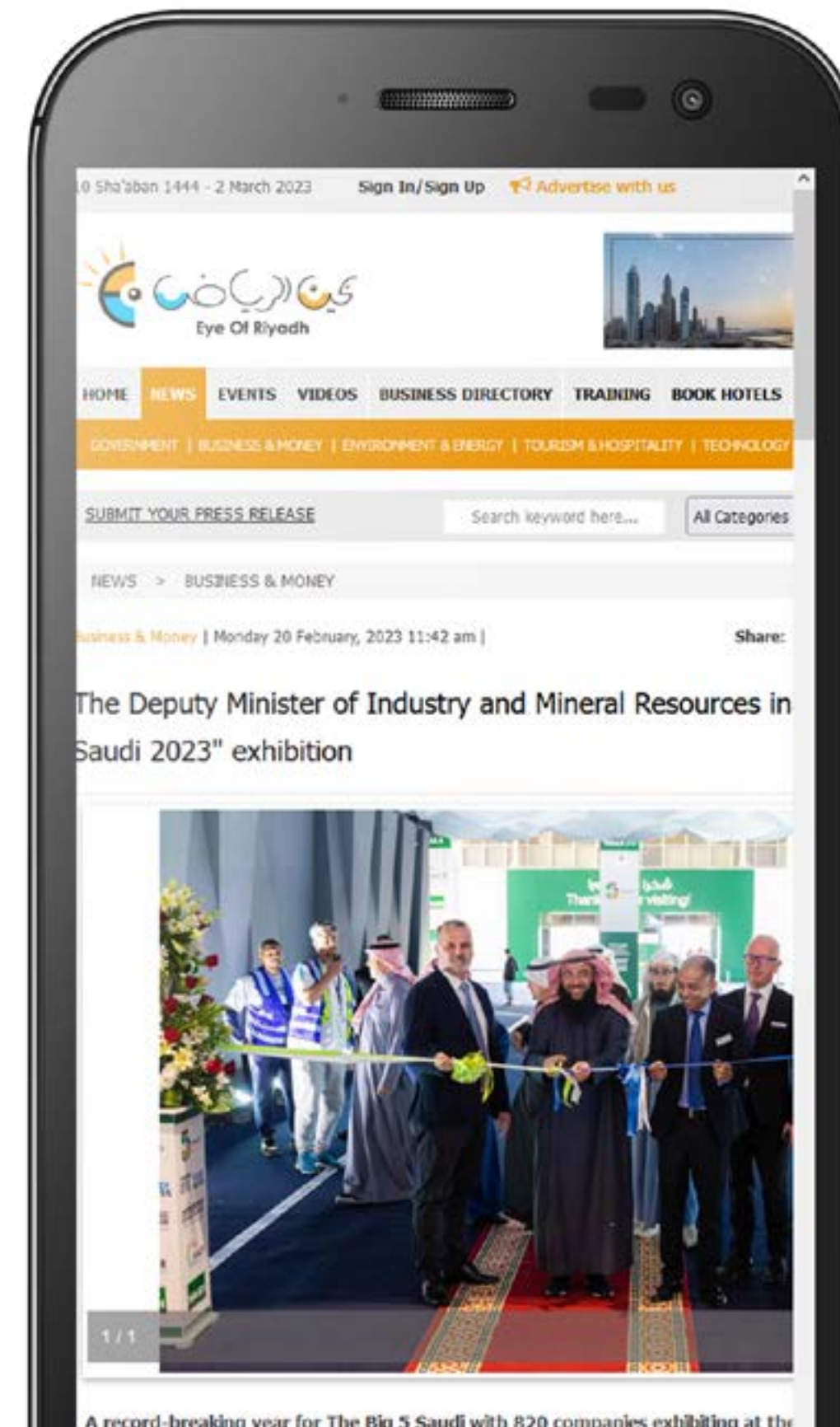
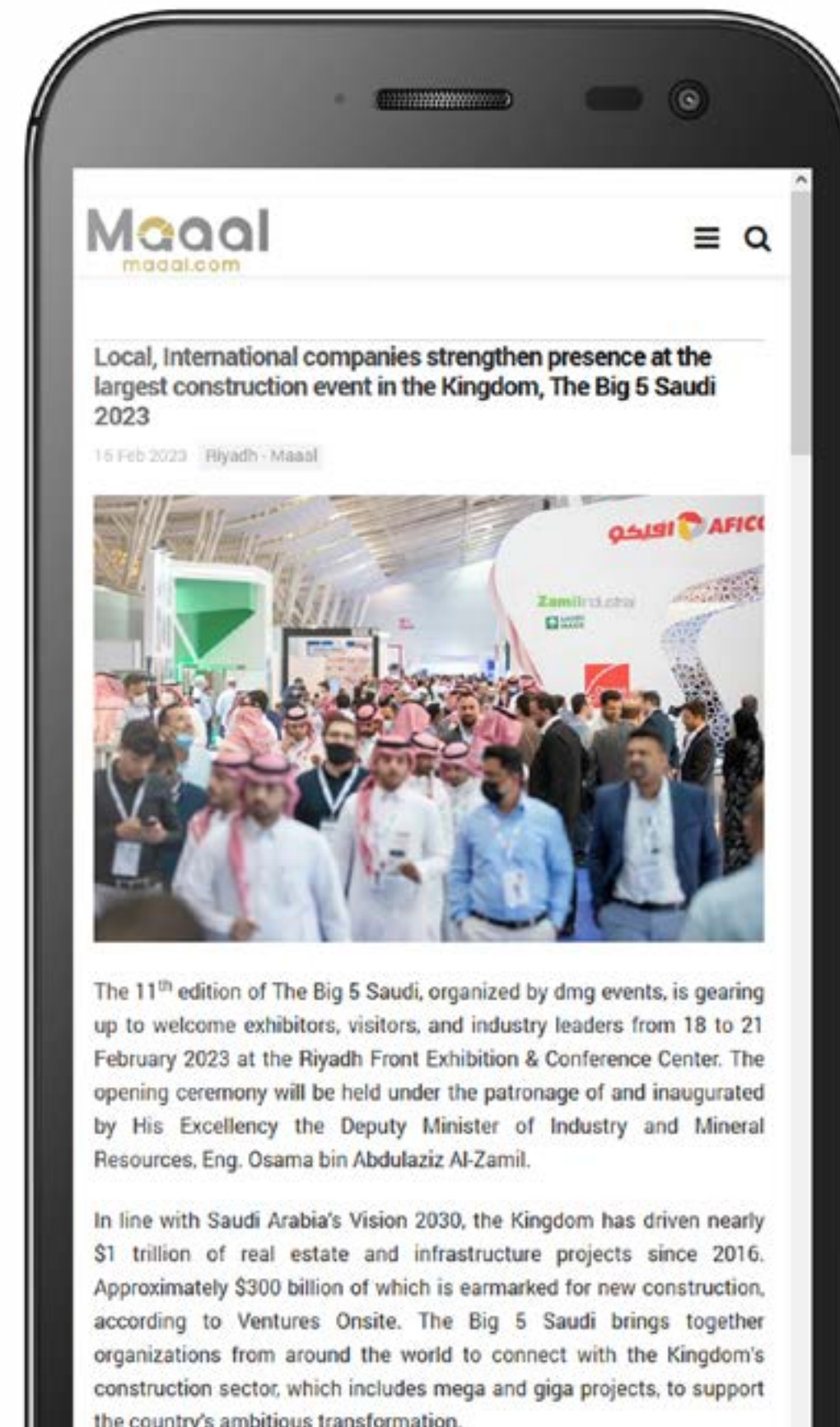
Maal  
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الجزيرة الآن

عين الرياض  
Eye Of Riyadh

الرياض  
صحيفة الرياض الإلكترونية  
EYE OF RIYADH



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Energy Partner



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Supporting Partner



FM Supporting Association



Supporting Partner



Supporting Partner



Supporting Partner



WDF Saudi Supporting Partner



Knowledge Partner



Knowledge Partner



Knowledge Partner



Knowledge Partner



Knowledge Partner



Knowledge Partner



Business Broadcast Partner



Official Hotel Partner



Media Partners



**BIG 5** Construct Saudi

Co-located with:

**HVAC R**  
EXPO SAUDI

**FM EXPO**  
SAUDI  
Facilities Management Solutions

**STONE & SURFACE**  
SAUDI ARABIA المملكة العربية السعودية

**WINDOWS**  
**DOORS &**  
**FAÇADES**  
EVENT SAUDI

**26 – 29 FEBRUARY 2024**  
RIYADH FRONT EXHIBITION &  
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