



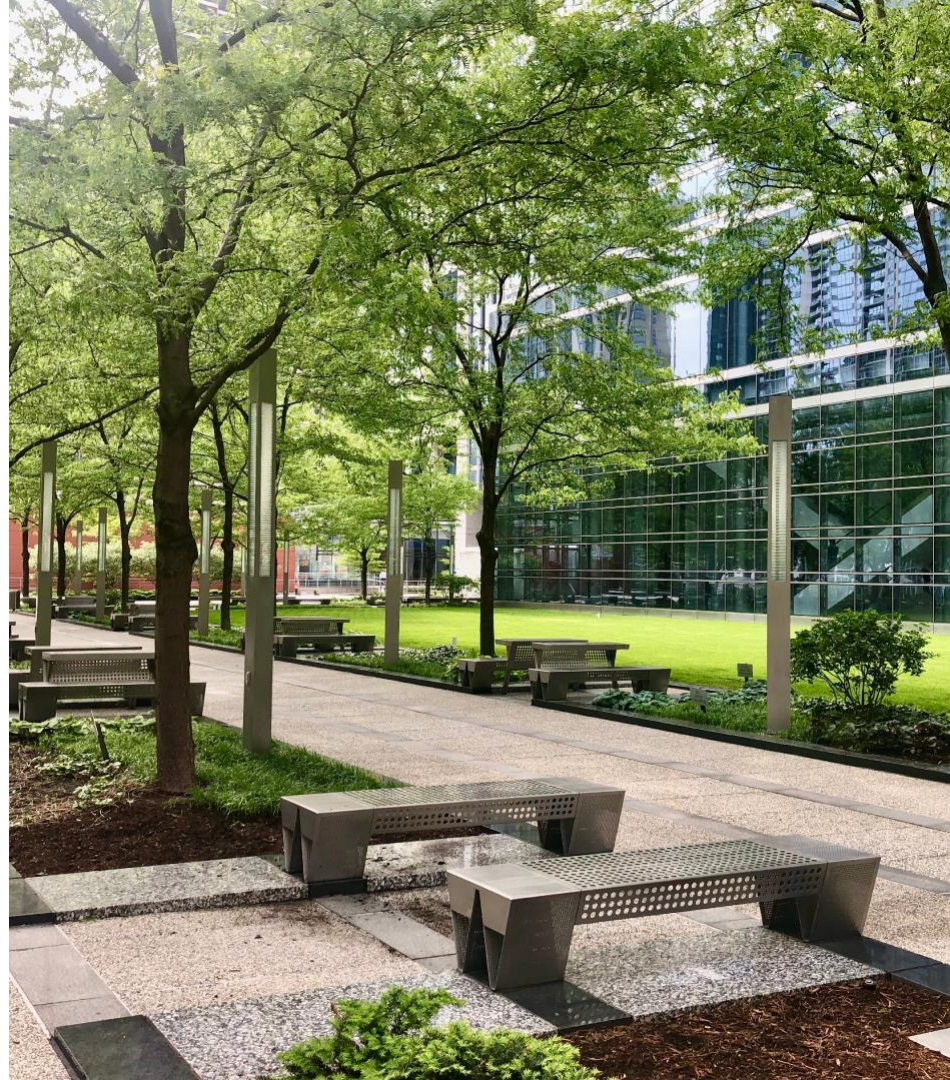
Uniting the urban design and landscape community

4 - 7 December 2023
Dubai World Trade Centre, UAE

udlexpo.com

Co-located with

BIG 5 Global



Drive your business to new heights with exciting growth opportunities

Urban Design & Landscape Expo is a prominent platform for the urban design and landscape industry to expand your business in the Middle East, Africa and South Asia. The event offers live product showcases, knowledge exchange, and networking opportunities, all alongside the prestigious Big 5 Global.



The Big 5 is a top-notch event in the region and offers a great opportunity to engage with our target audience and generate new business prospects.

Fostering attendance and engagement from key players in the industry

8,748

Attendees interested in urban and landscape design products

79

Specialized exhibitors showcasing urban and landscape design products

17

Exhibiting countries

12

Country pavilions

Numbers based on Big 5 2022 visitor and Urban Design & Landscape Expo exhibitor attendance stats.

3.25



Urban Design & Landscape Expo is your essential partner for business growth

4.25

Leads

Discover business growth opportunities in the world's fastest growing markets

Insights

Learn what moves the key Middle Eastern, African and South Asian construction markets

Access

Gain direct access to the leading, global figures affecting your industry

Networking

Grow your personal and business network across a huge audience of global distributors and agents

Our biggest win: Our loyal base of delighted customers



Taking part in the BIG 5 provides us with a great opportunity to showcase our offerings to our targeted audience and increase market awareness of our product.

Saint Gobain

5.25



Focused product sectors boosting your bottom line

6.25

Hard Landscaping

- Benches & seating barriers
- Composite wood & decking
- Furniture plant containers
- Garden & street furniture
- Outdoor kitchens & garden grills
- Outdoor lighting
- Outdoor sculptures
- Pergolas & pavilions
- Plant containers
- Roofs & timber structures
- Shades & tents
- Waste bins & ashtrays
- Water features

Irrigation & Drainage

- Gutters & drainpipes
- Other material & components
- Smart irrigation systems & controllers
- Sprinklers & drip irrigation

Machinery & Equipment

- For construction of paths and squares
- For grassed areas and seeding
- For sports grounds
- For synthetic & synthetic grass surfaces
- For wooded areas
- Special equipment

Materials & Components

- Fertilising & plant protection
- Materials & components for soil
- Pavers
- Plants and seeds
- Wood materials
- Tree protection materials

Specialist Sectors

- Cultivation of wasteland
- Grassing & planting in / on buildings
- Green walls & green roofs
- Installation & maintenance
- Landscape design & consulting
- Plant nurseries
- Soil regeneration & aeration
- Transplanting of large trees

Sports & Playgrounds

- Artificial turf
- Natural playgrounds
- Sports & playground surfaces & equipment

A growing region with breath-taking scale

7.25

\$7.0
Trillion
Active

\$3.8
Trillion
Awarded

\$2.4
Trillion
Pipeline

Source: ABIQ

Value of construction industry projects across all sectors planned so far yet un-awarded in Middle East and Africa.

Value of construction industry projects awarded in the last few years.

Value of construction industry projects in the pre-execution phase (planning to design & tendering) over the next three years.

XL opportunities

Giga-sized markets

8.25

KSA
\$1.62
Trillion



Saudi Arabia

Over \$1.62 trillion worth of projects are in planning stages or have progressed to build already, including the nation's globally renowned 500\$bil Neom giga project.

UAE
\$700
Billion



United Arab Emirates

The Abu Dhabi Economic Vision 2030 and the Dubai 2040 Urban Masterplan provide the framework for more than 1,800 major projects worth just over \$700 billion.

EGY
\$570
Billion



Egypt

The Mediterranean Arab state is one of the world's busiest projects markets, with just under \$570 billion worth of active projects over the past two years.

Sail past your targets US\$2.7bn business generated in 2022*

*Big 5 2022 generated **US\$766 million** in onsite declared business with its 2,000 exhibitors anticipating a further US\$2bn over the next 12 months



In the span of a single day, I managed to accomplish what would normally take me an entire month - sending inquiries, obtaining samples, and negotiating pricing with multiple vendors. Really amazing!

Hira Industries LLC



9.25

MEASA's* most influential construction industry event

10.25



Network.

The fastest way to meet key decision makers in your industry



Build.

The cornerstone event helping you achieve your sales targets



XL.

See the future and learn directly from your industry's innovators

The trusted platform connecting the global construction industry

11.25

For 43 years Big 5 Global has provided an unparalleled platform for our global industry to build new business, expand international networks and learn from leading innovators from around the world.

2.2k

Global
Exhibitors

68k

Global
Attendees

150

Participating
Countries

8

Specialized
Events

Global businesses successfully achieve key exhibiting goals

12.25

What exhibitors said



97%

Big 5 is important to their business



90%

Expect to generate sales due to their participation



88%

Rated the quality of visitors as either 'good' or 'excellent'



85%

Closed deals or made sales at or after the show

Achievement of exhibitor objectives



87%

Promotion of their company or image across MEASA



81%

Gaining valuable insights into MEASA



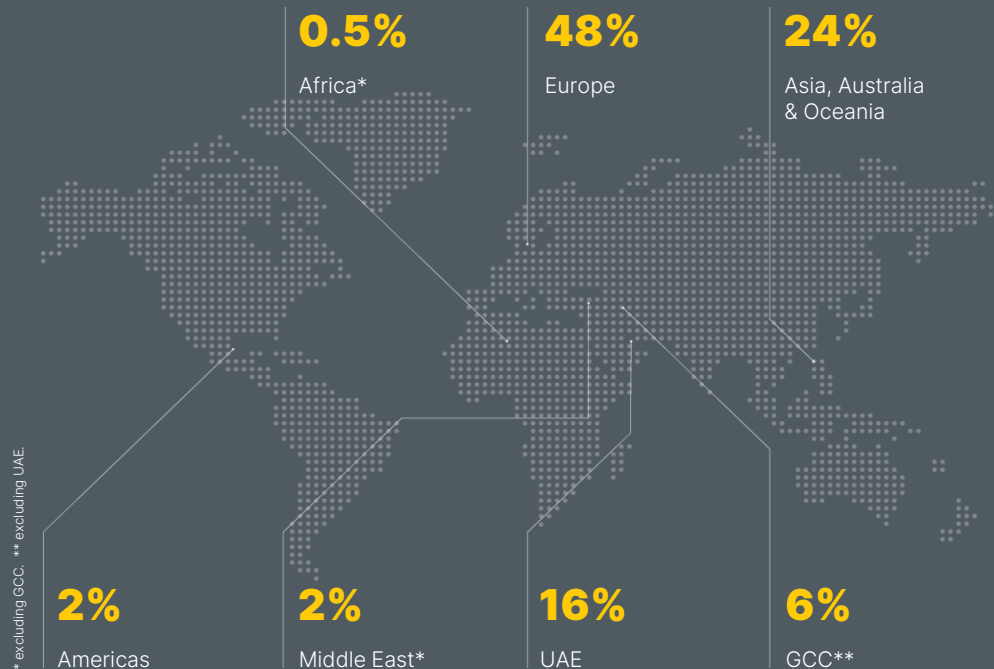
81%

Meeting agents and distributors serving MEASA

Global networking, qualified exhibitors

13.25

Where **Exhibitors** came from



Numbers based on Big 5 2022 exhibitor attendance stats.

Exhibiting countries



1 Special administrative region of China. 2 Province of China

Helping you grow: our expertise, your success



6.5%

Growth

Spending on active projects (cash flow) for the MEA region will increase from \$216 billion in 2022 to \$230 billion in 2023 (6.5% growth).

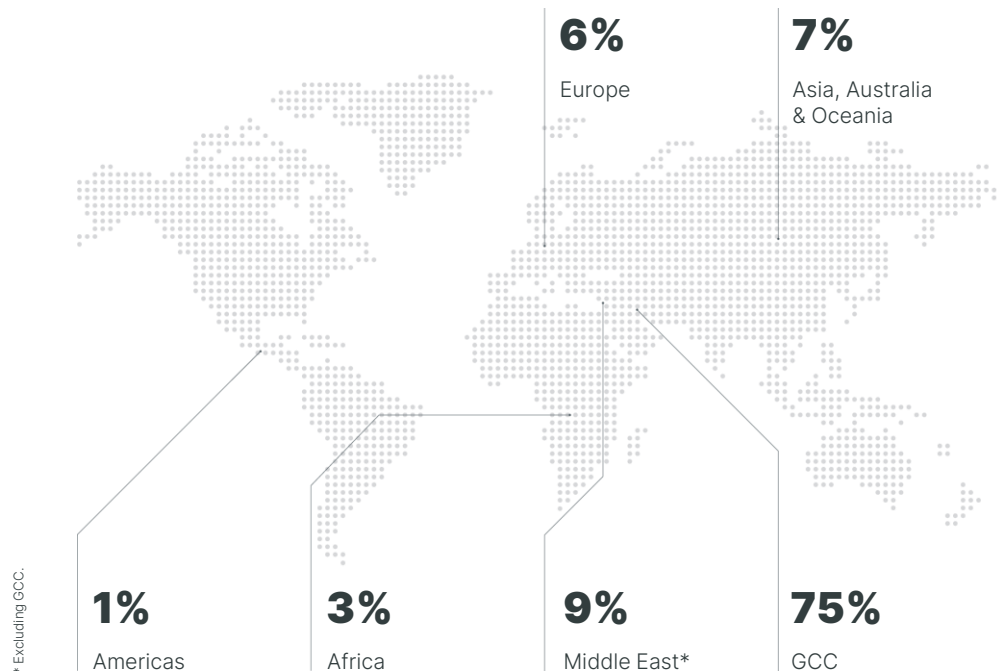
14.25



Global deals with International visitors

15.25

Where **Visitors** came from



Numbers based on Big 5 2022 visitor attendance stats.

Top 10 countries (excluding UAE)



Saudi Arabia



India



Iran



Oman



Kuwait



Iraq



Pakistan



Egypt



Bahrain



Jordan

Enjoy great ROI from visitors

41% with 'strong buying intent'

16.25

Achievement of visitor objectives

90%

Meet Current
Suppliers

88%

Meet New
Suppliers

87%

Discover New
Innovations

86%

Network with
the Industry

85%

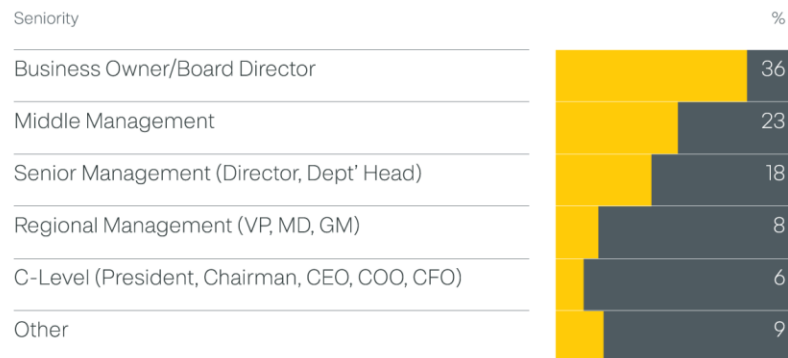
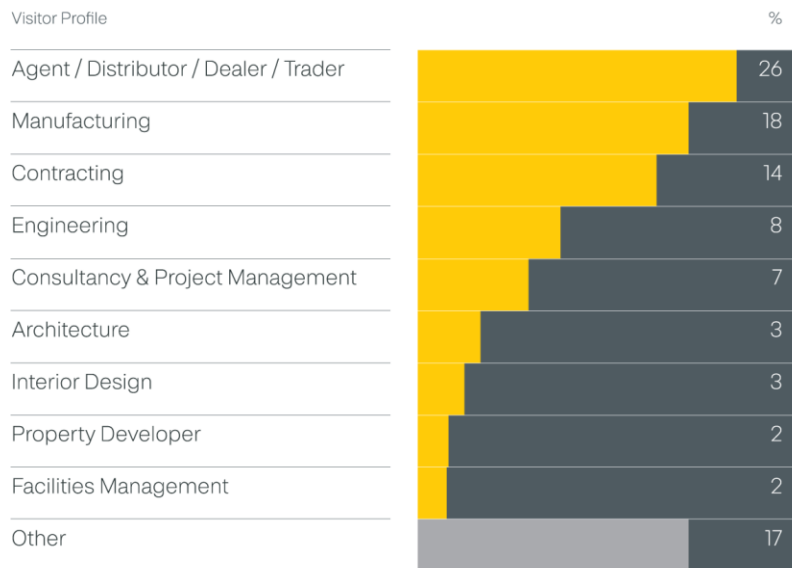
Find New
Regional Products

84%

Find New
International Products

More key decision makers more buyers, more opportunity

17.25



XL brands signing XXL deals at Big 5 Global

18.25

Global

AECOM
AESG
AG Engineering
Arcadis
Atkins
Bandar Abbas Construction Company
Besix Group
Brian Muzwembiri Architects
China State Construction Engineering
Empower
Gensler
KEO International Consultants
Kings Developers Limited
Lagos Freezone Company
Larsen & Toubro
MAG Group
Mingh Song
Parsons
Public Works Department India
Teolam Architects
WSP Global

Middle East

ALEC
Al Ashram Contracting
Cit Morocco
Doha Municipality
GCC Contracting
Hassam Allam Construction Holdings
King Abdullah Financial District
Liwan Real Estate
Madinah Municipality
Mas Baghdad
Ministry of Defense Saudi Arabia
Ministry of Interiors Kuwait
NEOM
Oman Ministry of Housing
Pentagroup International
Qatar Ministry of Municipality
Red Sea Global
Riyadh Municipality
ROSHN
Saudi Aramco
The Arab Contractors

UAE

Abu Dhabi City Municipality
Abu Dhabi Ports
Arabian Construction Co
Azizi Developments
Damac Properties
Dubai Electricity & Water Authority
Dewan Architects
Dubai Municipality
Emaar
Nakheel
Roads & Transport Authority (Dubai)
Sobha
UAE Ministry of Energy
and Infrastructure



Sign new deals in MEASA's three largest markets and beyond



Big 5 is the top exhibition in the Middle East. Our first-time participation has been a great decision as we've connected with clients from UAE and other GCC regions. We're pleased with the outcome and have committed to returning next year with more members.

KNX Association

19.25



Focus areas attracting highly-qualified attendees

20.25



Event focus areas

Leadership & ESG Excellence



The leading voices in our industry share perspectives on what is shaping the future.



Valuable insights are shared by leaders working at the forefront of technology.



Celebrating the achievements and transformation of businesses and leaders who truly XL.



Spotlighting women excelling and companies promoting equality in industry.

Digital Transformation



Discover the brands and people innovating digital technologies driving our industry.



Discover startups and the people who are building on the leading edge.

Professional Development



Insightful talks and valuable takeouts from across the 360° value chain.

Design

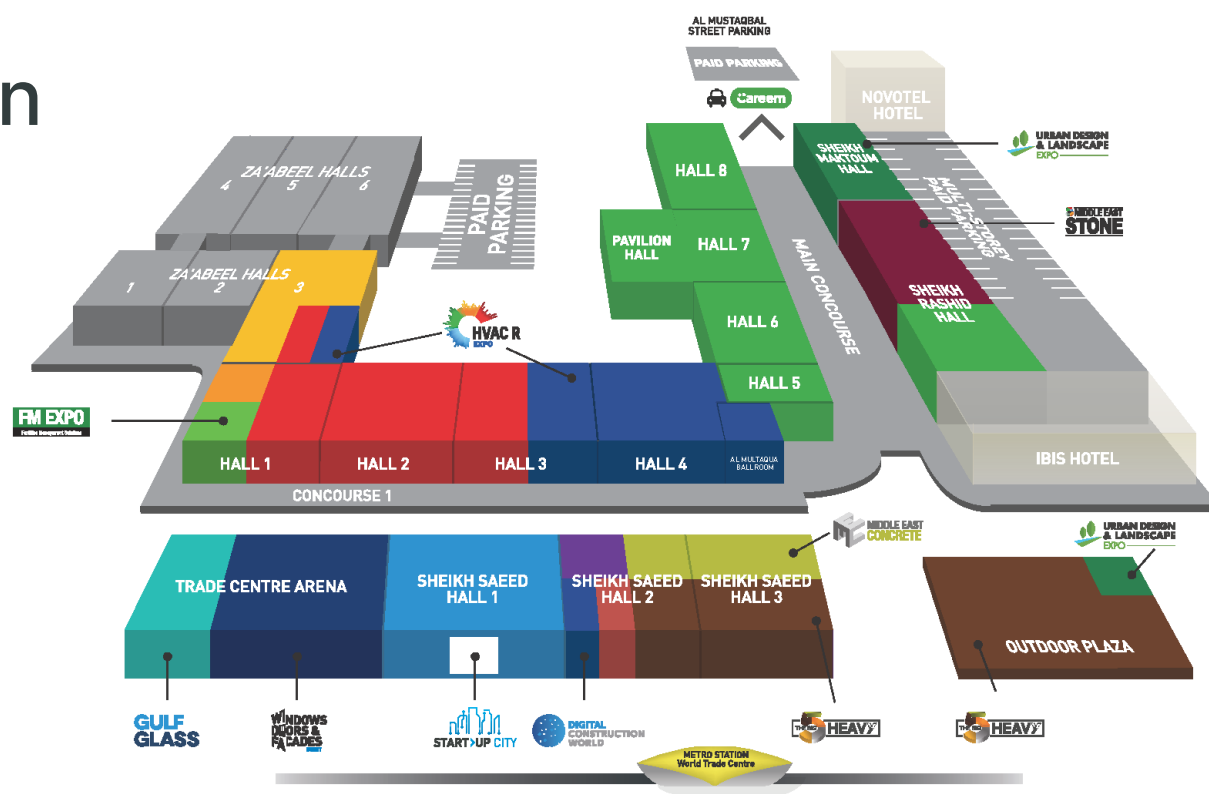


Connect leading design thinkers who're creating the built environment.

Network. Build. XL. with industry players who work in your focussed area of expertise.

Floorplan

21.25



SPECIALIZED EVENTS



SPECIAL FEATURES



PRODUCT SECTORS



Big 5 Global's event marketing attracts global visitors

22.25

2.8mn

2,789,176 emailers sent to industry professionals globally

1.8mn

1,767,163 unique visitors clicked on 637,161 event web pages

391k

391,100 SMS invitations delivered across the MEASA region

122k+

122,500 active followers (and growing daily) across our social channels

352

Radio adverts addressing 2.4million regional listeners

34

Media & association partners reached out to global professionals

2022 highlights

Moments we remember

23.25



See more great shots at big5global.com/gallery



Ministries and government entities showcase solid support

The 43rd edition of Big 5 Global had huge government support with Ministry of Energy and Infrastructure as the main supporting partner, and Dubai Municipality, and Dubai's General Directorate of Civil Defense as the supporting partners gave their stamp of approval.



Business delivery charts new milestone

The four-day event generated a total business of US\$2.7 billion of which US\$766 million was onsite declared business.



Over 65,000 visitors attend the global event

More than 65,000 industry professionals from over 150 countries attended the show across four days, of which 75% came from the GCC, 9% from the Middle East (excl. the GCC), 7% from Asia, Australia and Oceania, 6% from Europe, 3% from Africa, and 1% from Americas.



Key industry stakeholders showcase their products

2,000+ global exhibiting companies showcased the latest building solutions and innovative products at Big 5 Global and associated specialized shows.



Global Construction Leaders' Summit

At the Global Construction Leaders' Summit, industry leaders reiterated the importance of collaboration toward a more sustainable construction sector while stressing the need for a construction playbook to drive the industry forward.



Mobilizing a future-ready industry

The FutureTech Construction Summit united leaders in digital transformation and technology to share insights on shaping and innovating the industry. The discussions focused on the latest technology developments for construction.

2022 highlights

Moments we remember

24.25



See more great shots at big5global.com/gallery



A digital hub for construction professionals

Digital Construction World hosted more than 750 attendees across a series of Technology Talks, and 55 exhibitors displayed cutting-edge advancements in 3D printing, AI construction management software, geospatial technology, and more.



Start-Up City sets spotlight on promising ideas

Start-Up City, held during Big 5 Global, featured 50 startups from 21 countries showcasing innovative technology in construction. The event brought together the start-up ecosystem and global construction industry, including a pitch competition.



Second edition of Construction Impact Awards

In 2022, the second edition of the Construction Impact Awards recognized sustainable development, technological and digital achievements from 97 nominations across 17 categories, judged by 14 high-profile judges.



Women in Construction Forum inspires the industry

The Women in Construction Forum, aligned with UN Sustainable Development Goal 5, highlighted the benefits of a gender-balanced workforce in the industry. The event featured 22 speakers, including Dr. Eng Suaad Al Shamsi, the UAE's first female Aircraft Engineer and Aviation Advisor at Midfield Terminal.



CPD-certified Talks

The event hosted a series of 111 CPD-certified Talks over four days, conducted by 155 experts under 10 themes and had over 6,000 attendees in four days.



We will always be here at Big 5.

Ambassador of Italy to the United Arab Emirates

Reach new buyers & grow your B2B sales. Book your stand now.



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Contact us today



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