



# POST EVENT REPORT FOR THE EVENT HELD AT LANDMARK CENTRE, LAGOS 5 - 7 SEPTEMBER 2023

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Organized by **dmg** events





# Creating connections and business between key buyers and exhibitors in Nigeria's construction industry, generating \$74 million business at the event

- Big 5 Construct Nigeria featured 140 exhibitors, with 47 hailing from Nigeria and the rest from 17 other countries
- Thousands of specifiers and buyers visited the event with key disciplines being contractors, engineers, consultants, distributors, property developers and project managers
- The CPD-certified Industry Talks were attended by 3,572 visitors, each earning points towards their annual training and development quota
- Over 20% of exhibitors re-booked their stands immediately after the event

 **9,558**  
VISITORS

 **140**  
EXHIBITORS

 **18**  
EXHIBITING COUNTRIES

 **26**  
CPD TALKS

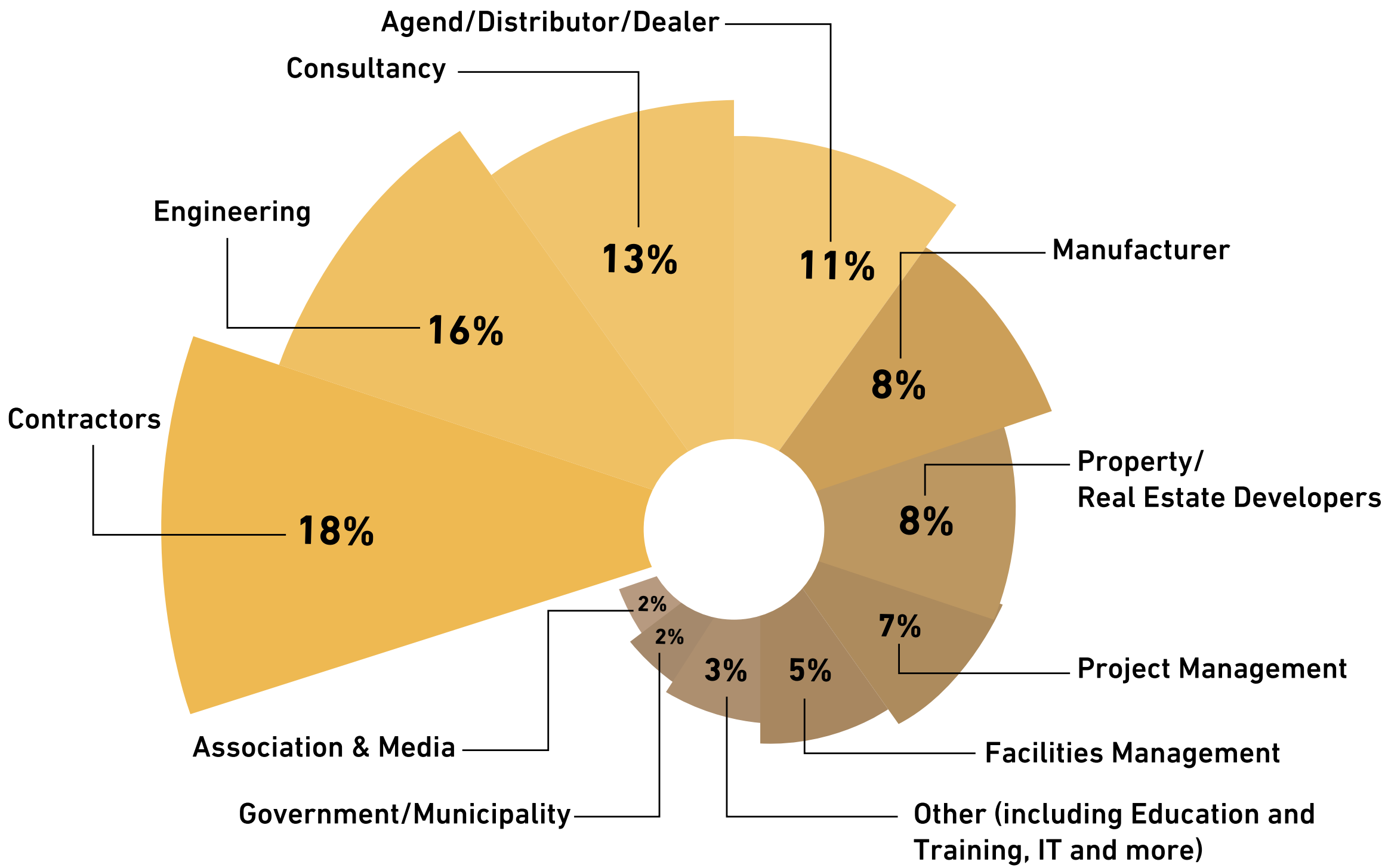
 **42**  
SPEAKERS





# 97% of the visitors claimed that the event is important for them to attend

Nature of business of visitors attending the event



Visitors hailed from leading companies including:



“Attending Big 5 Construct Nigeria 2023 was a transformative experience. It’s not just an exhibition; it’s a platform that empowers professionals like myself to stay ahead in the dynamic construction sector.”

Khoudor Jichi, Director, Nebula-Matrix Construction  
2023 Visitor

# 140 companies exhibited presenting products, services and solutions for the USD127.7 billion Nigerian market

An overwhelming 95% of exhibitors emphasized the event's significance for their business.

## Leading companies exhibited with us



“ We found this exhibition to be a great opportunity to see different companies from different countries and we believe that it is a great platform for businesses to get more buyers, ideas and companies to work with.  
**Hassan Hammoud, General manager, Saba Steel Industrial Nigeria 2023 Exhibitor** ”



18 countries participated including country pavilions:



AUSTRIA



CHINA



EGYPT



TÜRKİYE



# CPD-certified Industry Talks - A future sponsorship opportunity



Led by industry experts during the event, a diverse group of 3,572 professionals which included architects, project managers, contractors, quantity surveyors, engineers and property developers, actively attended the Industry Talks. These sessions facilitated invaluable knowledge exchange and offered industry professionals a networking opportunity to engage with some of the leading minds in the field.

**Get in touch to learn more about speaking and sponsorship opportunities for next year.**



“

The Industry Talks were nothing short of enlightening and the knowledge shared by these experts has given me fresh insights and a renewed perspective.

**Samson Edward-Asamabri, Entrepreneur and Project Manager, Samabri Building & Construction Services  
2023 Visitor**

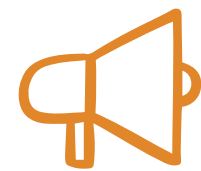
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# Marketing campaigns focused on ensuring key buyers attended, thereby delivering business for exhibitors and the desired return on investment



## Digital advertising

120,000 clicks on Google Ad campaigns



## PR campaign

Our media campaign had a reach to an audience of 18m on print, online and broadcast platforms



## Social media promotion

50,000 people engaged with our social media posts



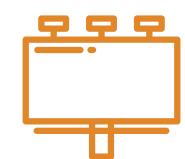
## Email campaigns

39,000 individuals reached out through personalized email campaigns



## SMS campaigns

15,000 individuals reached through short text messages



## Flyer drop-off

7,500 flyers distributed to construction companies in Nigeria



## Telemarketing

Our team reached out to 5,000 contacts in Nigeria



## Event website

135,000 users visited the event website



## Media and association community promotion

Collaborated with 11 partners and supporting associations



## Dedicated exhibitor marketing

Each exhibitor received personalized marketing collaterals to promote their participation

## Featured on





# Get involved now

## Why exhibit and sponsor Big 5 Construct Nigeria in 2024

- Directly engage with active buyers and specifiers seeking products and services for the booming \$127.7 billion construction industry
- Connect and foster relationships with industry leaders and open doors to potential collaborations
- Be seen as a major contributor to the industry
- Raise your profile among the industry policy makers, thought leaders, financiers and developers
- Launch new products or boost sales for your existing product range to drive growth
- Gain competitive intelligence that can give you an edge in the market

**150+**

**EXHIBITORS**

**20+**

**EXHIBITING  
COUNTRIES**

**9,000+**

**SPECIFIERS &  
BUYERS**

**25+**

**INDUSTRY  
TALKS**



# See you next year with our new look

## Find new business opportunities in Nigeria's USD127.7 billion construction market

**Amr Hassan**, Event Director  
E: [amrhassan@dmgevents.com](mailto:amrhassan@dmgevents.com)  
T: +971 4 445 3729 | W: +20 100 906 9609

**Vivian Anthony**, Sales Executive  
E: [viviananthony@dmgevents.com](mailto:viviananthony@dmgevents.com)  
T: +971 4 248 3274 | W: +971 58 834 9499



**Book your stand**

**BIG 5** Construct  
Nigeria

**24 - 26 September 2024**

Landmark Centre, Lagos

[big5constructnigeria.com](http://big5constructnigeria.com) | [#Big5Nigeria](https://twitter.com/Big5Nigeria)

**Network. Build. XL.**