



BY



CONSTRUCT ETHIOPIA

18 - 20 MAY 2023

Millennium Hall, Addis Ababa, Ethiopia

www.thebig5constructethiopia.com

CONNECTING THE CONSTRUCTION INDUSTRY AND FACILITATING BUSINESS IN ETHIOPIA

POST EVENT REPORT 2023



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Empowering the Future of Construction in Ethiopia

Big 5 Construct Ethiopia 2023 united 26 countries and 153 exhibitors in Addis Ababa this May, showcasing cutting-edge products, innovations, and solutions.

Supported by Ministry of Urban & Infrastructure, the event featured dynamic displays of advanced equipment, sustainable materials and groundbreaking technologies.

A key highlight of the three-day event was the Big 5 Ministerial Forum, organized under the patronage of H.E. Chaltu Sani, Minister of Urban and Infrastructure, where ministers from several offices joined forces to uncover the top challenges and opportunities for Ethiopia's construction industry.

The Ministerial Forum opened the expo and was attended by government officials. It highlighted its role in driving economic growth and infrastructure development.

In the presence of key ministries, including Urban and Infrastructure, Industry, Planning and Development, Mines, Tourism, and Finance, the event set the stage for the next edition of the event from **30 May – 1 June 2024** at the Millennium Hall, Addis Ababa.

Big 5 Construct Ethiopia showcased the transformative power of collaboration, paving the way for an empowered construction industry in the region.





“Since the construction sector provides the fundamental underpinning for a country’s overall development, its growth will broadly indicate that country’s development. Big 5 Construct Ethiopia acts as a center for business networking between domestic and foreign companies as well as serves as a platform for the transfer of knowledge, technology, and skills”.

H.E. Chaltu Sani, **Minister of Urban and Infrastructure**



“The construction sector has a key role to play in Ethiopia’s development as a country. Big 5 Construct Ethiopia serves as a central hub to facilitate collaboration between domestic and international companies within construction”.

HE Wondimu Seta, **State Minister of Urban and Infrastructure in Ethiopia**



“The participation of international companies added even more of a boost to Big 5 Construct Ethiopia, propelling the construction sector forward, sharing knowledge and laying the groundwork for the future project managers and engineers in the industry”.

Ben Greenish, **Senior Vice President at dmg events**



“We are working to rebalance the role of the state in terms of investment and encourage more private sector engagement in the economy. Construction incentives from the government include free importing of materials and addressing some micro economic challenges like inflation and Forex, to enable more investment opportunities”.

H.E. Ahimed Shidie, **Minister of Finance**



Big 5 Construct Ethiopia united the construction industry

The exhibition established itself as a premier networking platform, fostering unparalleled business opportunities in Ethiopia. Drawing in influential industry stakeholders over the course of three days, the event became a catalyst for growth and collaboration.



8,344

VISITORS



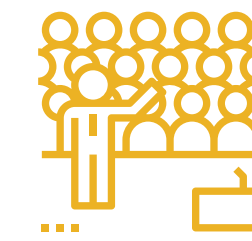
153

EXHIBITORS



26

COUNTRIES



20

CPD TALKS



31

SPEAKERS



\$161m business expected to be generated from the event

A dynamic display of 5,000 innovative products set the stage for unparalleled growth, collaboration, and advancement in the building and construction industry.

153 exhibitors participated from 26 countries:



International Country Pavillions:



ITALY



TÜRKIYE



International exhibitions, such as Big 5 Construct Ethiopia, which have the reputation of connecting the industry worldwide, bring positive financial and technical value to the sector. This platform serves as an eye-opening medium for our local manufacturers in terms of technology usage and advancement.

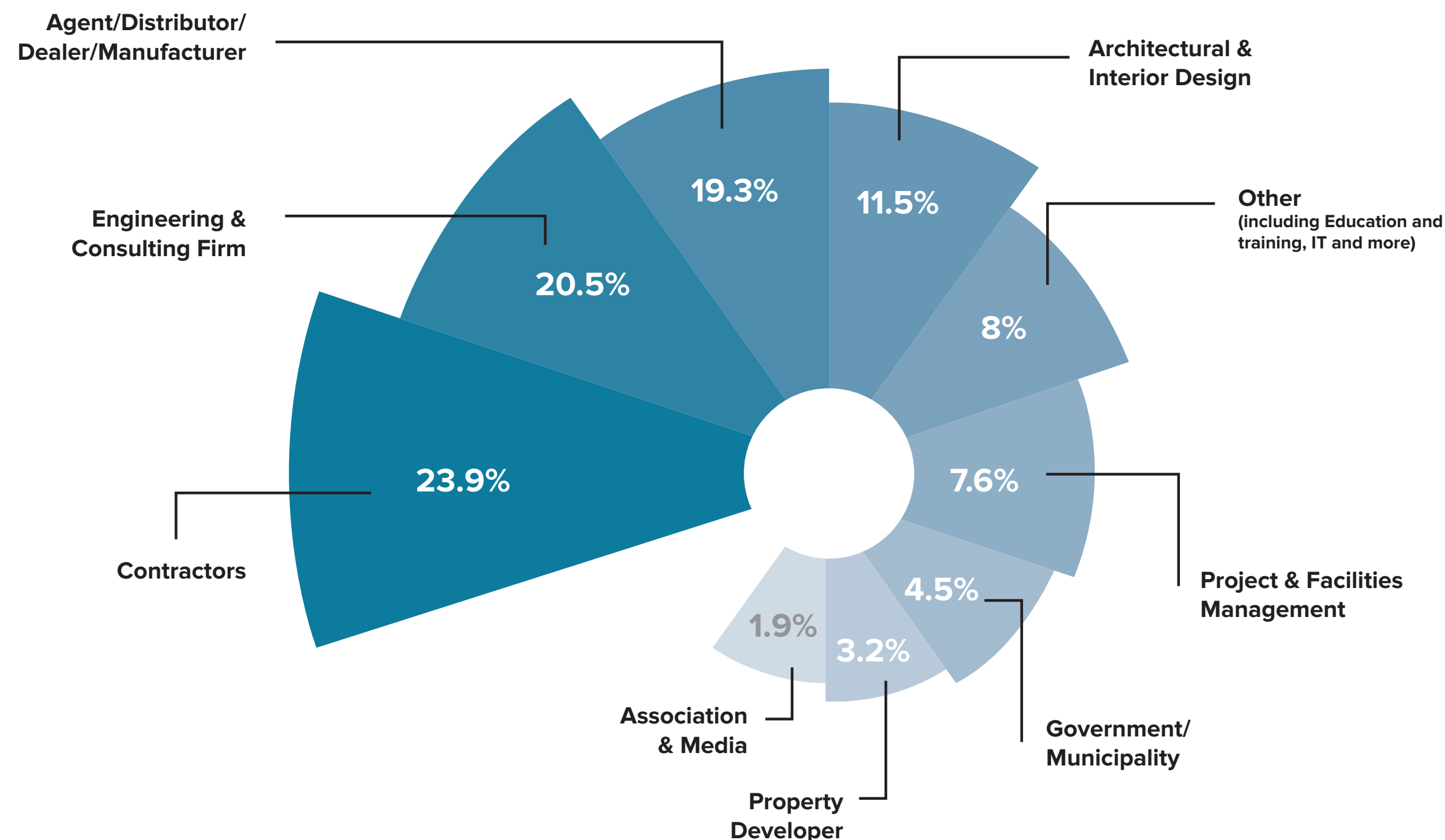
Eng. Yonas Ayalew, Chief Executive Officer,
Ethiopian Construction Works Corporation (ECWC)



Enabling business connections with 8,344 active buyers

Big 5 Construct Ethiopia served as a platform that united key construction professionals from various sectors across Ethiopia.

The event attracted an engaged audience of 8,344 active buyers, eager to explore the latest product innovations and forge valuable business connections.



“ This was my first time participating in such an event, and I am fortunate to say that it was an incredibly interesting and amazing experience. It provided me with a fresh perspective on the world of construction technology innovation. The event offered me the opportunity to connect with well-known international and local companies. ”

Alferid Abrar, General Manager, **Alferid Girma General Work Contractor**

ETHIOPIA

dar

“

The experience at Big 5 Construct Ethiopia has been remarkable so far. We have had the opportunity to meet numerous relevant clients within the construction market. The event has provided us with valuable connections and we look forward to further expanding our network in the coming years.

Tariq Naji Al-Qanni, Director of Operations DR Congo, Uganda and Ethiopia,
Dar Al-Handasah Consultants (Shair and Partners)

”

Uniting Ethiopia's construction value chain

The exhibition brought together senior private and public sector stakeholders, fostering meaningful conversations and interactions on the exhibition floor, strengthening collaboration across the construction industry.

Our visitors included:



95%
of visitors
were satisfied with
their visit to Big 5
Construct Ethiopia



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CORE CONSULTING ENGINEERS PLC.



Visitors eagerly look forward to 2024

What our visitors have to say:



93%

OF VISITORS HAVE INDICATED THEY WILL RETURN IN 2024



93%

WOULD RECOMMEND BIG 5 CONSTRUCT ETHIOPIA TO A COLLEAGUE



96%

OF VISITORS HAVE SAID THE EVENT IS IMPORTANT FOR THEM TO ATTEND



The event was an amazing experience with displays of cutting-edge technology, advanced building materials, and sustainable practices. Live demonstrations showcased skilled craftsmanship, while networking opportunities enabled valuable knowledge exchange. Overall, it was an inspiring and enlightening experience that renewed my appreciation for the industry.



Christian Tesfu, Project Engineer, **Brightday construction**



Industry Talks certified 1,195 professionals with CPD points

Led by industry experts across all three event days, the CPD-certified Industry Talks at Big 5 Construct Ethiopia left attendees highly satisfied, with 82% expressing their appreciation for these informative and engaging sessions.

CPD accredited by:



The event provided an opportunity for technology and experience exchange between local and international companies and professionals. In addition to the exhibition, seminars and industry talks were of great importance to visitors, providing valuable insights into the current stage of construction technology.



Alemayehu Belayneh, Site Engineer, **Samuel Telkir Building Construction**

Key inspirational industry talks on successful initiatives and techniques



Key Industry Talks included:

- Framework for heritage management and reconstruction in Addis Ababa
- **CIOB MASTERCLASS:** Building for tomorrow: Opportunities in construction project management in Ethiopia
- The positive impact of BIM implementation on the construction industry
- **Workshop by OSH:** The role of safety in the construction industry
- Green Building Assessment tool for developing countries: The case of Ethiopia

31 leaders unite to shape a promising future in construction



Brook Tefera
Managing Partner
BIGAR Builders & Developers



Dawit Benti
Chair of Architecture and Design
EiABC



Endale Shiferaw
Immediate Past President
Project Management Institute - Ethiopia Chapter



Eng. Dawit Kebede
CEO
Afro European Engineers



Robel Tsegaye
CEO
Ethiopian Engineering Investment Group, EEIG Construction



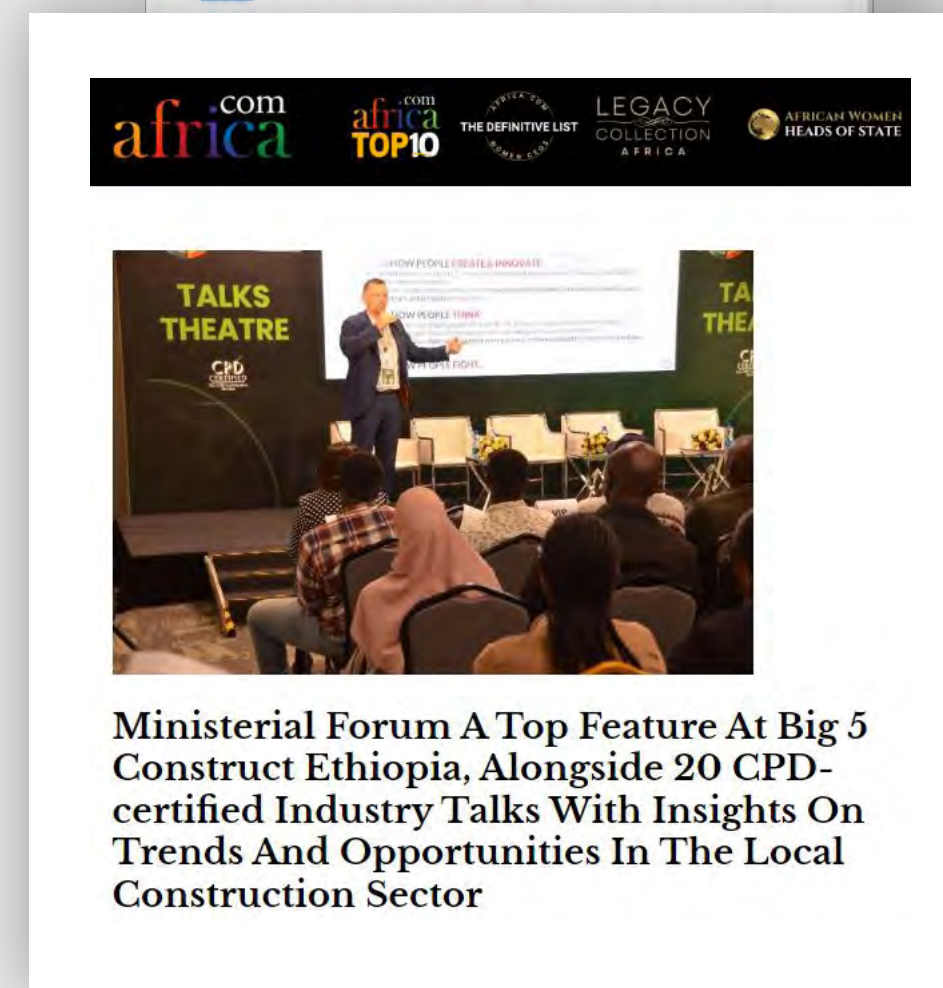
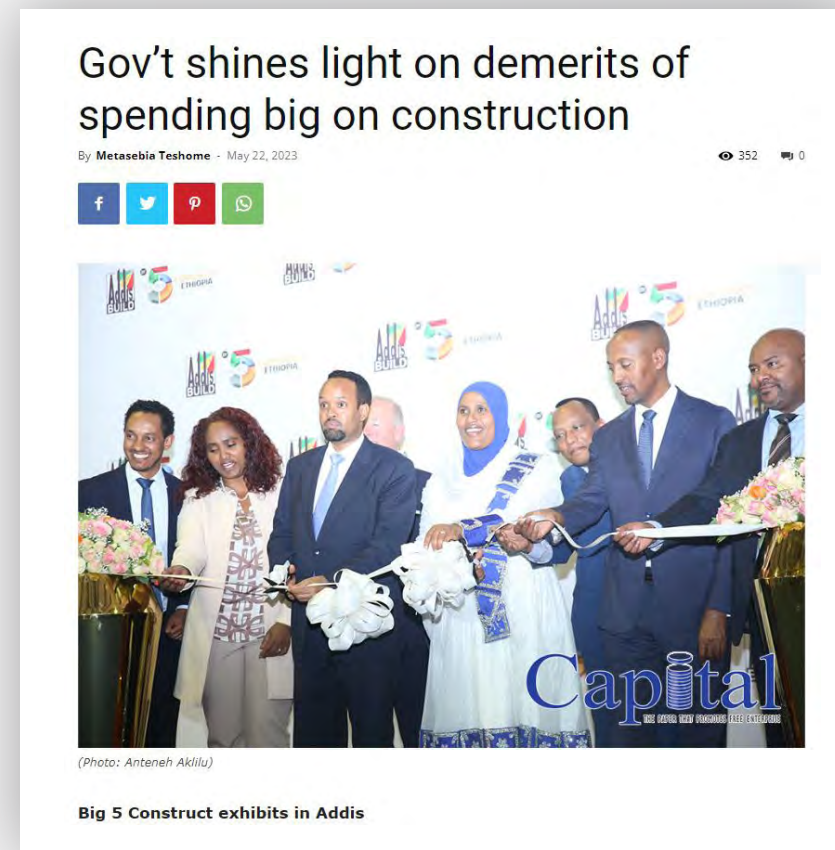
Yemisrach Molla
Project Manager
Turner and Townsend

An exceptionally focused PR campaign

The targeted PR campaign successfully captured the attention of the desired audience and generated additional coverage in industry publications. This led to the successful gathering of over **8,344 construction professionals** for Big 5 Construct Ethiopia.

10m
people reached
through Press

Media in attendance included:



Delivering Success: A Result-Oriented Marketing Campaign

The dedicated team of experts behind our marketing campaign successfully ensured year-round promotion of the event, specifically tailored to the Ethiopian market, resulting in impactful results for Big 5 Construct Ethiopia.



Event website

98,000 users visited the event website



Email campaigns

20,000 individuals reached out through personalized email campaigns



Social media promotion

35,000 people engaged with dual language posts



Digital advertising

99,000 clicks on Google Ad campaigns



Radio Advertising

Ads were placed on the top 3 radio stations, reaching out to thousands of professionals



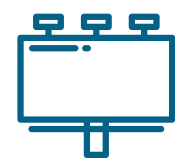
Telemarketing

Direct contact was made with 5,000 individuals through phone calls



Media and association community promotion

Collaborated with 9 partners and supporting associations



Outdoor advertising

Billboards and bridge banners were strategically placed across Bole, Addis Ababa



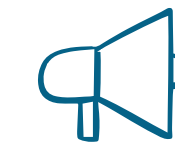
Newspaper advertising

Print ads were featured in the top 3 newspapers



Dedicated exhibitor powerpack

Each exhibitor received personalized marketing collaterals



PR campaign

The PR campaign reached out to a substantial number of individuals



Telegram promotion

A community of 4,500 subscribers was engaged through Telegram



TV advertisements

A documentary was broadcasted on national TV channels, featuring high-level ministers



SMS campaigns

90,000 individuals reached out through short text messages.

A special thanks to our sponsors and partners

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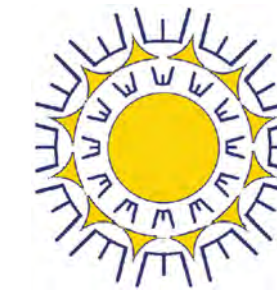
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Association:



Supporting
Association:



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Association:



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Media
Partner:



Knowledge
Partner:



5-star
Hotel Partner:



4-star
Hotel Partner:



Local
Partner:



Organized by:



For enquiries related to booking an exhibition stand at the 2024 event, contact:



Amr Hassan, Event Director
E: amrhassan@dmgevents.com
T: +971 4 445 3729

Mutsa Chafanza, Sales Executive - International
E: mutsachafanza@dmgevents.com
T: +971 4 445 3730



30 May – 1 June 2024
Millennium Hall, Addis Ababa

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Contact us today

Network. Build. XL.