



Under the patronage of H.E. Dr Mostafa Madbouly, Prime Minister of the Arab Republic of Egypt



# Find new business opportunities in Egypt's \$570 billion construction market

Co-located with:



17 - 19 June 2025

Egypt International Exhibition Center, Cairo

Organized by **dmg** events

[big5constructegypt.com](http://big5constructegypt.com)



Network. Build. XL.



# Meet the right audience and grow your sales pipeline

Big 5 Construct Egypt continues to thrive after its successful 6<sup>th</sup> edition, becoming a cornerstone event for Egypt's growing construction industry. With substantial investments and ambitious projects fueling progress, this event brings together industry leaders, policymakers and innovators to advance Egypt's development goals. During the three-day event, thousands of professionals and top construction companies gathered to network and forge valuable business relationships.

Don't miss out on the upcoming 7<sup>th</sup> edition of Big 5 Construct Egypt. Secure your spot now and get ready to elevate your business!



We are delighted to be part of this outstanding exhibition. It provides an excellent opportunity to meet, network, and forge new partnerships with various stakeholders in the building materials industry.

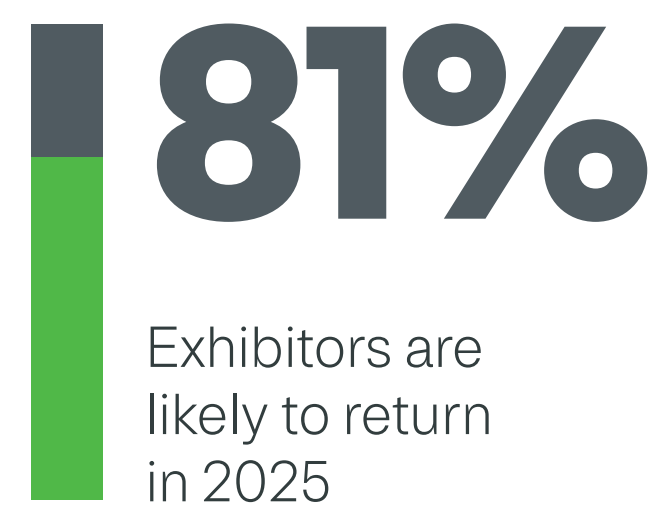
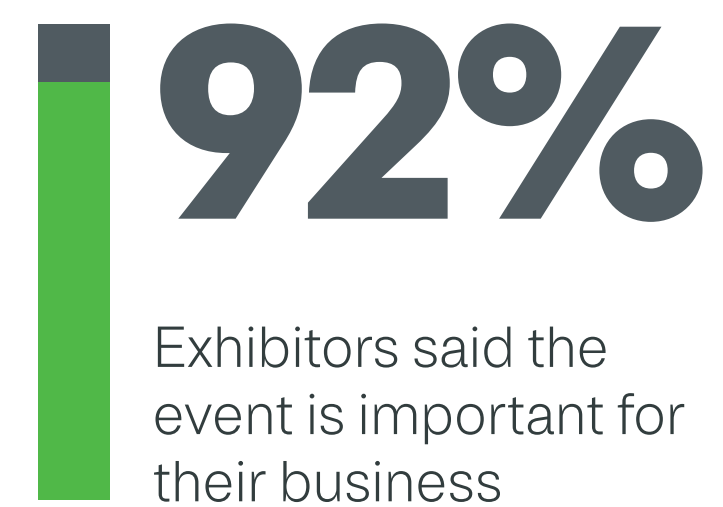
**Mohamed Abdel Rasoul, General Manager, Knuaf Egypt**



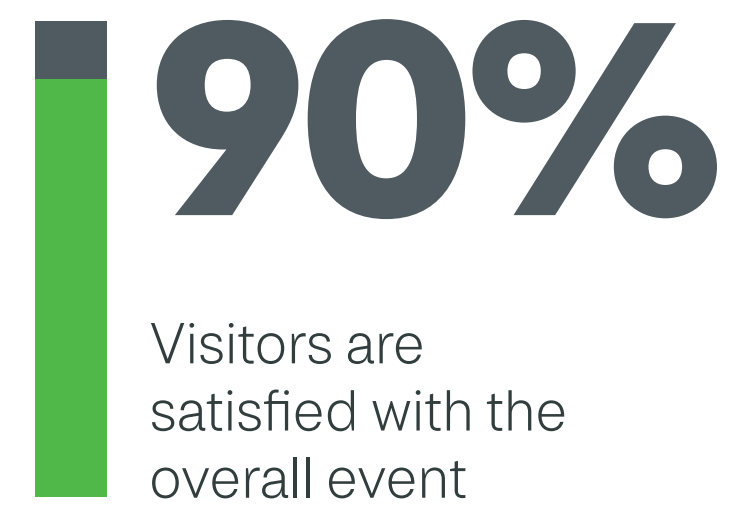


# Boost your sales following the success of the 2024 edition

## Exhibitor insights:



## Visitor insights:





# Key mega projects: Egypt's \$570 billion construction market is actively seeking your products, services and solutions

With a range of major projects across the country, you're entering a market poised for substantial growth. Embrace the chance to succeed in this evolving and dynamic landscape.

Below are just some of the mega projects planned and underway:

## \$55Bn

### New Administrative Capital

The New Administrative Capital of Egypt is a groundbreaking project, reshaping the nation's future with a staggering \$55 billion investment. Strategically located to ease congestion in Cairo, this modern city is designed to be the epicenter of government, business and culture.

## \$35Bn

### Ras El Hikma Project

The UAE is investing \$35bn to develop the Ras El Hikma peninsula on Egypt's Mediterranean coast. The plan is to build a modern city covering 170 sqm including areas for investment, technology, industry, entertainment, a marina, an airport and places for tourism and living.

## \$5Bn

### New Alamein City

Egypt's visionary coastal metropolis, is a thriving hub of innovation and luxury, strategically located along the Mediterranean Sea. With \$5 billion in investments, it offers unparalleled opportunities for growth across real estate, tourism and infrastructure. This dynamic city is set to become a beacon of modern living and a magnet for investors seeking to capitalize on Egypt's booming development landscape.



# Big 5 Construct Egypt

## What to expect in 2025

**350+**

Exhibiting companies

**20,000+**

Total visitors

**20+**

Exhibiting countries

**20,000**sqm

Gross space

**100+**

Speakers

**40+**

Hours of content



Participating in the exhibition was a fantastic opportunity to connect with existing and new clients and gain valuable exposure among our target audience.

Ahmed El Khatib, Co-founder, Bridge Egypt





# Show sectors

6.19

Dedicated sectors enabling visitors to easily find and source the right solutions for their projects



Building Materials



Construction Tools & Personal Protection Equipment (PPE)



Mechanical, Electrical & Plumbing (MEP)



Digital Construction



Windows, Doors & Facade / Special Construction



Solar



HVAC R



Building Interiors & Finishes



Urban Design & Landscape



# Elevate your brand at the must-attend construction event in Egypt

7.19

## Why Exhibit?



### Organized by a world-class event organizer:

The event is managed by dmg events who have a track record of delivering events across the globe. This ensures a meticulously planned and executed exhibition and qualified attendees leading to lucrative opportunities. Big 5 Construct Egypt offers exhibitors an environment that meets international standards and delivers tangible results.



### Part of a major construction events portfolio:

This event is part of an extensive portfolio of prominent construction exhibitions, reflecting a strong commitment to showcasing industry excellence and innovation on a grand scale.



### Qualified active buyers:

The event attracts active buyers and decision-makers, guaranteeing high-quality interactions and valuable business opportunities.



### Innovative features:

Experience cutting-edge advancements with features like the 'Innovation Trail,' showcasing the latest technologies and solutions, and engaging Talks offering expert insights and discussions on industry trends.



### Exhibitor support:

Tailored support and services for exhibitors, including promotional opportunities and targeted marketing to maximize their visibility and ROI.

# Attended by key buyers from leading companies across the Egyptian construction value chain

8.19

Stakeholders who attended the 2024 edition included:



...and many more



# Exhibitor overview

9.19

Leading brands launch products, showcase innovations and connect directly with the Egyptian construction market

285 exhibitors participated from 17 countries in 2024, including:



This event offers a valuable opportunity to connect with real estate developers and policymakers, allowing us to promote district cooling solutions that contribute to building sustainable cities in Egypt.

Philippe Coquelle, Chief Development Officer, Tabreed



# Spotlighting major international participation

10.19



## Exhibitors from around the world



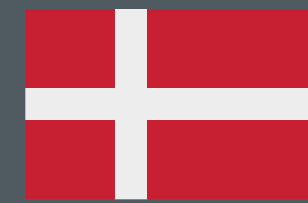
Belgium



China



Cyprus



Denmark



Egypt



Germany



Greece



India



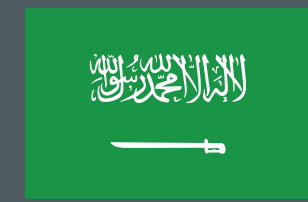
Italy



Kenya



Pakistan



Saudi Arabia



South Korea



Türkiye



UAE



United Kingdom



# Big 5 recognizes excellence and achievements in Egyptian construction and infrastructure



Submissions open **October 2024**

» Deadline for entries  
**29 February 2025**

» Shortlist announced  
**April 2025**

» Ceremony  
**18 June 2025**

## Individual Categories

- Construction Professional of the Year
- Director of the Year

## Initiative Categories

- Conservation & Heritage Initiative of the Year
- Innovation of the Year
- Smart City Initiative of the Year
- Sustainable Initiative of the Year

## Project Categories

- Commercial Project of the Year
- Community Project of the Year
- Infrastructure Project of the Year
- MEP Project of the Year
- Power & Water Project of the Year
- Residential Project of the Year
- Retrofit Project of the Year

## Organization Categories

- Architecture Firm of the Year
- Contractor of the Year
- Digital Transformation of the Year
- Engineering Consultancy Firm of the Year
- Facilities Management Firm of the Year
- Impact Leadership Team of the Year **NEW**

**19**

Award Winners

**100+**

Finalists

**300+**

Ceremony Guests

Sponsorship opportunities are available



# CPD-certified Talks: Driving qualified professional visitors



By hosting these CPD-certified sessions, we are actively attracting the industry professionals to the event who seek career growth.

Expert speakers cover key topics including project management, architecture & design, technology and sustainability.

**Contact us to discuss speaking and sponsorship opportunities.**





# Connecting Construction and Infrastructure Excellence for Egypt's Vision 2030



**EGYPT**  
INFRASTRUCTURE  
& WATER EXPO

Co-located with:



Find new business opportunities in Egypt's \$400 billion infrastructure market

The demand for infrastructure is surging in Egypt in line with the rapid population growth resulting in an urgent demand for infrastructure-based products, services and solutions. The event will showcase and discuss what's required to fulfill Egypt's Vision 2030 infrastructure plans.

## 2025 Sectors

- Urban Connectivity
- Water
- Waste
- Power Plant Infrastructure
- Communications
- Smart Cities (Digital infrastructure)

[egyptinfrastructureexpo.com](http://egyptinfrastructureexpo.com)





# 2024 highlights

## moments to remember

14.19



**International delegation:** The event was honoured to host a distinguished delegation of ambassadors and investors hailing from several countries, including Ghana, Congo, Namibia, Uganda, Cambodia, and Malawi. Their participation added significant value to the event, fostering international collaboration and opening up avenues for future partnerships.



**New Administrative Capital Tour:** The event hosted leading international construction brands for an exclusive tour of the New Administrative Capital, a cornerstone project of Egypt Vision 2030. We extend our gratitude to the Administrative Capital for Urban Development for their valuable insights and hospitality during the tour.



**Innovation trail:** At the Big 5 Construct Egypt, the “Innovation Trail” was introduced as a new feature, guiding visitors through a tour of company stands to explore the latest products and innovations. Participants included Al Andalusia for Air Outlets, Geomatex Integrated Solutions, Geo-Surveying, Hassan Allam for Trading and Engineering, Modern Engineering Services (MES), National Pipe Company, Neo Bloq, Red 365, Smart Electrical Industries (SEI), Smartscaff by 3TS, Smart Window, and Surveying Systems, all showcasing cutting-edge advancements in their respective fields.



**Bokra Innovators:** At the Big 5 Construct Egypt, a new feature called “Bokra Innovators” was introduced, offering specialized sessions designed for juniors and students to enhance their skills and career prospects. These sessions, provided by the Chartered Institute of Building (CIOB) and Career180, aimed to equip young professionals with valuable knowledge and insights, helping them prepare for future success in the construction industry.



# Maximize your sales potential with our targeted marketing and PR campaigns

15.19

Big 5 Construct Egypt makes use of comprehensive marketing tools to reach a targeted audience before, during and after the event. The investment is focused on promoting the exhibition as a whole and spotlighting your presence within it ensuring that your participation not only meets but exceeds your expectations.

**10.7m**

Digital campaign total reach

**1.7m**

Emails sent

**5m**

Social media reach

**46.2m**

PR campaign reach

**900k**

Website views

**20.5k**

WhatsApp messages delivered

**5k**

Telemarketing calls placed

**18**

Media partners and associations

Media coverage included:





# Bring more qualified visitors to your stand and maximize your ROI

16.19

Research has shown that marketing your event participation can increase the conversion from stand visitors to leads by 50%\*

Stand out at the 2025 event with our exclusive, personalized branded assets! These tools will boost your visibility, set you apart from the competition, and maximize your exposure. This will enhance your exposure and make you stand out from the competition.

## Email Invitations

Invite your customers to visit your stand at the event with a personalized and impactful email invitation.

## Social Media Promotion

Promote your participation with us on your social media with our personalised social media post for you.

## Email Signature & Web Banners

Download web banners and email signatures for your website and outbound emails to boost awareness of your event participation.

## PR Support

Are you bringing something NEW to the market? Let our PR team know to get added exposure.

## Wish List

We will research and invite your provided list of company names and job titles that you would like to meet at the show but don't have the contact details for.



# Bring more qualified visitors to your stand and maximize your ROI

17.19

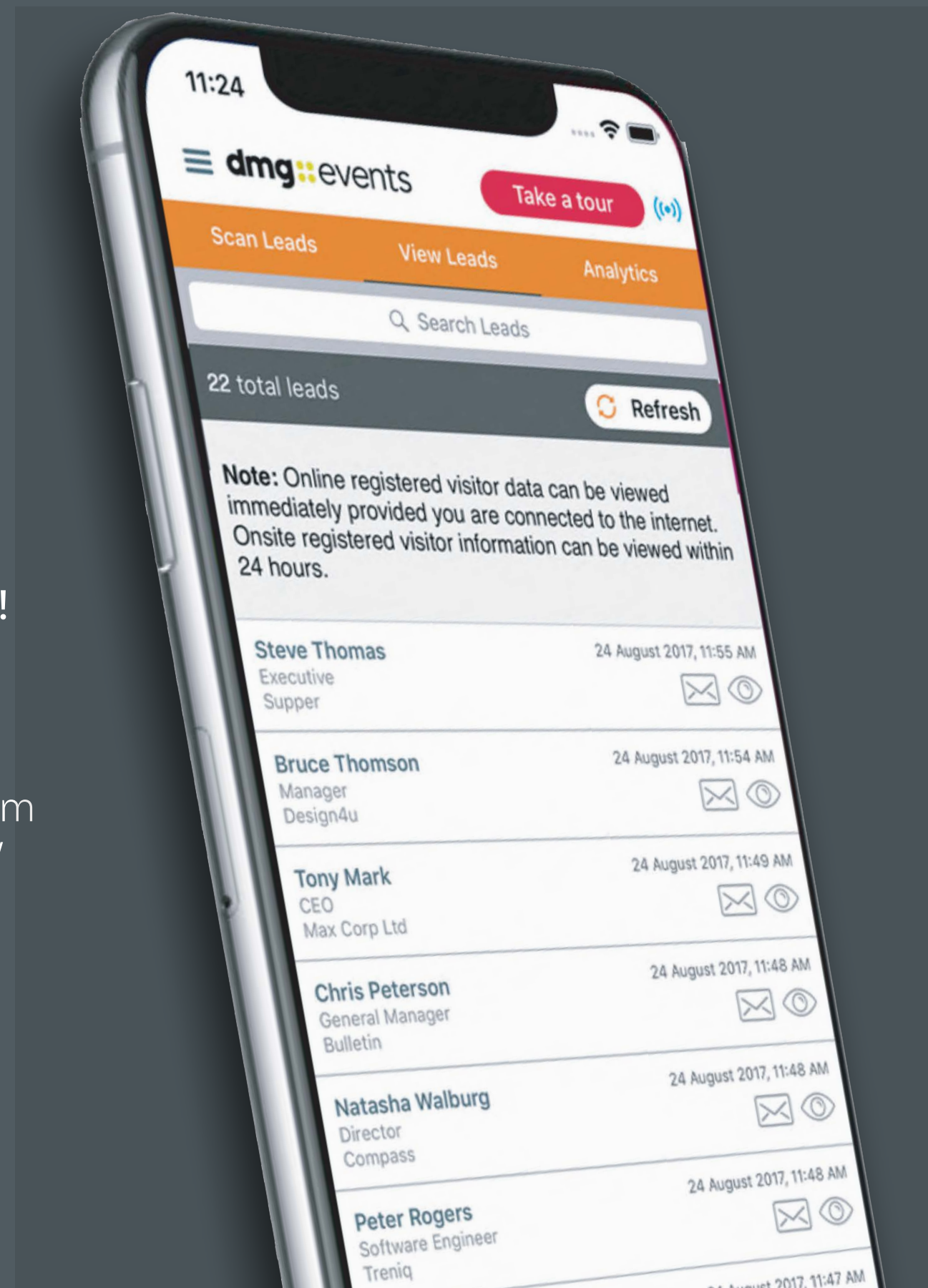
Other benefits include:

1

## Lead retrieval app

A powerful, free of charge and easy way to capture sales leads using your own smartphone!

- Capture and view leads in real-time on and off the show floor
- Export leads into excel for easy follow up
- Send an email immediately to your prospects from the system with a request to follow-up post show
- Real time reporting and analytics
- Edit and qualify leads with notes
- Use your own iPhone or Android device
- Works with or without internet connectivity
- One login for multiple users in a single company



2

## Exhibitor listing on the website

Maximize your presence and make a lasting impression!

Exhibitor listing to include:

- Company name, logo and description
- Complete contact details
- Stand #
- Product images
- Company brochure
- Press releases (3 max)

3

## Prolonged exposure

The exhibitor list will be kept live on our website for up to six months, ensuring extended visibility and ongoing exposure long after the event.



# The world's largest and most comprehensive portfolio of construction events

18.19

**BIG 5 Global**

26 - 29 November 2024

**BIG 5 Construct Nigeria**

24 - 26 September 2024

**BIG 5 Construct Qatar**

13 - 15 October 2024

**BIG 5 Construct Kenya**

06 - 08 November 2024

**BIG 5 Construct Saudi**

**Week 1:** 15 - 18 February 2025

**Week 2:** 24 - 27 February 2025

**BIG 5 Construct Egypt**

17 - 19 June 2025

**BIG 5 Construct South Africa**

18 - 20 June 2025

**BIG 5 Construct Ethiopia**

26 - 28 June 2025



# BIG 5 Construct Egypt

Co-located with:  EGYPT  
INFRASTRUCTURE  
& WATER EXPO

17 - 19 June 2025

Egypt International Exhibition Center

## Reach new buyers and grow your business



**BOOK YOUR STAND**

Mamdouh Elgohary  
Event Director

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Organized by **dmg** events

