



# Find new business opportunities in Ethiopia's \$59 billion construction market



**26 - 28 June 2025**

Millennium Hall, Addis Ababa, Ethiopia

Co-located with



Organized by



[big5constructethiopia.com](http://big5constructethiopia.com)



Network. Build. XL.

# Meet the right audience and grow your sales pipeline

Big 5 Construct Ethiopia continues to thrive after its successful 2nd edition, emerging as a pivotal event that highlights Ethiopia's rapidly expanding construction sector. Fueled by significant investments and ambitious development plans, this event gathers industry leaders, stakeholders and innovators to advance Ethiopia's Vision 2025 goals.

During this three-day event, thousands of industry professionals and leading construction companies come together to network and build valuable business relationships.

Don't miss your chance to participate in the upcoming Big 5 Construct Ethiopia event. Secure your spot now and get ready to improve your daily business operations.



Ethiopia's construction industry offers significant opportunities for innovation and investment, with a vast and untapped market. Big 5 Construct Ethiopia is dedicated to addressing local construction and infrastructure needs through cutting-edge solutions that cover everything from building services to smart construction technologies.

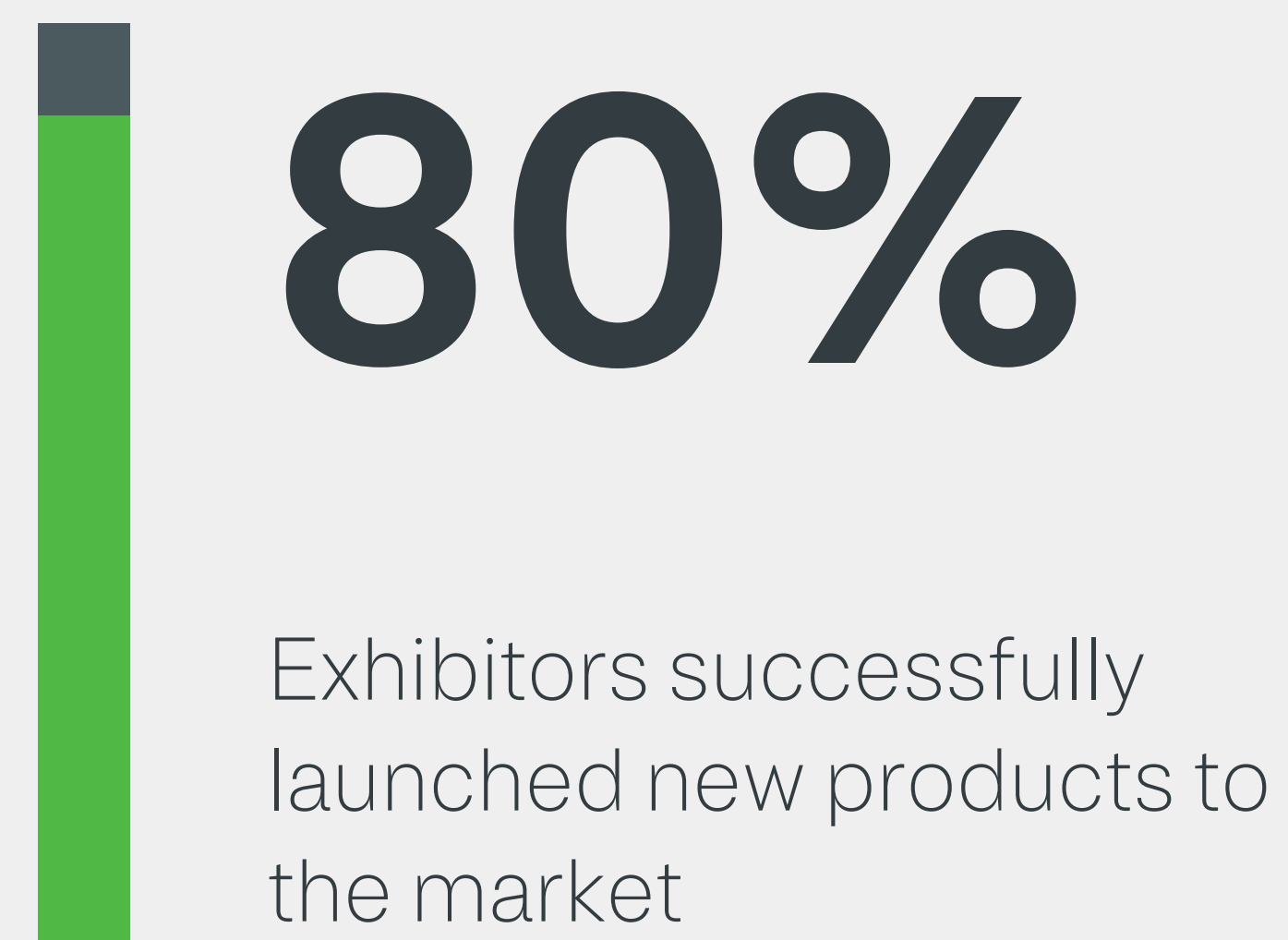
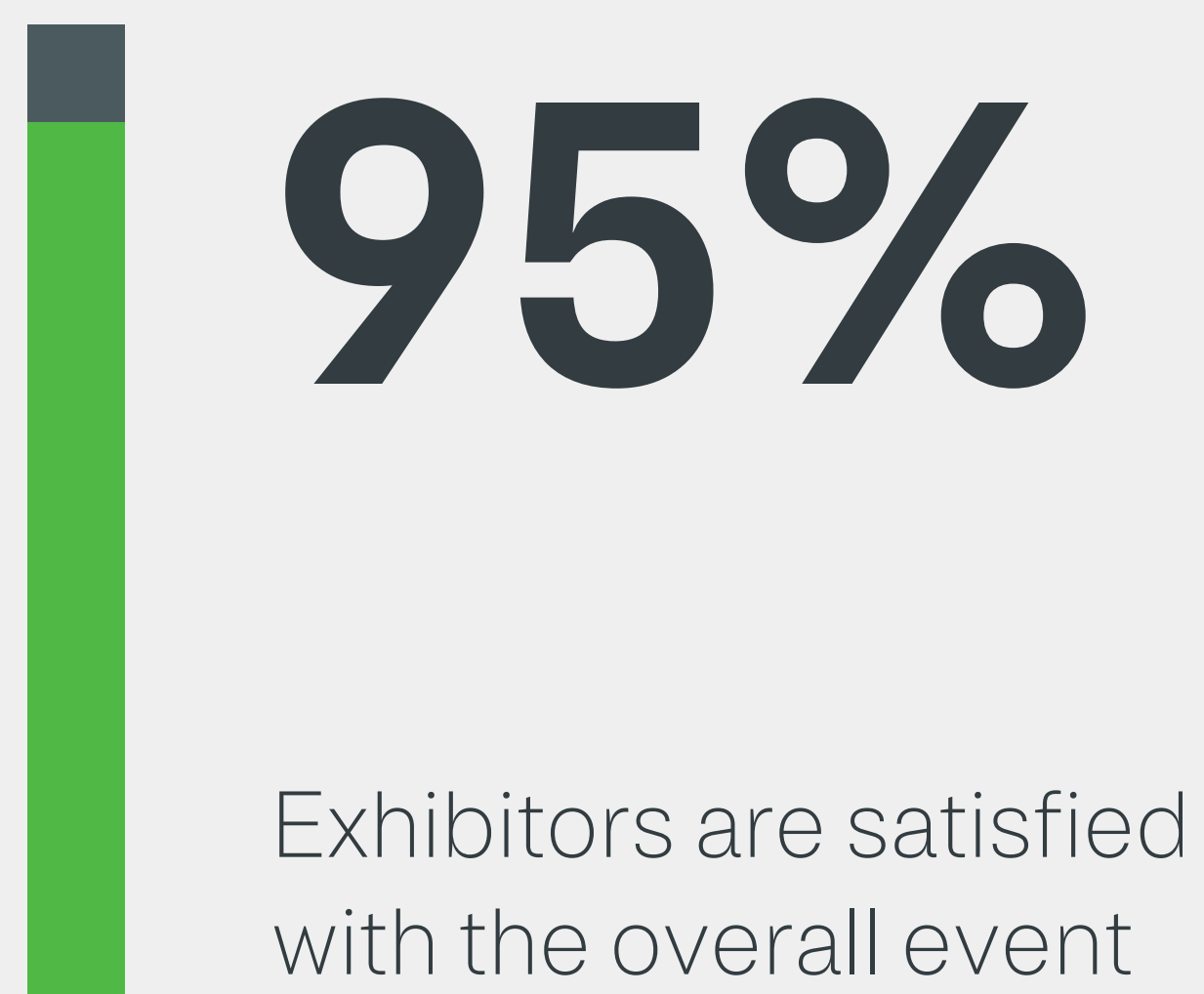
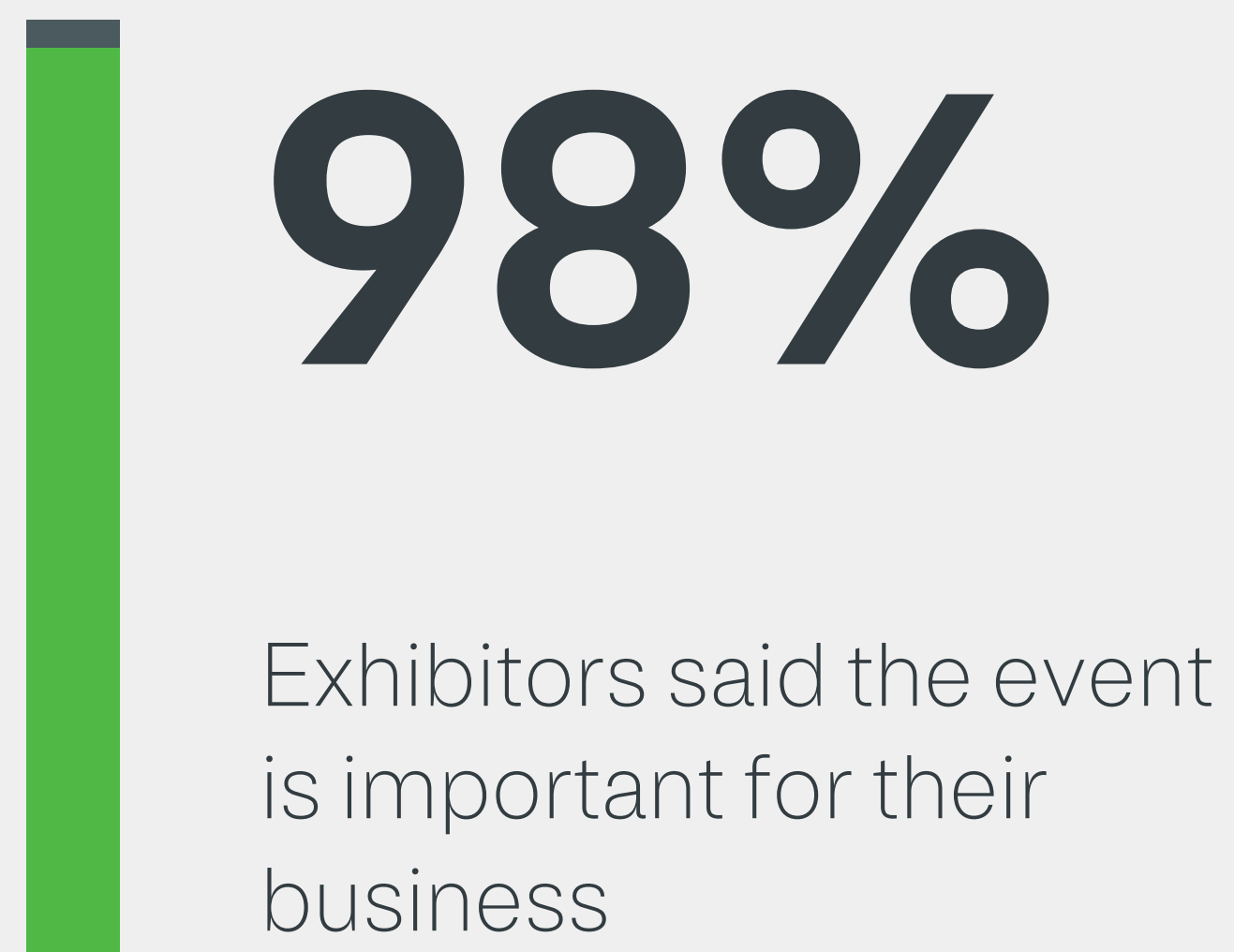
**H.E. Chaltu Sani, Minister of Urban and Infrastructure**



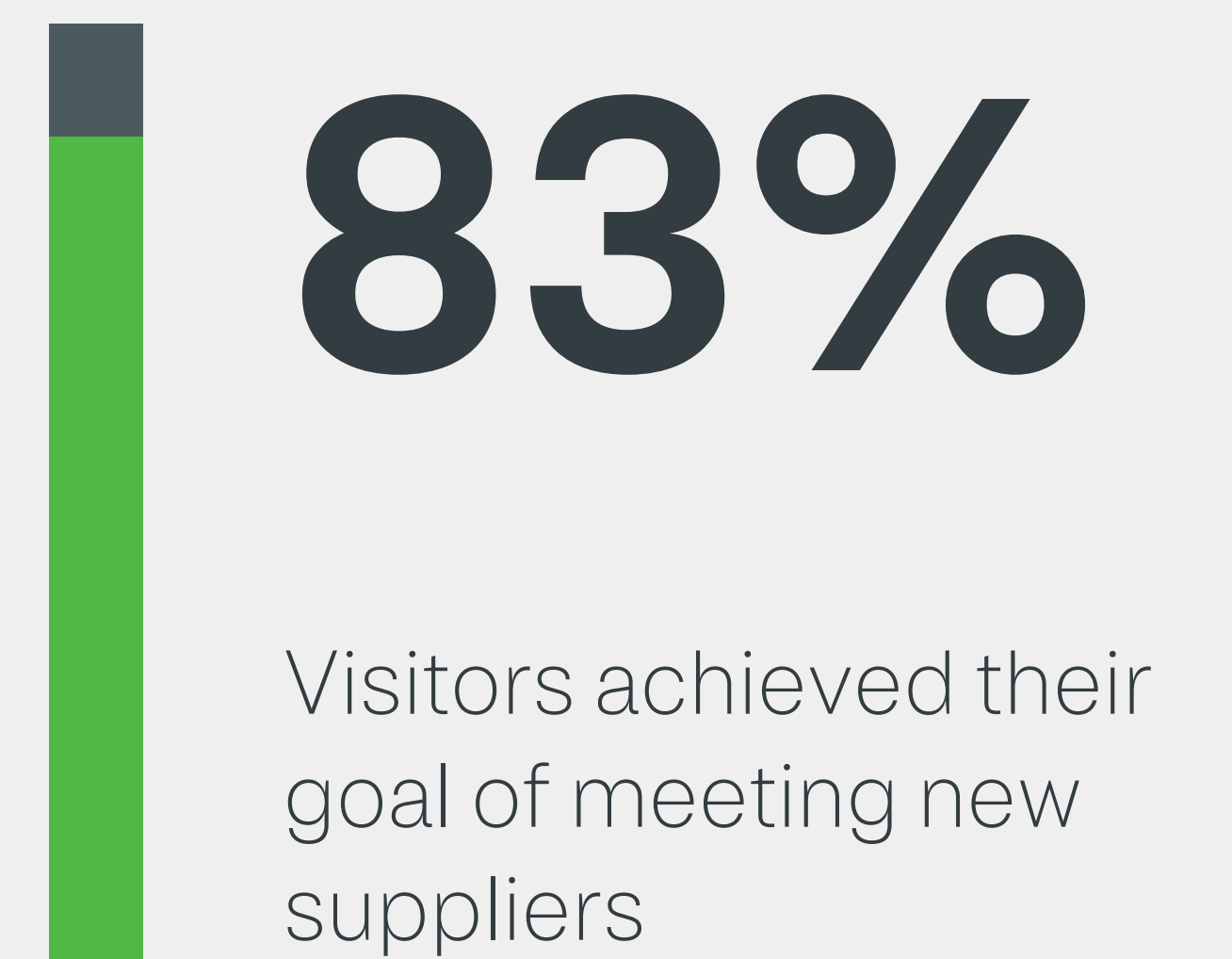
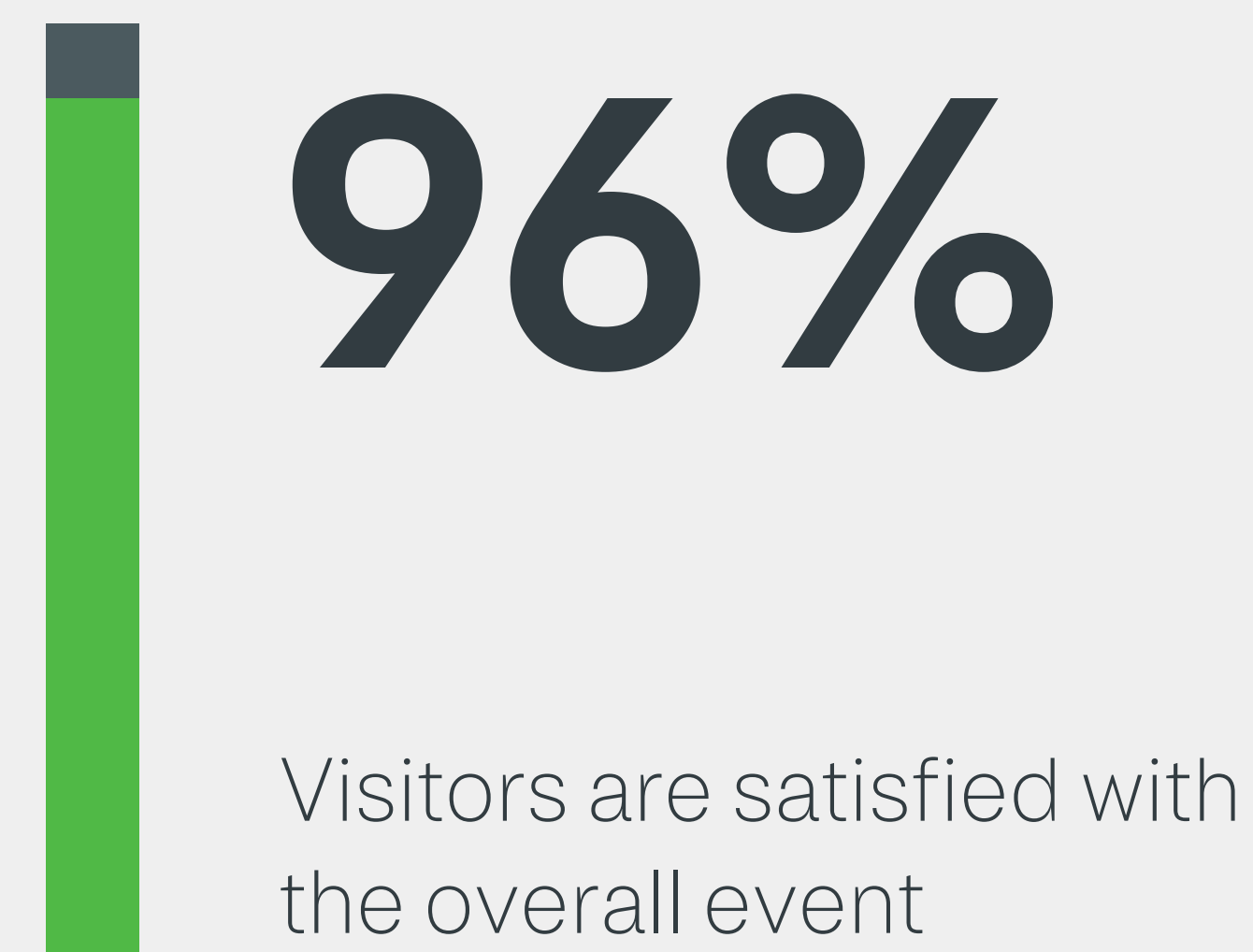
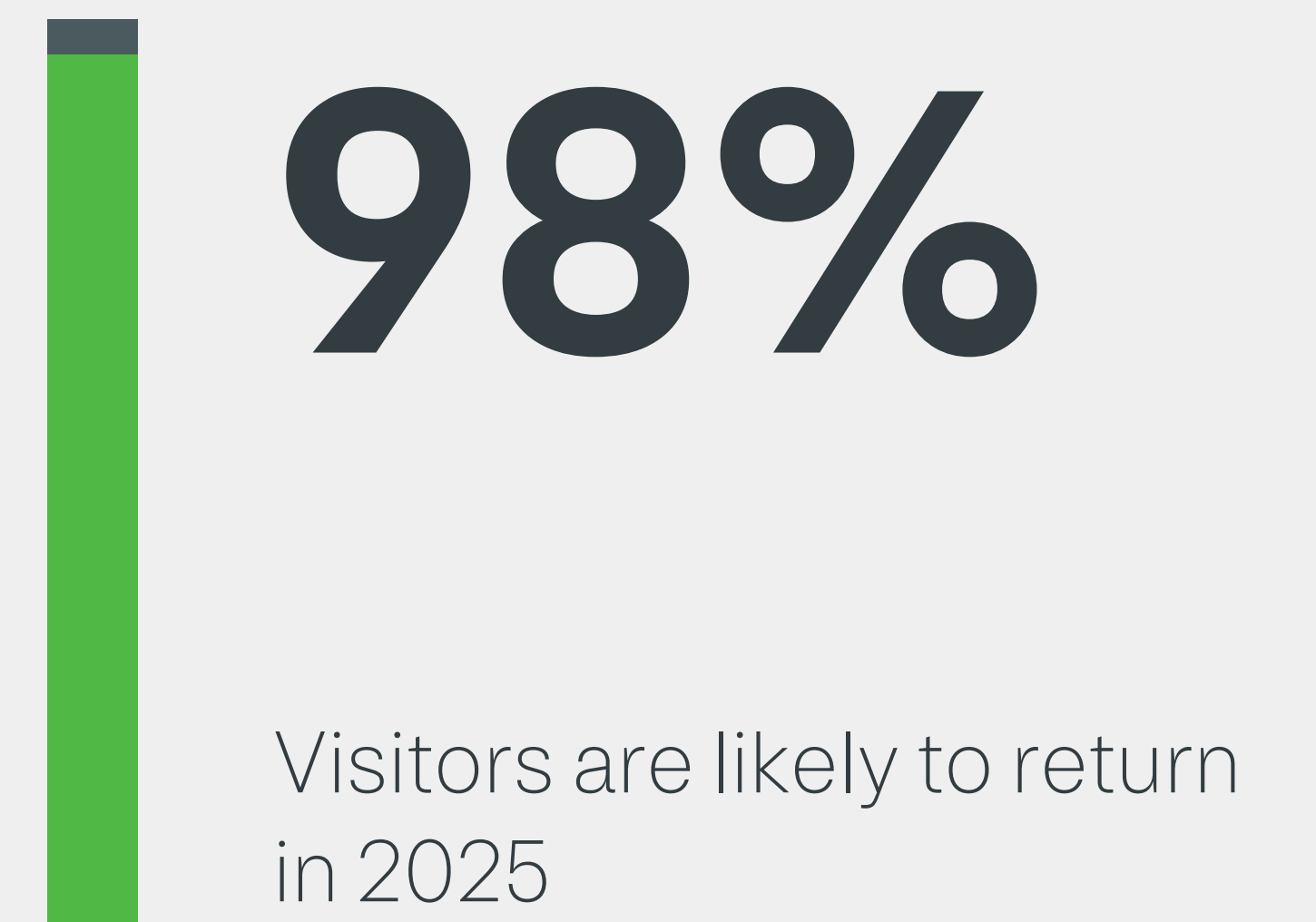
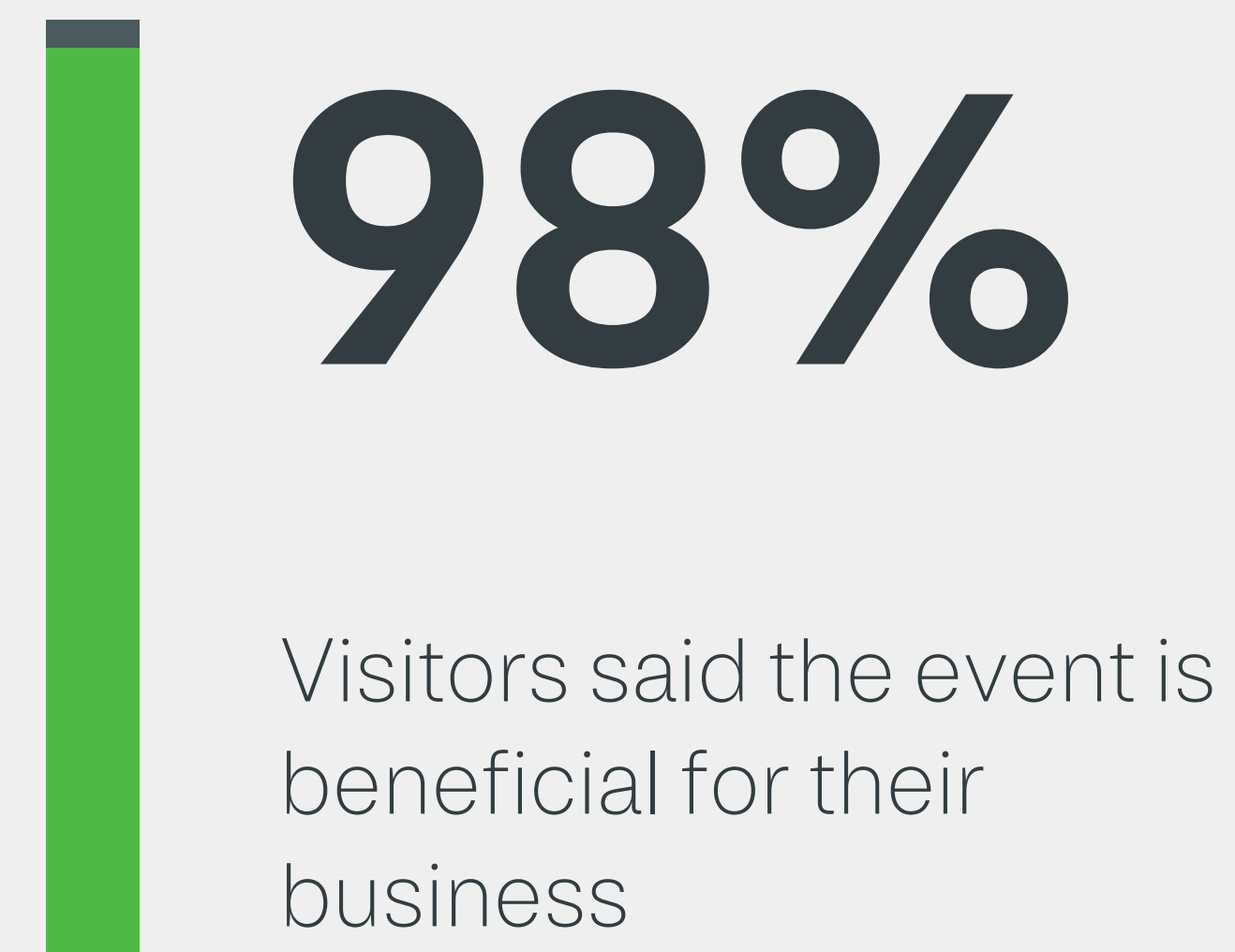
# Boost your sales following the success of the 2024 edition

3.13

## Exhibitor Insights:



## Visitor Insights:



With overwhelming positive feedback from both exhibitors and visitors, Big 5 Construct Ethiopia stands as a cornerstone for business opportunities.

# Key mega projects: Ethiopia's \$59 billion construction market is actively seeking **your products, services and solutions**

4.13

With numerous large-scale projects across diverse regions, you're entering a market set for significant growth. Take advantage of the opportunity to succeed in this dynamic African market.

## \$50bn

Ethiopia National Housing Program

The program aims to construct 9.7 million affordable housing units, with 4 million units targeted by 2027 and a total of 9.7 million by 2037, delivering 486,000 units annually from 2025 to 2035 across 77 cities.

Source: ABIQ

## \$1.5bn

La Gare

The project in downtown Addis Ababa spans 360,000 square meters and comprises 4,000 residential units, 3 hotels, offices, retail spaces and commercial facilities, making it one of Ethiopia's largest mixed-use developments.

## \$681mn

Mesob Tower

The 70-storey tower in Addis Ababa will be 250 meters tall on 20,000 square meters of land, featuring a hotel, shopping mall, cultural center, gym and golf club.

# Big 5 Construct Ethiopia in 2025: What to expect

**180**

Exhibitors

**22**

Countries

**10,000**

Visitors

**6,000sqm**

Gross space



This is the second time we participated at Big 5 Construct Ethiopia and I can boldly say that this is the largest construction exhibition not only in Ethiopia, but entire East Africa. The great thing about this event is that we get to meet major clients and decision makers from the private and government sector.

**Belete A Matebe, Managing Director, Wilo East Africa**  
Exhibitor

**5.13**



# Product sectors

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



**Building Interiors  
& Finishes**



**Building  
Materials**



**Construction Tools  
& Personal Protection  
Equipment (PPE)**



**Digital  
Construction**



**Heavy  
Construction**



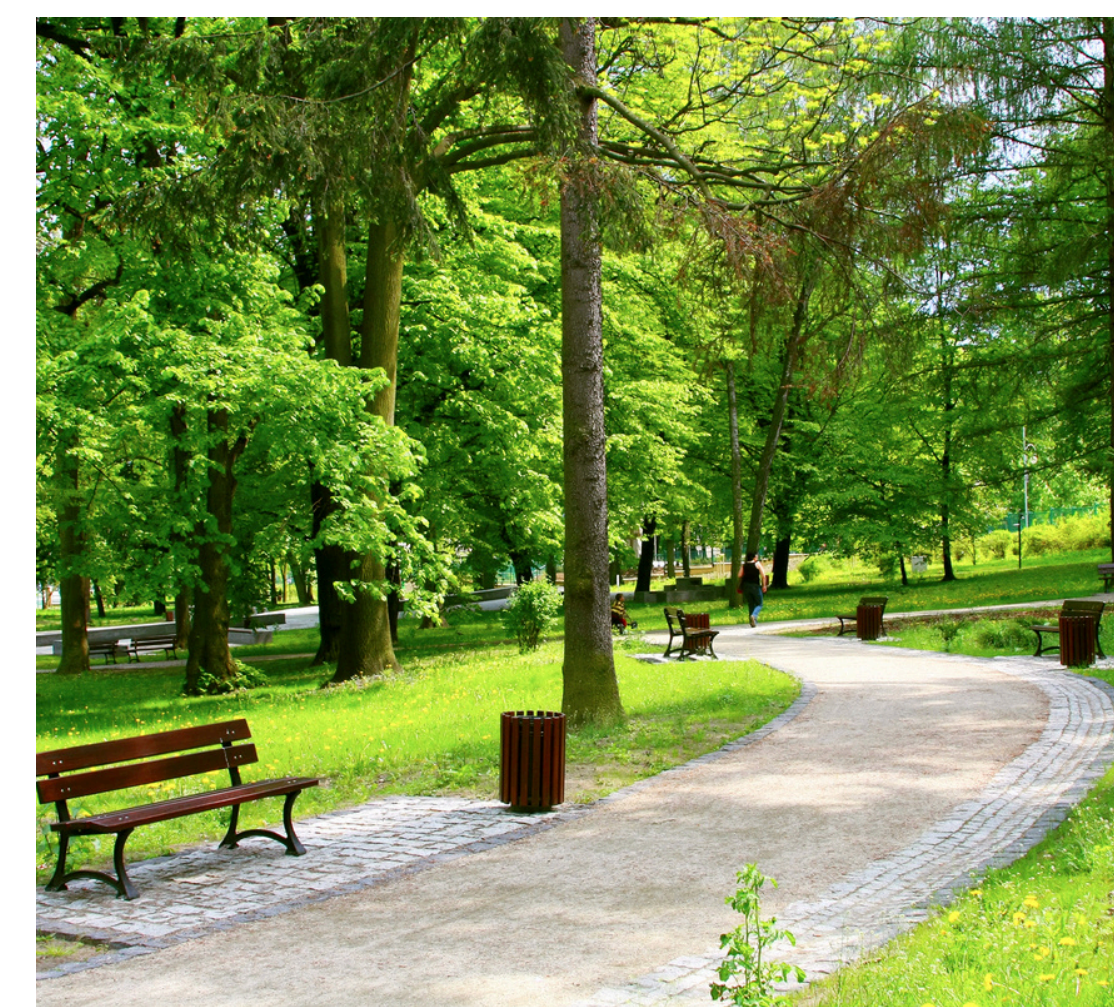
**HVAC-R**



**Mechanical, Electrical  
& Plumbing Services  
(MEP)**



**Solar**



**Urban Design  
& Landscape**



**Windows, Doors  
& Façades / Special  
Construction**

# Attended by key buyers from leading companies accross the Ethiopian construction value chain



Attending Big 5 Construct Ethiopia has been a fantastic opportunity for us to discover new products and expand our supplier network. Building relationships and sharing best practices with other companies has been invaluable. I've attended twice and connected with promising new partners for future collaborations.

**Yohannes Alemu, Electromechanical Department Manager, GMK Trading PLC**  
 Visitor

## Visiting brands included:

7.13



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

175 exhibitors participated from 20 countries in 2024, including:

8.13



The exhibition was organized professionally and the exceptional marketing effort was evident in the impressive turnout. The leads we generated exceeded our expectations.

**Faruq Ahmed, Manger, Al Waseef Industries LLC**  
Exhibitor



# CPD-certified Big 5 Talks

## Fueling career advancement in construction



By offering CPD-certified sessions, we attract industry professionals interested in sharing industry knowledge and advancing their careers. Expert speakers cover essential topics such as project management, architecture & design, technology and sustainability, ensuring attendees gain valuable insights.

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



Engaging with a diverse group of construction stakeholders at Big 5 Construct Ethiopia was fulfilling. The organizers' professionalism and wide-reaching media coverage contributed significantly to advancing the construction sector in Ethiopia and East Africa.

**Eng. Dawit Kebede Aberra, Afro-European Engineers**  
Speaker

9.13



## NEW LAUNCH



The introduction of this dedicated event at next year's edition of Big 5 Construct Ethiopia is expected to significantly increase footfall, attracting additional industry stakeholders, buyers and government professionals from the region. This specialized event aims to address infrastructure challenges and capitalize on opportunities in a market valued at **\$395 billion\***, fostering dialogue, innovation and collaboration through a high-level conference and exhibition.

### In-demand products & services covered at the launch event:



URBAN  
CONNECTIVITY



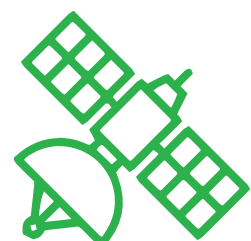
WATER



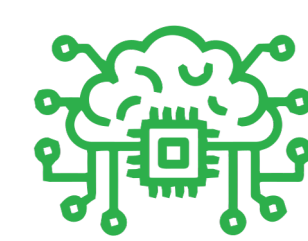
POWER  
INFRASTRUCTURE



WASTE



COMMUNICATIONS



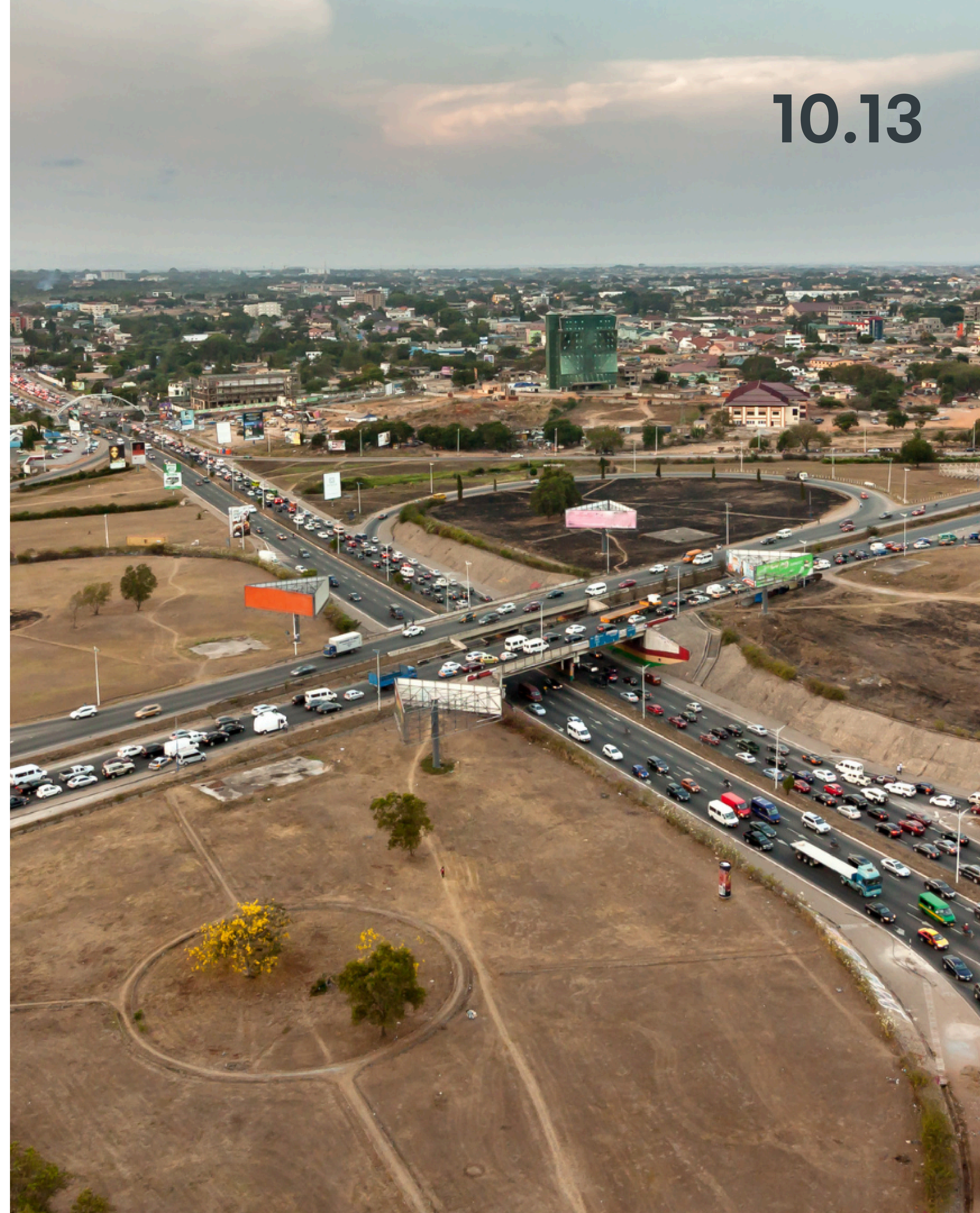
SMART CITIES  
(DIGITAL INFRASTRUCTURE)



**Enquire** to discover more about opportunities available for your brand within East Africa's infrastructure industry

*\*Source: ABIQ*

# 10.13



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

11.13

Big 5 Construct Ethiopia utilizes targeted marketing and a strong media campaign to highlight your brand before, during and after the event. Our dedicated team ensures your business stands out exceeding your sales and participation goals.

**71.3mn**

Overall  
PR reach

**3mn**

Digital  
campaign  
total reach

**370k**

Emails  
sent

**406k**

SMS  
messages  
delivered

**313k**

Website  
views

**138k**

WhatsApp  
messages  
delivered

**5k**

Telemarketing  
calls  
placed

Media coverage included:



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

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**BIG 5 Global**

26 - 29 November 2024

**BIG 5 Construct Nigeria**

24 - 26 September 2024

**BIG 5 Construct Qatar**

15 - 17 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

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**Connect with new buyers and expand your business in Ethiopia**

Co-located with



**!** Book a stand

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