



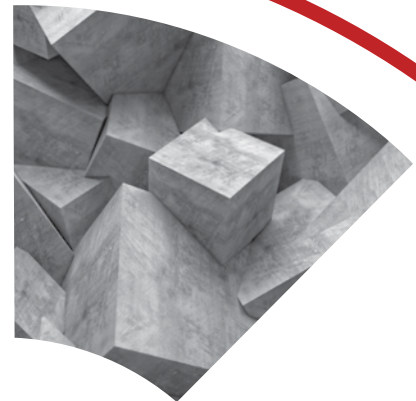
HELD UNDER THE PATRONAGE OF HIS EXCELLENCY  
**DR. MOUSTAFA MADBOULY, PRIME MINISTER OF THE ARAB REPUBLIC OF EGYPT**



SUPPORTED BY  
 THE MINISTRY OF HOUSING  
 UTILITIES AND URBAN  
 COMMUNITIES

# GROW YOUR BUSINESS

## AT EGYPT'S ESSENTIAL CONSTRUCTION AND INFRASTRUCTURE COMMUNITY GATHERING



**26 - 29 JUNE 2021**

**CAIRO INTERNATIONAL CONVENTION CENTRE (CICC)  
 HALLS 1,2,3,4 AND 5**



**CO-LOCATED WITH FIVE SPECIALISED EVENTS**



[www.thebig5constructegypt.com](http://www.thebig5constructegypt.com)

ORGANISED BY




CO-ORGANISED BY



# WHAT WE ACHIEVED IN 2019



The 2019 edition of The Big 5 Construct Egypt was inaugurated by the Minister of Housing, Utilities and Urban Communities, Dr. Eng. Assem Abdul Hamid Al-Gazzar

-   
**14,265**  
 Number of Participants
-   
**240**  
 Total Exhibitors
-   
**56**  
 CPD Sessions
-   
**51**  
 Participating Countries
-   
**24**  
 Exhibiting Countries
-   
**15**  
 Country Pavilions

## SUPPORTED BY THE EGYPTIAN GOVERNMENT

His Excellency Dr. Assem Al-Gazzar, started his opening speech by praising the organisation, saying that such exhibitions are linked to the efforts of the State and the Ministry in the current period.

Also, he asserted that the government is undertaking a very large development process at the national level within the framework of Egypt's Strategic National plan for urban development 2052, which was prepared in line with Egypt's sustainable development strategy 2030.

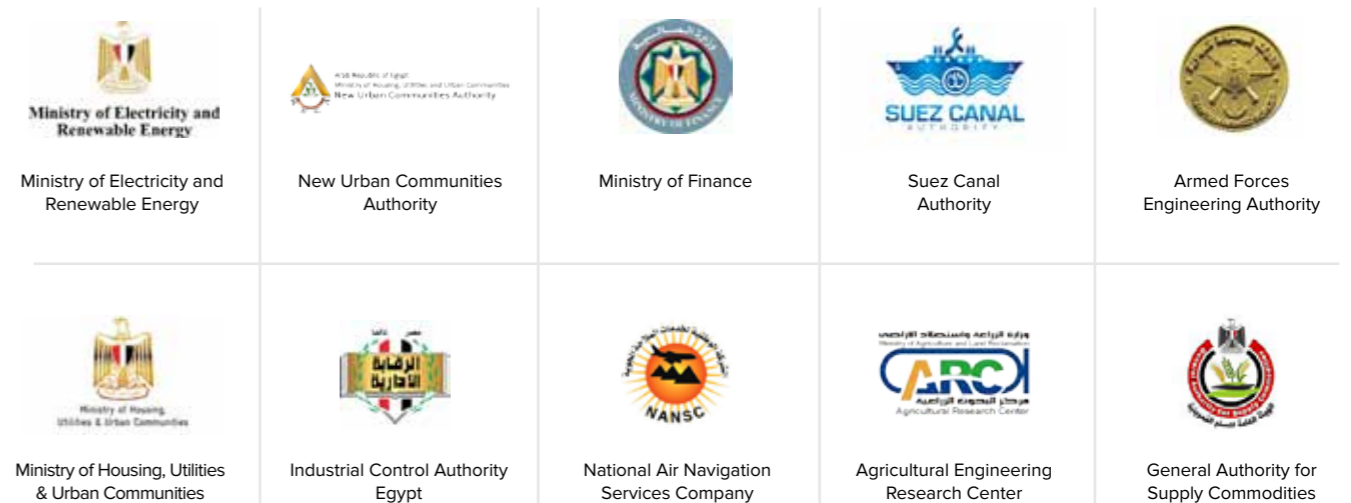
### SUPPORTING PARTNERS



### SUPPORTING ASSOCIATIONS



### GOVERNMENT ATTENDEES CAME FROM



### CO-ORGANISED BY:



**ARAB COMMUNICATION GROUP (ACG)** was the first to foray into the demanding field of specialized industrial exhibitions it was established in 1986 to organize the first printing and packaging trade show in Egypt - PrintPack 88 . The company's early success was attributed to a professional and enlightened management that was based on introducing and exceeding the highest international standards paying attention to details meticulously thoroughly studying the industry's needs and a clear vision for the future.

# WORLD'S 7<sup>TH</sup> LARGEST ECONOMY BY 2030\*

The numerous infrastructure projects nationwide have cushioned the negative impact of the COVID-19 pandemic on Egypt's economy, especially growth and employment.

Abdel Mottaleb Abdel Hamid,  
professor of economics at the Cairo-based Sadat  
Academy for Management Sciences\*\*

## Egypt's construction and infrastructure industry continues to grow

Egypt is in fact the only country in the Middle East & North Africa region (MENA) where overall spending on projects has grown in the past two years. The government has carried out national projects worth 4.5 trillion Egyptian pound (\$284 billion) over the past six years. President Abdel Fattah al-Sisi has embarked on a raft of megaprojects, which has spearheaded growth over the past few years. This includes the construction of roads, bridges, waste water treatment and power stations. The state's investment in infrastructure projects has been the pillar for growth during the partial lockdown. \*\*

## YOUR GATEWAY TO THE BIGGEST PROJECTS IN EGYPT\*\*



### NEW MANSOURA CITY

First phase of the city will be 40% of the total area (25,000 residential unit) with tourism residences, villas, middle-income housing, and social housing.

**Developer:** The New Urban Communities Authority  
**Stage:** Construction

**Estimated value**  
**\$800 BN**



### NEW ADMINISTRATIVE CAPITAL

725 square km of land, 21 residential areas, 650 km of roads, capacity for 6.5 million people.

**Developer:** Administrative Capital for Urban Development  
**Stage:** Construction - Stage 1

**Estimated value**  
**\$45 BN**



### CAIRO METRO LINES 3 AND 4

Line 3 calls for the construction of 47.87 km of track and 39 stations and is carried out in four phases. Line 3 links Cairo airport, Abbasiya, Ataba, Cairo University and Rod El Farag. Line 4 Phase 1 is 18.8 km linking Hadayek El Ashgar in Giza to El Malek El Saleh station in Cairo. It comprises 17 stations.

**Developer:** Egypt National Authority for Tunnels  
**Stage:** Construction

**Estimated value**  
**\$15 BN**



### HIGH-SPEED RAIL PLANS SPEED RAIL PLANS

500 km of high speed modern rail network linking north and south Egypt and linking the Mediterranean with the Red Sea. The network consists of three main lines.

**Developer:** Ministry of Transport  
**Stage:** In bidding

**Estimated value**  
**\$14 BN**



### MOSTAKBAL CITY

Integrated mixed-use green city on 11,000 acres along the Cairo-Suez road. The development is divided into five phases. 50% of the project land is dedicated for open green spaces.

**Developer:** El Mostakbal Urban Development  
**Stage:** Construction

**Estimated value**  
**\$10 BN**



### BADYA PALM HILLS

40,000 units residential development in 6th October City. The project includes a shopping mall, schools, hotels and commercial offices.

**Developer:** Palm Hills Developments  
**Stage:** Design

**Estimated value**  
**\$8.5 BN**



### HYDE PARK NEW CAIRO

3,000 villas and townhouses, and 88 residential buildings. The project is built on 4.7 million square meters of land and includes an office park, retail complex, schools and healthcare facilities.

**Developer:** Hyde Park Properties  
**Stage:** Construction

**Estimated value**  
**\$5 BN**



### EL-ALAMEIN CITY

A new mixed-use integrated city to accommodate more than 3 million people in phase 1. The development calls for construction of 20,000 residential units and 25,000 hotel rooms in the first phase alone.

**Developer:** Ministry of Housing  
**Stage:** Construction

**Estimated value**  
**\$5 BN**

The Egyptian government  
has constructed more than  
**7,000 kilometers**  
(4,350 miles) of roads over  
the past few years.\*\*

# WE HELP YOU MEET THE RIGHT BUYERS TO DRIVE YOUR BUSINESS FORWARD

We keep it simple with a proven exhibitor model and platform designed specifically to support your business goals



## LOOKING TO RAISE BRAND AND PRODUCT AWARENESS?

Reach out to your target audience and put your brand in the spotlight with physical stand presence as part of our high-profile exhibitor community. With a choice of dedicated product sectors and 5 NEW specialised co-located events, we make it easy for visitors and buyers to find you and do business.



## AFTER THE LATEST INDUSTRY INSIGHT?

Check out the latest product and technological innovations, get expert insight into industry trends and opportunities, and knowledge share to accelerate your future business success.



## NEED TO CONNECT WITH TOP DECISION MAKERS?

We bring your future clients directly to you, with access to a network of top construction sector decision makers and qualified VIP buyers from Egypt and the MENA region, key African markets and beyond.



## EAGER TO ACCESS A NEW MARKET?

Gain immediate brand credibility and a market foothold as an approved exhibitor; and connect with the who's who of Egypt's multi-billion-dollar real estate and civil infrastructure community in one dedicated location.



## FRUSTRATED WITH WASTING VALUABLE TIME SOURCING BUSINESS LEADS?

Get unrestricted access to a pre-qualified community of targeted prospects and build fruitful relationships with four days of face-to-face business networking and brand showcase opportunities exclusively for the construction industry.

YOUR GLOBAL COMPETITORS ARE FINDING NEW CLIENTS. IN 2019, OUR EXHIBITORS CAME FROM



OUR 2019 VISITORS CHOSE TO ATTEND THE BIG 5 CONSTRUCT EGYPT TO...



PARTICIPATE TODAY AND WIN VALUABLE BUSINESS. KEY BUYERS YOU WILL MEET AT THE SHOW INCLUDE



# BRINGING YOU TARGETED CUSTOMERS TO ACCELERATE YOUR COMPANY'S GROWTH

## The 2021 edition of The Big 5 Construct Egypt returns with even more added value

Introducing 5 new specialised co-located events that cover the full spectrum of construction sector disciplines, giving exhibitors exceptional access to a precisely targeted buyer demographic with serious and specific purchasing power. We bring the right buyers together in the right place with the right products, to win you business.



### MEP Services

- Water Technology
- Pumps, Pipes & Plumbing
- Electrical Systems & Products
- Safety, Security & Fire Protection
- All other MEP related products and services

### Construction Tools & Building Materials

- Hardware
- Construction Tools & Equipment
- Work Safety Equipment & Gear
- Roofing
- Elevators, Escalators & Access Control
- Special Construction
- Metal, Steel & Aluminium

### Building Interiors

- Lighting
- Coatings, Sealants & Adhesives
- Ceiling, Walling & Other Interior Finishes
- Kitchen & Bathroom



I would really recommend such an event to anyone who is looking for new business opportunities, networking and international exhibitors

Sherif hakim elaffi,  
Architect and Business Development Manager,  
EL-Affi Consultant

## COVERING EVEN MORE PRODUCTS IN THE CONSTRUCTION CYCLE THROUGH FIVE SPECIALISED EVENTS, CO-LOCATED WITH THE BIG 5 CONSTRUCT EGYPT



Source the latest ceramics products and solutions from an international line-up of world-class companies.

#### Products include:

- Wall Tiles
- Floor Tiles
- Sanitary Ware & Fixtures
- Bathroom Furnishings & Fittings
- Ceramic Glaze



The definitive event for best-in-class specialist infrastructure and heavy construction solutions.

#### Products include:

- Plant Machinery Vehicles
- Subsurface, Quarrying & Mining
- Lifting, Materials, Handling & Transportation
- Site Equipment
- Construction Technology



A dedicated platform for inspiration and innovation in the natural stone and surface design industry.

#### Products include:

- Stone and Marble
- Wall Covering & Wood Flooring
- Exterior & Interior Surface Materials
- Textile Covering (Wall to Wall Section)
- Abrasives, Adhesives and Coatings
- Machinery, Tools & Equipment
- Composite/resilient Flooring
- Decorative paints



Explore the world of concrete products and technologies from solid foundations to groundbreaking structural solutions.

#### Products include:

- Aggregate and Aggregate Processing
- Batching Equipment
- Block Paver and Tile Production Equipment
- Cement and Cementitious Products
- Cement Producers
- Concrete Reinforcements
- Construction Chemicals & Admixtures
- Deco Concrete
- Formwork and Scaffolding
- Pre-cast Production and Equipment
- Raw Materials Extraction Equipment
- Readymix Concrete
- Rebar & Rebar Processing
- Surface Preparation
- Test, Measurement and Control Engineering



A destination showcase for the latest developments in exterior, access and entry product design and innovation.

#### Products include:

- Aluminium Composite Panel
- Doors
- Hardware
- Machinery
- Raw Materials
- Rollers & Shutters
- Service Providers
- Windows
- Cladding & Glazing



**MORE OPPORTUNITIES TO BUILD PROFITABLE PARTNERSHIPS WITH KEY STAKEHOLDERS THROUGH OUR VALUE ADDED FEATURES**

**20**  
Award  
Categories



**THE BIG 5 EGYPT IMPACT AWARDS**

The platform to recognize innovation and project excellence in Egypt's construction industry

**27th June 2021**

The awards are an opportunity for the entire industry to come together. Our panel of expert judges will use the awards to honour the work of project owners and contractors, their consultants, as well as architecture practices and engineering firms, business partners.

**MORE THAN AN EXHIBITION**



**149**  
MEETINGS  
organised in 2019

**THE BIG 5 EGYPT VIP BUYERS PROGRAMME**

Meet dedicated construction buyers from Africa

The VIP buyers programme will include pre-qualified buyers with purchasing power. By participating in the event, you will enjoy access to this programme giving you the opportunity to meet procurement professionals and potential business partners.

Attendance of international buyers is subject to government travel policy in Egypt and the buyer's country.



**27 & 28 June 2021**

**THE BIG 5 EGYPT LEADERSHIP CONFERENCE**

Leveraging New Investment & Innovation Opportunities in Egypt

The Strategic Conference will focus on drivers and opportunities tied to delivering Egypt's promises collaboratively. A particular emphasis will be given on how Egypt is paving the way amidst all challenges and how it can build on local, regional and international efforts to realise the value the infrastructure and construction industry has in sustaining economic development and diversification. The conference will deliver strategy and innovation as Egypt moves forward with its growth and investment plans.



**2 DAY**  
conference alongside  
The Big 5 Construct  
Egypt

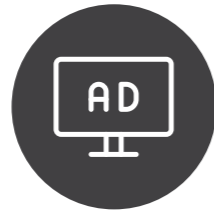
# 360° MARKETING CAMPAIGN

AN INTEGRATED MARKETING  
CAMPAIGN TARGETING KEY BUYERS  
TO THE BIG 5 CONSTRUCT EGYPT  
ACROSS MULTIPLE PLATFORMS



## Social media

Reaching a network of over **4,00,000+** on Facebook and LinkedIn



## Digital advertising

**52,000,000+** impressions across Google and social media platforms



## Emails

**550,000+** emails to visitor prospects



## Website

A dedicated desktop and mobile website



## Billboard

**40+** billboards across Egypt in prime locations



## Newspaper campaign

**15+** adverts across top newspapers



## Radio

**80+** radio spots broadcasted on key stations



## Telemarketing

**20,000+** calls to key buyers



## SMS campaign

**100,000** SMS to prospects



## PR campaign

**150+** articles in key newspapers, online websites, TV stations and magazines



## Whatsapp campaign

**60,000+** messages to key buyer profiles to attend and invite their colleagues across the industry



## Press conference

Attended by the Egyptian government, key media and stakeholders of the industry



## Partnerships

with key associations and media. **40+** associations, online partners and media partners



## Printed invitations

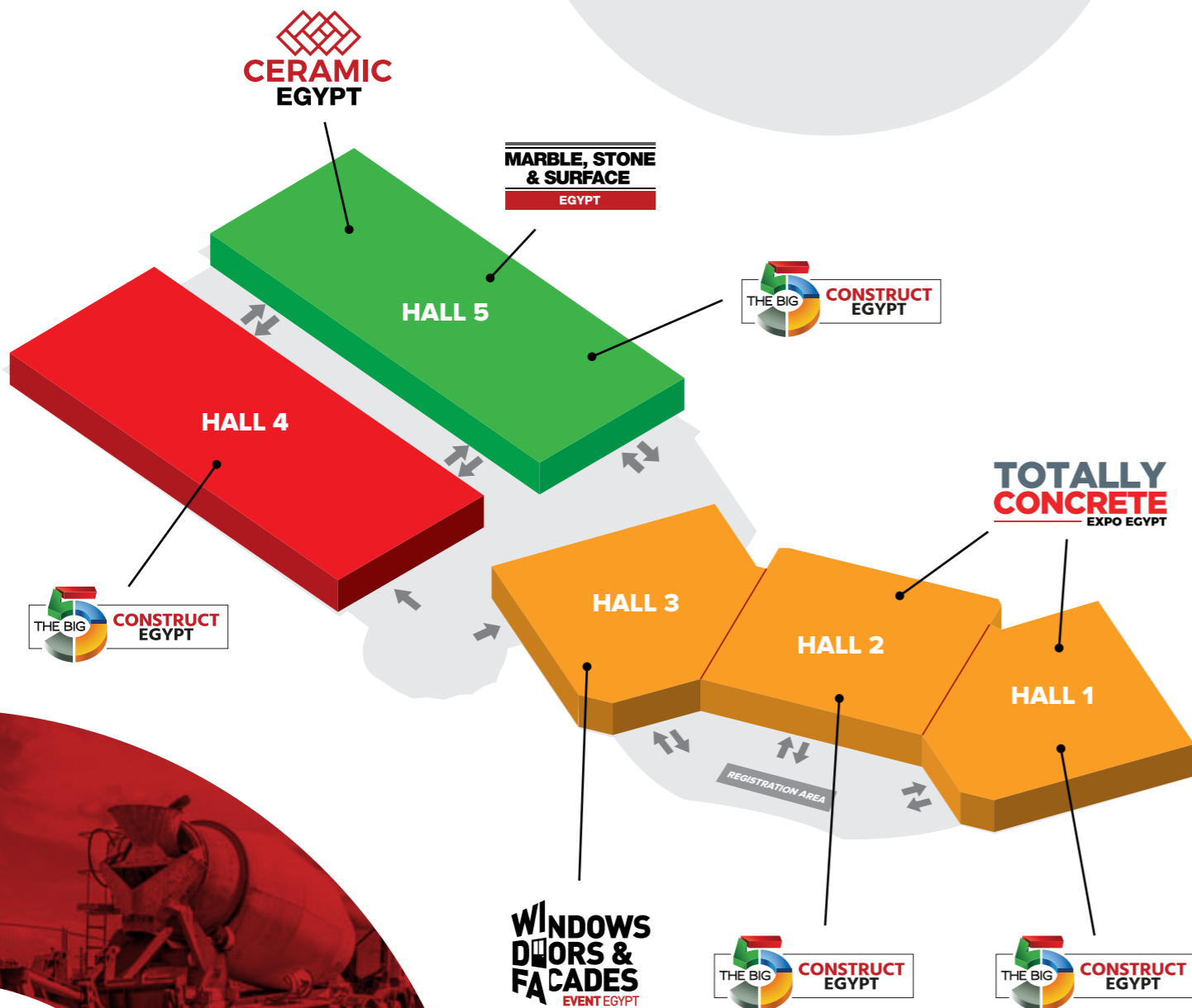
**70,000+** invitations to construction professionals



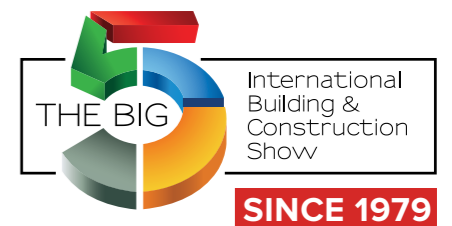
# 2021 FLOORPLAN

The Big 5 Construct Egypt and its five co-located events will take place at the Cairo International Convention Centre (CICC) from **26 – 29 June 2021**.

With the halls split between the shows and an organised floorplan, your customers will be able to find you easily.



# 40 YEARS OF SUCCESSFUL BIG 5 EVENTS



## FACILITATING BUSINESS FOR THE CONSTRUCTION INDUSTRY

Organised by dmg events, The Big 5 takes place in Dubai every year during the month of November. It is the number one annual meeting place for the global construction community to network, learn and do business in the Middle East and beyond.

Since its start in 1979, the event has launched hundreds of thousands of products boosting the expansion of the regional market. It has facilitated partnerships, advanced knowledge and industry best practices, while serving as the gateway for international companies to access the Middle East.

Following 40 years of success of The Big 5, the event has spawned geo-adapted events, where core elements of the exhibition have been exported to new markets including Saudi Arabia, Kenya, Nigeria and South Africa.

 **50+** events across Middle East, Africa & Asia

 **250,000+** visitors every year

 **1500+** workshops at our events, each year

 **40+** network of agents worldwide

 **1,000,000+** database of professionals in the region

 **1995** first operated in Middle East & Africa







CO-LOCATED WITH FIVE SPECIALISED EVENTS



**26 - 29 JUNE 2021**

**FIND OUT HOW WE CAN HELP  
GROW YOUR BUSINESS TODAY.  
CONTACT US NOW:**

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Organised by

**dmg** events

Co-organised by:



[www.thebig5constructegypt.com](http://www.thebig5constructegypt.com)