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DMG Events brings The Big 5 to Egypt's \$335bn construction market

DMG Events, a leading international exhibitions company based in Dubai, announced that it is bringing its internationally renowned The Big 5 exhibition to Egypt.

Taking place at the Egypt International Exhibition Centre (EIEC) on 18-21 September 2018, The Big 5 Construct Egypt will be the second largest construction show after The Big 5 Dubai. The show's first edition will be held on 24,000 sqm split across two exhibition halls and an outdoor area. It will also host almost 20 international pavilions from Germany, Italy, the UK, Spain, China, Greece, Turkey, and France, among others.

The exhibition comes at a time when the Egypt is witnessing a construction boom with more than \$335bn in active projects. The event will bring in the latest technologies from leading global brands and will support knowledge-sharing

while facilitating business opportunities between local and international innovators in the sector.

The Big 5 Construct Egypt will showcase 360-degree building solutions. These will be clustered across six product sectors: MEP services, building interiors and finishes, building envelope and special construction, construction tools and building materials, construction technology and innovation, and plant machinery and vehicles (PMV).

The Big 5 has been a staple of Dubai's exhibition calendar for almost 40 years. Over the last few years, the exhibition has been held in a number of countries beyond the UAE, including Saudi Arabia, Morocco, and Kenya, becoming the largest and most influential exhibition for the construction sector in the Middle East.

Like other events in The Big 5 port-

folio, The Big 5 Construct Egypt will place significant focus on the quality of its content. For businesses, the show will feature the Hosted Buyers Programme and free one-on-one business meetings with industry leaders and decision-makers.

Professionals, such as architects, engineers, consultants, developers, and contractors, will find numerous ways to advance their knowledge. Free educational events like the 22 Continuing Professional Development (CPD) workshops will run parallel to the exhibition.

"Our decision to launch in Egypt, where our brand already has plenty of recognition, comes as a natural response to a rapidly expanding construction market," said Josine Heijmans, portfolio event director at DMG Events.

With megaprojects in the pipeline and underway, Egypt is fast becoming

a very lucrative construction and real estate market. Projects such as the \$45bn Capital City Project, \$40bn earmarked under the national plan for affordable housing, \$3.5bn Egyptian metro system upgrade, and another \$11.2bn set aside for another three mega housing projects are indicators of a major overhaul in housing and infrastructure. They are also a major attraction for FDI and local investments in the sector, making the need for this exhibition more important than ever.

Heijmans commented, "Egypt's construction sector is expanding rapidly and has tremendous growth opportunity. We are positive this round of The Big 5 Construct Egypt will be the first of many to come."

To learn more about The Big 5 Construct Egypt, visit www.thebig5constructegypt.com.