



IN MOROCCO

10 - 12 APRIL 2018

www.TheBig5ConstructNorthAfrica.com



GENERATE LEADS, CLOSE DEALS & MEET NEW CLIENTS IN NORTH AFRICA

2,942
TOTAL
VISITORS

3,305*
PARTICIPANT
NUMBER

2
EXHIBITION
HALLS

174
EXHIBITING
COMPANIES

3,212
sqm
EXHIBITOR
SPACE

**UNIQUE & REVISITS

WHY NORTH AFRICA?.



The GDP of North Africa has been growing since 2011 with a six-year estimated growth rate of approximately 20%.



Approximately **USD 473 billion** worth of active projects in North Africa *



★ MOROCCO

- **60%** of construction projects in North Africa are in the initial stages (i.e. concept and design), indicating a healthy flow-through of new investments.*
- Urbanization trends and population growth will continue to support a pipeline of new projects.*
- Developing new utilities infrastructure and upgrading aging infrastructure are necessary to keep up with the growing number of urban developments.*



We have made many interesting contacts at The Big 5 Construct North Africa. Although the show just started, we have already coordinated a visit to a company here near Casablanca.



CARLOTA SCHNEIDER,
Assistant Manager, Business
Development GERMANCONSTRUCT
GmbH

Notable projects in morocco include the

USD 460 M

Rabat Grand Theater, the Anantara Al Houara Resort, worth **USD 300 Million**, and the **USD 200 Million** Morocco Mall.

4.07 %

compound annual rate
(CAGR)

The output value of the Moroccan construction industry will raise over the next four years.**

US \$375 million

Cost of Africa's tallest tower in Morocco with 45 storeys.

45%

Industrial sector representation in investment since 2011.

* According to BNC Project Intelligence database

** Forecast by the Moroccan Investment Development Agency

MORE THAN JUST AN EXHIBITION.

11

CERTIFIED WORKSHOPS

675

WORKSHOP ATTENDEES

200+

MEETING AT THE GLOBAL MEETINGS PROGRAMME

24

HOURS OF NETWORKING



KEY FEATURES:

NEW PRODUCTS & INNOVATION presented by 174 exhibiting companies

11 FREE CPD CERTIFIED WORKSHOPS presented by experts from the construction industry

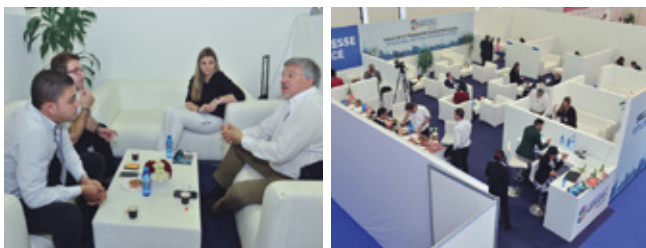
PRE-ARRANGED MEETINGS PROGRAMME for exhibitors & pre-registered visitors.


100+ SENIOR LEVEL KEY BUYERS were upgraded to VIP status during the show.

NEW

GLOBAL MEETINGS PROGRAMME

Taking place on all three days of the event, exhibitors and visitors were able to book direct meetings and access a dedicated lounge to conduct their meetings at the show.

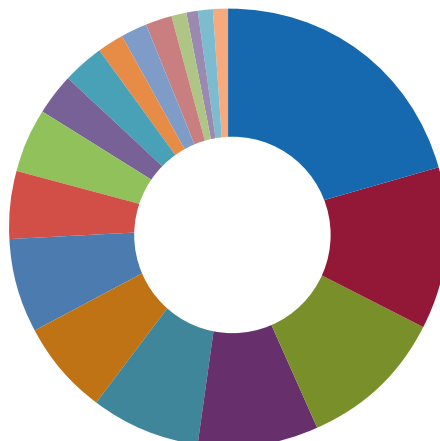


The idea to allow visitors and exhibitors to meet at the Global Meetings Programme is very, very good. 

GEORG MAURER,
Regional Sales Manager Gottlieb
NESTLE GmbH

VISITOR BY PROFILE

AGENT - DISTRIBUTOR - SUPPLIER	21%
CONTRACTOR	12%
ENGINEERING	11%
MANUFACTURER	9%
ARCHITECTURAL FIRM	8%
PROJECT MANAGEMENT	7%
CONSULTANCY	7%
RESEARCH & DEVELOPMENT	5%
OTHER	5%



3%	FACILITIES MANAGEMENT
3%	SUB-CONTRACTOR
2%	EDUCATION & TRAINING
2%	TRANSPORT SUPPLY CHAIN
2%	IT & SOFTWARE
1%	GOVERNMENT / MUNICIPALITY
1%	SURVEYING
1%	TRADE ASSOCIATION
1%	LEGAL SERVICES

THIS IS WHAT BUYERS ARE LOOKING FOR:



CONSTRUCTION MACHINERIES, EQUIPMENT & VEHICLES

- PMV
- Cutting, Bending & Welding Machineries
- Formwork & Scaffolding
- Elevators & Escalators



CONSTRUCTION TOOLS & BUILDING MATERIALS

- Hardware & Construction Tools
- Metal & Steel
- Concrete & Cement
- Construction Equipment & Machinery



MEP SERVICES

- HVAC- R
- Plumbing & Water Technology
- Electrical systems
- Security & Fire Protection
- Solar Energy



CONSTRUCTION TECHNOLOGY

- Software & IT Solutions
- Building Information Modeling (BIM)
- Smart Building & Automation



FOCUS IN 2018



BUILDING INTERIORS & FINISHES

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



BUILDING ENVELOPE & SPECIAL CONSTRUCTION

- Windows, Doors & Sun Protection Systems
- Roofing, Cladding & Glazing
- Special Construction



HEAR FROM 2017 EXHIBITORS & VISITORS

“ Thank you very much for providing us with this amazing opportunity in North Africa I would like to share with you the leads we received which is from **half of the UAE based companies amounting to around AED 50 million and actual deals of approximately AED 3.5 million.** ”

MOHAMED ALMHEIRI,
Dubai Exports

“ The Moroccan and North African market is very big. There are many construction professionals and customers at this exhibition. We would like to thank The Big 5 Construct North Africa to give us the opportunity to introduce our company to Morocco. ”

YIWUGOU MOROCCO SARL AU

“ It is always a pleasure for me personally to contribute to a Big 5 event wherever it takes place as it always offers a platform that allows me as a speaker, to present freely and therefore send a genuine message from the heart to the hearts and minds of the audience. ”

ABDULMAJID KARANOUH,
Director | Head of Innovation Design,

“ Important exhibition, notably for people looking for potential future collaboration with exhibitors as well as exposure to new products that are presented. ”

ABDELHAMID AIT MOULAY,
Irama Worxe

MARKETING AND PROMOTION RESULTS.



MEDIA COVERAGE

100+ Articles in Moroccan print and online media.

WEBSITE



61,499 users.

RADIO & TV

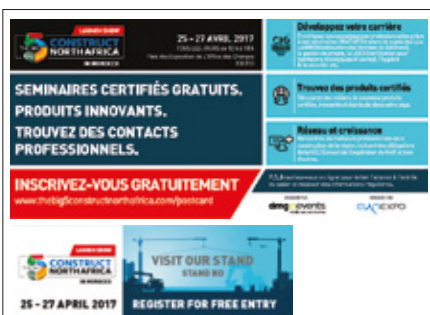


1 Editorial.
1 Radio interview.
3 Television interviews

EMAILS



Visitor promotion emails were sent to 2,259,047 contacts.
Exhibitor promotion emails were sent to 392,719 contacts.




EXHIBITOR & SPEAKER MARKETING

10 options.
40+ free marketing tools requested.

DIGITAL ADVERTISING



32,416 Clicks.
3,406,157 Impressions



MEDIA & ONLINE PARTNERS

32 partners.
4 Associations.
15 Adverts.
35 Web banners



BILLBOARDS

Appeared in 7 locations for a period of 2 months.

PUBLIC RELATIONS




5 Press Releases. Distributed to 50+ media outlets.

TELEMARKETING



11,800+ construction professionals.
1 month targeted campaign.

SMS



42,900+ contacts received sms reminders.

ORGANISED BY:



NEED MORE INFORMATION BEFORE YOU SIGN UP?

Our team can answer all your questions

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BOOK YOUR STAND TODAY

\$370/SQM	SPACE ONLY
\$400/SQM	SHELL SCHEME
\$425/SQM	UPGRADED DESIGN
\$150/SQM	OUTDOOR PMV

OTHER EVENTS IN DMG EVENTS CONSTRUCTION PORTFOLIO INCLUDE:

