

25 Years of Exhibiting Success: From First Ventures to Industry Recognition

Challenge

The M.A.H.Y. Khoory Group faced the challenge of generating new clients for their business when they first joined Big 5 Global 25 years ago. They needed to find a way to showcase their products and reach more customers and suppliers worldwide.

Solution

The M.A.H.Y. Khoory Group ensured every detail was considered from the moment they started preparing for the event. This included stand design, product organization, branding materials, video library updates, and an e-marketing campaign sent to all relevant parties in the UAE. These efforts enabled them to exhibit their products, expand their customer and supplier base, and better understand their market.

Result

The M.A.H.Y. Khoory Group has been exhibiting at Big 5 Global for more than 25 years now. The event has opened the doors to many first ventures and partnerships worldwide, supporting the company image as a reliable business with valuable clients and recognition in the industry since then.

About M.A.H.Y. Khoory Group

The M.A.H.Y. Khoory Group is one of the most trusted and recognized names in the United Arab Emirates, providing world-class technological products and services to clients in over 29 countries across the Middle East, the Levant, and Africa. With a workforce of over 3100 employees and 30 nationalities, they have their corporate headquarters in Dubai and 17 offices in Abu Dhabi, Al Ain, Sharjah, and Ras Al Khaimah.

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Needless to say, Big 5 Global has been instrumental in the M.A.H.Y. Khoory gaining its recognition in the industry it belongs. It's really an amazing exhibition, a memorable experience for you and of course your company. Which will help you grow the business, interact with mixed nationalities from around the world and identify the market trend as well as to see what your competitors are up to.

Karim A. Nofal, Group Marketing Manager



To enquire about exhibiting at Big 5 Global 2023, email: info@big5global.com

www.big5global.com



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