



23 - 26 November 2026
Dubai World Trade Centre

The global hub for heavy and concrete innovation

Co-located with:



Main supporting partner:



Supporting partner:



Supporting partner:



Turn demand into contracts. Be the supplier they choose.

Heavy & Totally Concrete is where the region's biggest construction and urban development projects take shape.

Across the Middle East, Africa and South Asia, contractors, developers and government buyers come here to evaluate, shortlist and specify heavy plant, machinery, precast and concrete suppliers for live and upcoming builds.

Co-located with Big 5 Global, it sits at the centre of the region's most established industry marketplace.

If your products belong on major projects, this is where they are chosen.

15,000+

attendees are interested
in heavy and concrete
products

300+

specialized exhibitors
showcasing heavy and
concrete products

25+

exhibiting
countries

6+

country
pavilions

Supporting associations:



American Concrete Institute
Always advancing



ANIMA
CONFINDUSTRIA
MECCANICA VARIA



ITALIAN TRADE AGENCY



ICEX



KOTRA
Korea Trade-Investment
Promotion Agency



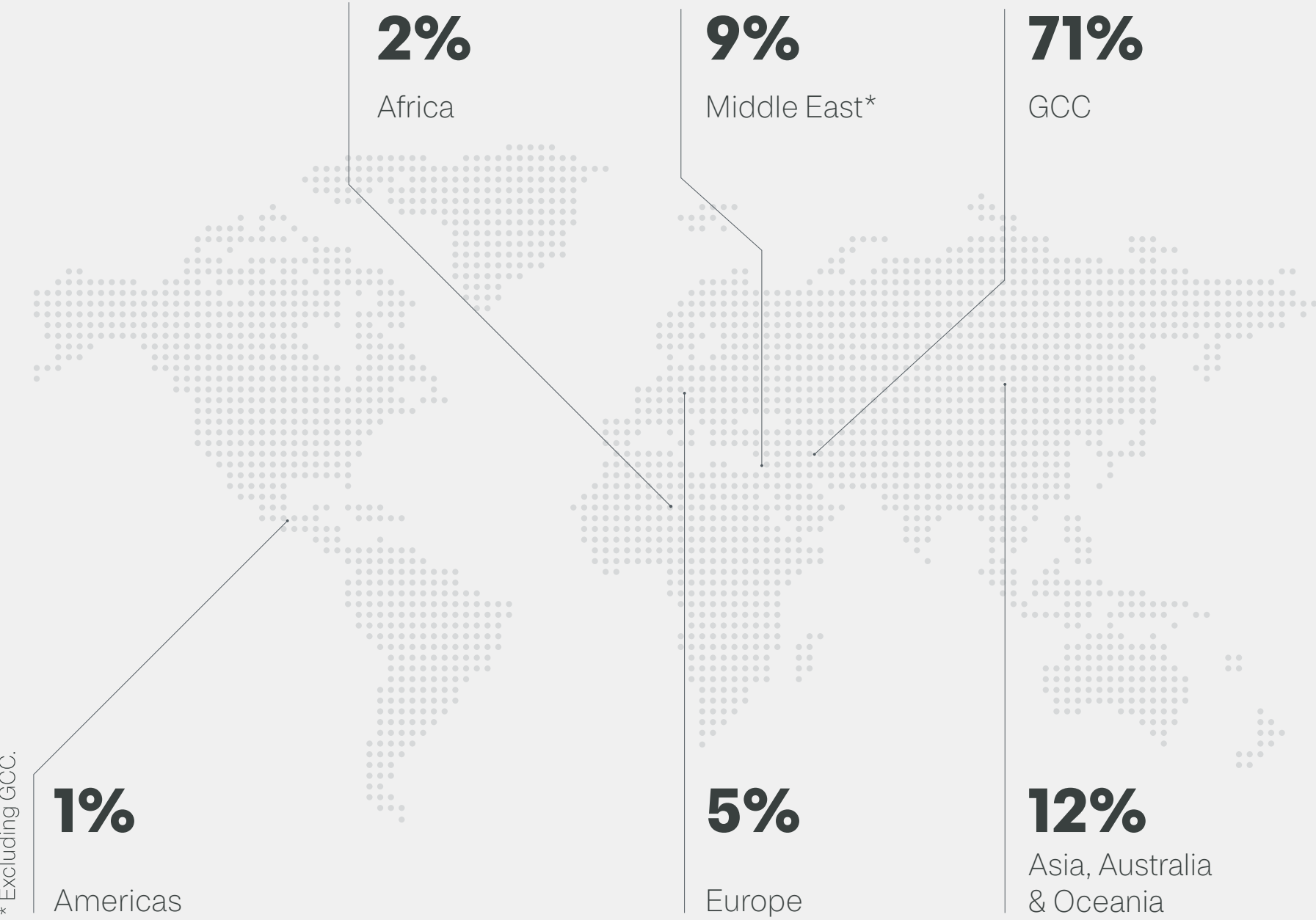
This is my 10th time exhibiting! It consistently
delivers access to serious buyers around the
world.

BAUER Maschinen GmbH
Exhibitor



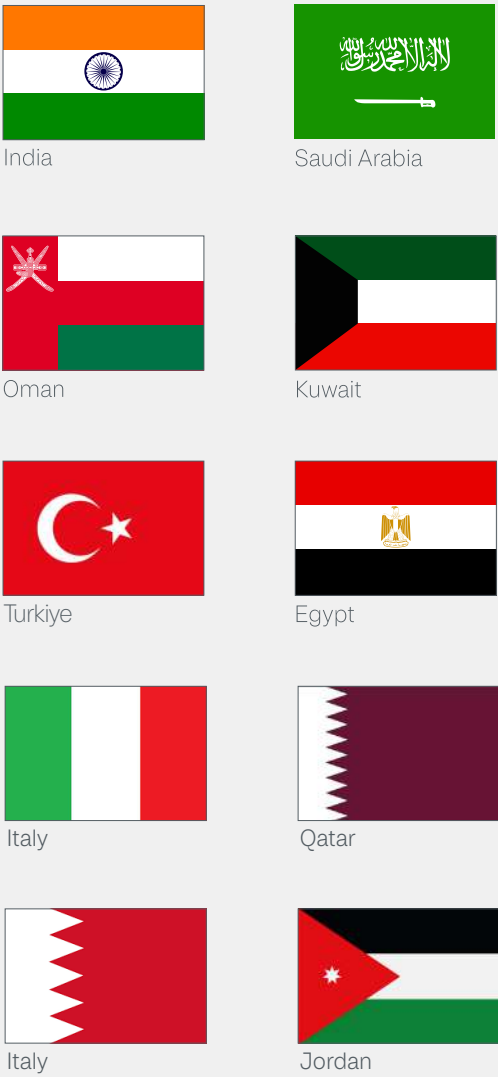
Meet the buyers behind active projects

Visitors by region:



* Excluding GCC.

Top 10 visiting countries (Excluding UAE)



Key visitor objectives:

Meet with current suppliers

89% achieved this

Meet with new suppliers

89% achieved this

Discover the latest product innovations / trends

88% achieved this

Network with the industry

87% achieved this

Source new regional products

84% achieved this

Source new international products

84% achieved this

Companies that attended with active projects in the regions:

AECOM

ALEC Building Excellence

BECHTEL

BOUYGUES CONSTRUCTION

CHINA STATE CONSTRUCTION

LARSEN & TOUBRO

المرابط

MDC GROUP

ORASCOM CONSTRUCTION

PARSONS

SOBHA CONSTRUCTIONS

Wade Adams Constructing Excellence

...and many more



Exhibit at Heavy & Totally Concrete and connect with buyers from high growth markets.

Numbers based on Heavy & Totally Concrete 2025 attendee number of 15,000.

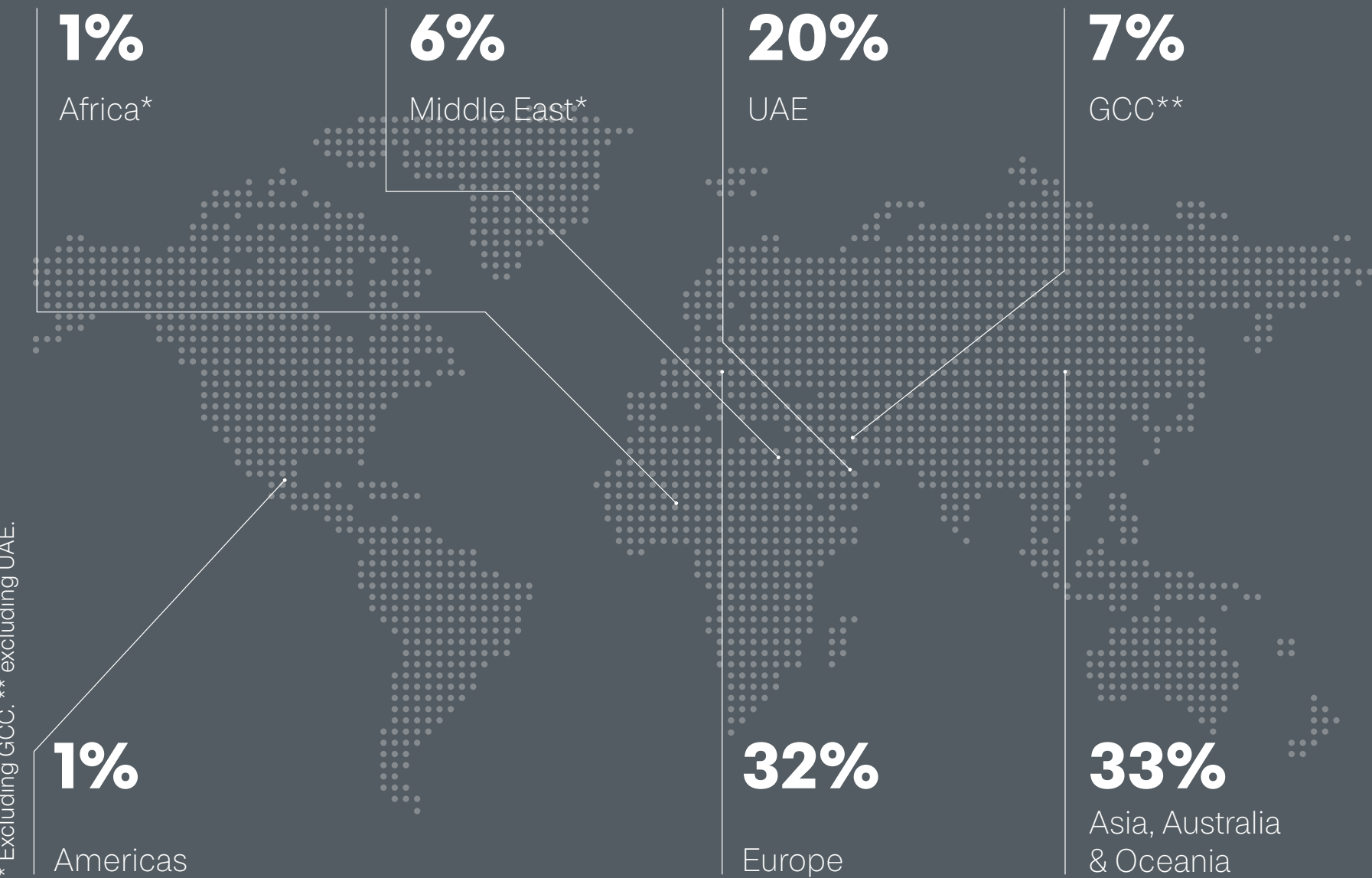


A powerful platform connecting us with global heavy and concrete suppliers and the latest technologies.

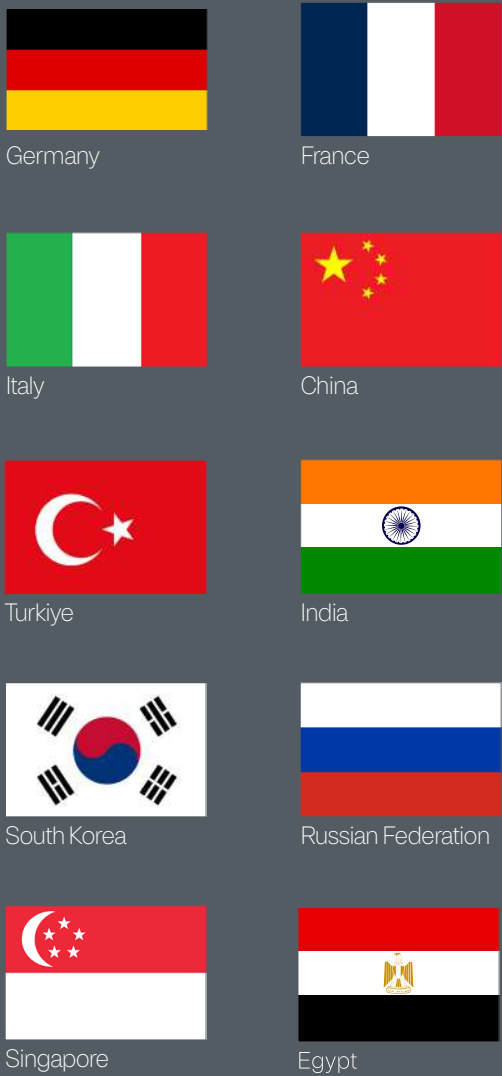
DLF Limited Visitor

Exhibit alongside global industry leaders

Exhibitors by region:



Top 10 exhibiting countries (Excluding UAE)



Exhibitors said:

Big 5 Global is important for their business

94%

They boosted their brand visibility and exposure in the region

91%

They found distributors or channel partners

89%

They expect to generate sales because of their participation at Big 5 Global

89%

They gained regional market insights to support business planning

85%

They met high-intent buyers from across the MEASA region

83%

Global brands that exhibit with us:



...and many more

Do you have different reasons to exhibit?
Get in touch and let's discuss how we can help.



Showcase your products to decision-makers that matter



Subsurface, Quarrying & Mining



Plant Machinery & Vehicles



Site Equipment



Lifting, Materials Handling & Transportation



Concrete



Cement

Visitor profile:

Agents / Distributors

%

Manufacturers

Contractors

Engineering

Consultants

Project Managers

Property / Real Estate Developers

Government

IT & Software

Others

26

24

22

11

6

4

3

2

1

1

Seniority level:

Senior Management

Chairman / Board Member / Partner / Owner / C - level

Middle Management

Executive

32

28

25

15

Numbers based on Heavy & Totally Concrete 2025 attendee number of 15,000.

 Exhibit at Heavy & Totally Concrete and gain direct access to buyers seeking new products.

Enquire about exhibiting and partnership opportunities.



23 - 26 November 2026
Dubai World Trade Centre

heavyexpo.com | totallyconcreteexpo.com

Hussam Yared
Senior Sales Manager
E: hussamyared@dmgevents.com
T: +971 4 445 3668 | **M:** +971 56 4031698

Richard Gomes
Sales Manager
E: richardgomes@dmgevents.com
T: +971 56 603 8446 | **M:** +971 4 438 0355

CONTACT US TODAY

