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The Big 5

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UAE sets new standards in sustainability

The Big 5 programme of new initiatives showcase UAE's leading role in green buildings

The Middle East's biggest construction trade show has introduced a unique programme to make it easier for specifiers, contractors and developers to source sustainable and environmentally-friendly building products and services for their upcoming projects.

The Big 5 - which takes place from 23-27 November 2008 at Dubai International Exhibition Centre - has launched a number of new features to support green building initiatives and benchmarks for sustainable development in the Gulf Co-operation Council countries as well as the wider Middle East and North Africa.

"With the rulers of both Abu Dhabi and Dubai issuing directives for all new buildings to comply with internationally recognised green building standards, the United Arab Emirates is taking a regional lead in sustainability in future developments," said Simon Mellor, Vice President Construction for dmg world media, The Big 5 organisers.

In support of these initiatives, visitors to The Big 5 will be able to source green building materials and solutions from among 2,900 exhibitors. Visitors will be able to source product via a simple green product directory published within the official show catalogue.

In addition the launch of The Big 5 Gaia Awards will provide a showcase for leading green products and services, the first of its kind in the region. All products and services exhibiting at this year's event are eligible to enter the awards.

A judging panel, comprising senior individuals from local developers, contractors and government, has been assembled with the support of Ecospecifier International. The showcase is expected to feature over of 30 leading products and services.

The green directory and Gaia awards have been developed with the support of Ecospecifier International a leading authority on verifying environmental claims and assessing lifecycle impacts of green building products and construction materials. Ecospecifier delivers the information via international databases in key countries such as the UAE site www.ecospecifier.ae

David Baggs, Technical Director and Principal Consultant for Ecospecifier International, said: "The new standards are there to assist companies in the UAE to deliver best practice, measurable against internationally accepted benchmarks. Ecospecifier is assisting in the implementation of the directives of the rulers of Abu Dhabi and Dubai by simplifying the selection process and improving the quality of information about green materials."

Mellor added: "The UAE has gained international recognition with its rapid economic growth and iconic real estate developments and it will soon be a leading country in green building and sustainability. The UAE has the opportunity to show how a country can grow quickly and in a sustainable manner."

About The Big 5 and the exhibition organisers

The Big 5 is held annually in Dubai and is globally acknowledged as the biggest and most important exhibition for the Middle East building and construction industry, attracting key regional and international decision makers. For more information, please visit www.thebig5exhibition.com

The Big 5 is organised by dmg world media Dubai Ltd, part of the dmg world media group of companies and is an acknowledged leader in the region's exhibitions industry since 1999. dmg's portfolio includes some of the largest exhibitions in the Middle East.

The Big 5 is the most important five days for the construction industry in the Middle East. Not only is it the largest show for the industry in the Arabian Gulf, it is now one of the world's largest trade shows for the construction industry and associated suppliers. The 2007 show featured more than 2,830 exhibiting companies from 53 countries with over 50,000 visitors.

All seven dedicated product sectors in The Big 5 are substantial events in their own right and cover: Building and Construction; Water Technology and Environment; Air Conditioning and Refrigeration; Cleaning and Maintenance; Glass and Metal; Bathrooms and Ceramics; Marble and Stone. In addition, The Big 5 PMV - the specialist show for plant, heavy machinery and large vehicles will be co-located with The Big 5.

For more information, please visit www.thebig5exhibition.com

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