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***For Immediate Release***

**THE BIG 5 LAUNCHES THE NEW OFFSITE & MODULAR CONSTRUCTION SECTOR**

***Leading brands and dedicated workshops will shed light on one of the fastest growing and most promising building solutions, from 25 to 28 November at the Dubai World Trade Centre.***

*Dubai -* With rapid and efficient construction delivery becoming key to business success, The Big 5 will introduce the brand new Offsite & Modular Construction sector this year. From 25 to 28 November at the Dubai World Trade Centre, Middle East’s largest construction event will showcase state-of-the-art offsite and modular construction solutions for residential, educational, healthcare as well as commercial applications.

Leading brands including BK Gulf, MACS, and Katerra will be presenting their modular solutions for the first time ever. A dedicated educational agenda, the Offsite & Modular Talks, will simultaneously shed light on advances in offsite and modular construction, analysing new challenges and opportunities in the region.

"*The Big 5 has always been at the forefront of showcasing new construction ideas, and it's great that this year there is a dedicated space for offsite construction*," says Nejeeb Khan, Katerra’s Head of Design & Business Strategy.

“*The construction industry globally needs transformational change to keep up with the growing demand for timely delivered, cost-controlled, and quality infrastructure*.”

Offsite construction responds to this demand as it optimizes material and resource use, creating minimum waste and disruption onsite, all the while increasing the construction’s sustainability.

According to Mr. Khan, the acceptance of offsite construction is growing within the region, and more and more new technologies will be deployed going forward.

Offsite manufacturing allows for rooms, bathrooms, and other construction elements to be fully manufactured and finished at the factory and assembled onsite for maximum efficiency. Modular and offsite construction factories act as an extension to job sites, delivering better productivity, quality, and precision.

“*At Katerra, we are focused on achieving this through end-to-end design and construction services, all connected through robust technology systems. We design buildings for offsite manufacturing and assembly, converting building types like commercial offices, malls, hospitals, hotels, and homes into products, that are all assembly-line, factory manufactured*,” Mr. Khan adds.

The Offsite & Modular Construction is one of the six product sectors featured at The Big 5. Celebrating its 40th anniversary this year, the show will run alongside The Big 5 Heavy, Middle East Concrete, HVAC R Expo, Middle East Stone, The Big 5 Solar, and the Urban Design & Landscape Expo, providing innovative solutions across the entire construction lifecycle.

Beyond bringing to Dubai over 20,000 innovative products under one roof, the seven events will offer**more than 220 complimentary high-level summits, practical seminars, and CPD-certified workshops** to foster collaboration, support best practices, and provide effective solutions to today’s industry challenges.

To know more about The Big 5, visit [www.thebig5.ae](http://www.thebig5.ae)

**- END –**

ABOUT THE BIG 5

**25 - 28 November 2019, Dubai World Trade Centre**

The Big 5 is the region’s largest and most influential event for the construction industry.

Organised by dmg events, the exhibition showcases 360-degree building solutions clustered in six product sectors: MEP services, Building Interiors & Finishes, Building Envelope & Special Construction, Construction Tools & Building Materials, Construction Technology & Innovation, and the all new Offsite & Modular Construction.

Gathering buyers and manufacturers of construction products from around the world, The Big 5 also offers a broad educational agenda, with two high-level conferences and dozens of CPD-certified workshops.

On its 40th edition, the event runs alongside The Big 5 Heavy, Middle East Stone, Middle East Concrete, HVAC R Expo, the Urban Design & Landscaping Expo, and The Big 5 Solar.

**#Big5Exhibition**

**About dmg events**

dmg events is a leading organiser of face-to-face events and a publisher of trade magazines.

We aim to keep businesses informed and connect them with relevant communities to create vibrant marketplaces and to accelerate their business through face-to-face events.

dmg events organises more than 80 events across 25 countries, attracting over 425,000 attendees and delegates every year. The company’s portfolio of products includes many industry-leading events in the energy, construction, hospitality & design, coatings and transportation sectors. ADIPEC, The Big 5, Gastech, EGYPS, The Hotel Show and INDEX are the company’s flagship events. For more information visit [www.dmgevents.com](http://www.dmgevents.com/).

Founded in 1989, the company is headquartered in Dubai, UAE, and is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT, [www.dmgt.co.uk](http://www.dmgt.co.uk/)), one of the largest media companies in the United Kingdom.