# BACK BY POPULAR DEMAND: MIDDLE EAST CONCRETE AT THE BIG 5

* ***Middle East Concrete will return alongside The Big 5 from 26-29 November 2018, Dubai World Trade Centre.***
* ***The event will feature The Innovation in Precast Summit in collaboration with the American Concrete Institute.***

[Middle East Concrete](http://middleeastconcrete.com/?utm_campaign=MEC-Newsroom-Announcement%20&utm_medium=Newsroom&utm_source=Newsroom&utm_content=&utm_term=) will return this year to offer a dedicated showcase of concrete products and innovations alongside The Big 5 construction expo, announce organisers at dmg events.

The concrete event has been re-introduced alongside The Big 5 as a growing construction sector puts pressure on the region to deliver projects more efficiently and in shorter time frames.

Event Director for Middle East Concrete, Richard Pavitt comments:

***“Technology in the concrete industry continues to push new boundaries, as a result the material is fast becoming the backbone of sustainable construction in the Middle East.”***

Portfolio Director for The Big 5, Josine Heijmans welcomes back Middle East Concrete:

***“Under the theme ‘Shaping the future of construction’ this year, we have reworked The Big 5 to focus on innovation and we are excited to present concrete solutions as important products within that.”***

Running from 26-29 November at Dubai World Trade Centre, Middle East Concrete will also feature the ‘Innovation in Precast Summit’, covering the latest trends and technologies in concrete construction.

The Big 5 is the leading construction expo in the Middle East and features dedicated product sectors including MEP Services, Building Interiors & Finishes, Building Envelope & Special Construction, Construction Tools & Building Materials, Construct Technology & Innovation.

Middle East Concrete has previously enjoyed a successful co-location with The Big 5 where 87% of visitors were recorded to have achieved their objectives, the majority of which were seeking innovative products.

To know more about Middle East Concrete click [here](http://middleeastconcrete.com/?utm_campaign=MEC-Newsroom-Announcement%20&utm_medium=Newsroom&utm_source=Newsroom&utm_content=&utm_term=) or contact Elisha Dessurne.

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