Contact:

Jessica Scopacasa

Senior Public Relations Manager - dmg events

E: jessicascopacasa@dmgevents.com

T: +97144380355

***For Immediate Release***

**$20 BILLION TO BE INVESTED IN GREENING THE GCC OVER THE NEXT DECADE**

* *“The GCC Urban Landscaping Projects Market Report” by MEED Projects reveals growing opportunities in the landscape industry ahead of the second Urban Design & Landscape Expo (UDLE).*
* *The event, running alongside The Big 5 from 25 to 28 November at the Dubai World Trade Centre, will gather over 90 exhibiting companies from around the globe.*
* *A four-day educational program, including the Urban Design & Landscape Summit and the brand new Urban Design Talks, will complement the exhibition.*

***Dubai, Sept 12, 2019***: Over the next decade, investment for landscaping and associated facilities in the GCC will near $20 billion, a report released by Middle East’s premier trade event for green urban spaces, the Urban Design & Landscape Expo (UDLE), reveals. Just under half of this will be required in Saudi Arabia, while more than $6 billion will be destined for the UAE market.

According to the report, which was produced by MEED Projects for UDLE, the lack of natural greenery is pushing developers to increasingly consider the aesthetic of their projects as well as the well-being and health of their users. “Being mostly desert and arid, the requirement for green landscaping around residential, commercial and mixed-use projects is high in the GCC region,” said Josine Heijmans, Portfolio Director at dmg events.

“With long-term government visions like Saudi 2030 driving investment in new projects, massive opportunities are coming up for landscape industry players. This clearly reflects in the outstanding success of a show like the Urban Design & Landscape Expo, where the growing regional demand can meet both the local and international offer,” she added.

The expanding landscape investment requirements come in the backdrop of almost $1.5 trillion worth of planned and un-awarded construction and civil infrastructure projects, which are expected to be awarded over the next 5-15 years in the GCC. The largest single future projects market will be Saudi Arabia followed by the UAE. Other GCC states will also offer a wealth of opportunities for the landscaping industry, the report states.

From 25 to 28 November 2019 at the Dubai World Trade Centre, the Urban Design & Landscape Expo will host over 90 local and international exhibitors, showcasing the latest solutions in hard landscaping, irrigation and drainage, machinery & equipment, sports & playgrounds, materials & components, specialist sectors, and design, planning & consulting.

Confirmed exhibitors include renowned brands like Al Baddad, Elysee Irrigation, Verseidag, Ithara Group, Huck, Serge Ferrari, Fujairah Concrete Products, Bagattini, Berliner and Therrawood.

After last year’s success, the must-attend event for landscape and urban design professionals will further increase its educational offer. Beyond running the second edition of the “Urban Design & Landscape Summit”, UDLE will introduce three days of CPD (Continuing Professional Development) certified workshops alongside the exhibition this year.

The lineup of speakers includes high-profile industry leaders like Dhay Aldawyan, Head of the Center for Development of Urban Design and Planning of Saudi Cities at the Ministry of Municipal and Rural Affairs of Saudi Arabia, Dr. Hanan Aljabri, the Director of Strategic Planning at the Muscat Municipality, and George Arvanitis, the Director of Master Planning and Urban Design at Parsons Corporation, among many others.

The Urban Design & Landscape Expo will run alongside The Big 5, Middle East’s largest construction event, in co-location with The Big 5 Heavy, Middle East Concrete, Middle East Stone, HVAC R Expo, and The Big 5 Solar.

The show is supported by Lumo (Lighting Partner), Belhasa Projects (Landscape Solutions Partner), RAKNOR (Pavers Partner), Dynamo Playgrounds (Playgrounds Partner), Ducon Outdoor Living (Outdoor Living Solutions Partner), and SEWA (Supporting Partner).

On its debut last year, the UDLE gathered over 90 exhibiting companies from around the globe, attracting more than 3,400 visitors. It was also awarded Best Marketing Campaign for a trade event at the AEO Excellence Awards.

To know more, visit [www.udlexpo.com](http://www.udlexpo.com).

END

##### ABOUT URBAN DESIGN & LANDSCAPE EXPO

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

***The Middle East’s premier trade show for urban green spaces.***

Middle East's only dedicated trade fair for urban, green and open spaces,  the Urban Design & Landscape Expo returns from 25-28 November to the Dubai World Trade Centre as part of The Big 5, the region's largest construction event.

Addressing Municipalities, government bodies, landscape architects and designers, property developers, parks and resorts, contractors, as well as engineering and building consultants, the Urban Design & Landscape Expo will feature both local and international exhibitors, as well as a broad educational agenda in 2019.

Organised by dmg events, the event will feature a wide range of landscape and urban design solutions spanning from garden & street furniture, to outdoor lighting, kitchens and water features; machinery and equipment for construction and maintenance of outdoor spaces; outdoor materials and components; irrigation and drainage; sports and playgrounds; landscape design, planning & consulting; and a specialist sector including grassing and planting in buildings, trees transplanting and maintenance, and soil regeneration, among others.

**#UDLExpo**

**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.