**PRESS RELEASE**

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**THE 2ND URBAN DESIGN & LANDSCAPE EXPO PREPARES TO TURN THE REGION GREEN**

*Sustainability, technology and wellness highlighted as key themes for this year’s event as the Middle East gears up to implement $1.5 trillion worth of construction and infrastructure projects*

**Dubai, UAE, XX November 2019:** dmg events, organisers of the Urban Design & Landscape Expo (UDLE), has announced the event lineup and the educational agenda for the 2nd edition of the Middle East's only dedicated trade fair for urban, green and open spaces. Running alongside The Big 5 - the Middle East and Africa’s largest construction show - the event is the ultimate hub for business professionals from the private and government sectors involved in the planning and execution of the region’s urban development projects.

With just under $1.5 trillion worth of planned and un-awarded construction and civil infrastructure sector projects in the pipeline in the GCC expected to be awarded over the next five to 15 years, the region is expected to realise tremendous opportunities for landscaping industry players in the coming years. Revealed in a report which was produced by MEED Projects for UDLE, the figures also highlight that under half of this will be required in Saudi Arabia, while more than $6 billion will be destined for the UAE market.

Vice President Construction – dmg events, Josine Heijmans, said: “The size of the future urban design and landscape market in the GCC indicates that there will be a wealth of opportunities for the industry. As most of these new projects will require significant investments in landscaping to improve their aesthetic in keeping with government’s beautification objectives, UDLE serves as a valuable platform for the landscaping industry to find the products, solutions and industry-knowhow to fulfil these projects requirements.”

After its successful launch in 2018, the **Urban Design & Landscape Summit** returns to UDLE**.** Taking place on 27 November, the summit brings the industry together to reflect on the interaction between urban development, landscape design, and green spaces. Under the theme *“Promoting greener, healthier and more sustainable built environments with best practices in urban and landscape design”,* the summit focuses on the opportunities and challenges faced in turning the region green, initiatives taken up by global and local government bodies, and work done by the urban design and landscape architecture firms, globally and locally.

Speaking ahead of the event, summit chair and sustainability team leader at BuroHappold Engineering Farah Naz, said: “The major challenge for sustainable urban design in the UAE is the perception of value creation. These places bring people and opportunities together and make a city livable, establishing our connection to nature and enhancing our well-being. This one-day summit is a pioneering event to reignite the UAE's commitment to health, well-being and happiness of its citizens.”

New for this year’s event is the four-day **Urban Design Talks** covering sustainability, technology and wellness in urban design at more than 20 CPD (Continuing Professional Development) certified workshops. Attendees will benefit from insightful case studies including a keynote presentation by Christopher Brown, Director, AECOM, on the use of sustainable design principles such as car-free areas, solar trees, and the use of recycled materials such as crushed tyres when designing the EXPO 2020 site.

This year, UDLE is the strategic partner of the first **Landscape Middle East Awards Ceremony** organised by the Landscape Middle East Magazine on the 25 November at the Ritz Carlton DIFC Hotel in Dubai. The awards ceremony will honour those who through their dedication, creativity and relentless efforts, have left a positive impact on the landscape profession in the region. This unique event will also highlight the importance of landscape architecture in the development of our cities, communities and the impact it has on people’s health, happiness and quality of life.

UDLE will run from 25 - 28 November 2019 at the Dubai World Trade Centre co-located with The Big 5 and five other specialized events: HVACR Expo, The Big 5 Solar, Middle East Concrete, Middle East Stone and The Big 5 Heavy.

Hosting over 90 local and international exhibitors, UDLE showcases the latest solutions in hard landscaping, irrigation and drainage, machinery and equipment, sports and playgrounds, materials and components, specialist sectors, and design, planning & consulting. Confirmed exhibitors include renowned brands such as Al Baddad International, Elysee Irrigation Ltd, Verseidag Indutex GmbH, Ithara Group, Huck Seiltechnik GmbH, Serge Ferrari, Fujairah Concrete Products, Bagattini, Berliner and Therrawood Middle East FZC.

The event is supported by SEWA (Supporting Partner), Belhasa Projects (Landscape Solutions Partner), Ducon Outdoor Living (Outdoor Living Solutions Partner), Dynamo Playgrounds (Playgrounds Partner), Lumo (Lighting Partner), RAKNOR (Pavers Partner), and Raymond Sport (Sport Courts, Fitness and More Partner).

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

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