

## Big 5 SHOW, DUBAI 2008

### Event Overview

As the construction boom in the Gulf region continues, so do the opportunities for Australian businesses to participate in the more than 250 major civil construction projects (worth nearly \$120 billion) across the region.

The Big Five Show is the largest show for the building and construction industry in the Arabian Gulf and is the perfect place for businesses wanting to take advantage of the opportunities.

A staggering 58,000 trade visitors attended the Big 5 Show from 23 – 27 Nov 2008, illustrating the increasing importance of the show. New features, green buildings and sustainable development concepts introduced at the show were well received by all.

### Promotion Overview

A number of licensees participated in the November 2008 Big 5 Show.

For the sixth year running, AMAG worked with Master Builders Australia to assist participants in clearly promoting themselves as Australian using the Australian Made, Australian Grown logo as a point of differentiation.

AMAG licensees such as Bluescope Steel, Adis Automatic Doors and Pioneer Water Tanks were among some of the big names from the Australian contingent at Big 5.



## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.