



# NEWS

In association with **ConstructionWEEK**

## Dubai deputy ruler opens Big 5 show

'Impressive growth' as Trade Centre opens doors for a record number of exhibitors

HH Sheikh Hamdan bin Rashid Al Maktoum, deputy ruler of Dubai and minister of Finance and Industry, officially opened The Big 5 exhibition yesterday.

The Big 5 is the Middle East's largest exhibition for the international construction industry which has grown by 15% this year, according to organisers of the event, dmg world media.

The event, which is on until November 26 at the Dubai World Trade Centre (DWTC), has taken up the entire venue, occupying a total of over 43,000m<sup>2</sup>, including the recently completed hall Sheikh Saeed Halls extension. This year's show has attracted over 3000 exhibitors from 52 countries, ranging from major global suppliers to regional agents



HH Sheikh Hamdan Bin Rashid Al Maktoum (centre) opens The Big 5.

and distributors, along with 22 national pavilions.

Big 5 vice president of construction Simon Mellor said, "We are delighted and greatly honoured that

HH Sheikh Hamdan bin Rashid Al Maktoum officially opened The Big 5 Exhibition. It has been a tough year for the construction industry, but the Big 5 is the first time that

the international construction community has come together since the beginning of the downturn and it will provide an excellent platform to share our thoughts on the past 12 months and devise strategies for the future. We look forward to an exciting four day event."

Helal Al Marri, CEO of DWTC said, "As has been evidenced by The Big 5's impressive growth this year, the demand in key sectors such as construction is clearly on the rise. Our recent infrastructure expansion is hence a critical step that will cater for the increasing demand and positive growth in the region's events sector. This growth reinforces rising levels of global business and investor confidence in Dubai as a global business powerhouse."

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Head for heights required in safety focused industry



Beyond Exceptional

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**ConstructionWEEK**

### BIG 5 OPEN FOR FULL DAY ON THURSDAY

The Big 5 exhibition will still run the full day this Thursday, 26 November, despite it being declared a public holiday for Eid, CW Big 5 Daily can confirm.

This follows confusion among many industry specialists over the show's operating status on

Thursday. Last week the UAE government declared public holidays for Eid, the first of which falls this Thursday, which is also the last day of the Big 5 exhibition.

But speaking to the show's official newspaper

at the opening on Monday, Simon Mellor, vice president construction - dmg world media, which is also the organiser of the show, said the show will be in full swing.

"The Big 5 show will be open on Thursday, full day," he said.

"Obviously some government entities will be closed but we hope that this will give them the opportunity to take time out of their otherwise busy schedules and come down to the Big 5 to support the show and the construction industry."

### SHOW INFORMATION

The Big 5 2009 show timings: 23-26 November 11am - 8pm

The Big 5 venue: Dubai World Trade Centre, Dubai, United Arab Emirates

Visitors are encouraged to pre-register online at [www.thebig5exhibition.com](http://www.thebig5exhibition.com) to ensure quick and easy access. On-site registration is available for trade and business professionals only. Persons under the age of 18 will not be permitted entry.



# Keep cool under concrete pressure

KTI Plersch managing director Rupert Plersch discusses the energy benefits of concrete cooling



**Zabeel V28**

## What products and services do you offer and how they work?

KTI offers water chillers, flake ice plants, mobile ice storages, ice delivery systems and modular turnkey solutions. In the first step, we cool down fresh water by using our ice bank system. Dry, crisp flake ice is then produced and stored. Only such kind of ice is suitable for storing or delivering to the mixer without problems of blocking. Depending on the recipe of the mixture and required concrete temperature, we supply chilled water and ice directly to the batch-

ing plant. The more ice is added to this mixture the lower is the concrete temperature.

## Has the drop in prices of concrete affected the prices of technology you offer?

Before spending money, companies think twice on investments. We have learned that during this time customers are not only checking investment prices. Attributes like quality, flexibility, mobility, sustainability and service availability and reliability are more important. They honour higher prices because of these advantages and they know that the pay back will come during the utilisation of our equipment.

## Who are your competitors?

Since the construction boom in the mid-2000s, we see frequent competitors from India, China or even this region ones showing up. They try to sell their machines for a cheap price and just copy our technology. Ninety percent of customers who tried the competitors' products have come back to KTI after bitter experiences.



KTI Plersch is in the business of keeping concrete cool.

## Have developer needs changed when it concrete choice?

This depends on the mentality of companies and regions. The demand for environmentally friendly and efficient refrigerant is increasing. But, at the same time, investing in this kind of technology can come at a high price for customers. Not everybody is willing to invest in green systems because this market is still a bit conservative.

## How does your concrete technology contribute to green building?

Our concept gives the customer the possibility to produce ice with the lowest consumption of energy. Production of ice can also be done during the night and stored under safe conditions. With our multistage cooler, the customer sees up to a 50% reduction of energy consumption compared to conventional water chillers. ☑

## FAKOLITH

**Find them at: 2 D96**

### The scientific approach to wall coatings

Originally founded in Germany more than 45 years ago on the back of years of targeted scientific research and development from the company's founder Wilhelm Dieter Farenkopf, Fakolith addressed the need for paints, coverings, coatings and chemicals protecting non-conventional surfaces and based on sustainable, advanced technologies.

Since the opening of Fakolith España in 1993, the company has gone from strength to strength in delivering innovative insulation systems, water repellents, anti-mould paints and many other different types of cleaners and coatings, formulated from the company's research in microtechnology and even nanotechnology.

The company's facility in Spain now includes a factory, a research department and a regulating centre in Spain, which is the driving force behind brands such as Fakolith Farben, Mixol, Scheidel, Pigrol and Tikkurila.



## CONCEPTURBAIN

### Street furniture is just a load of bollards

The French 'street furniture' designer and manufacturer Concepturbain has brought 30 years of experience with it to Dubai's Big 5 show, where the company is showcasing its wide range of products created from materials such as cast iron, steel, stainless steel and aluminium combined with wood or composites.

Concepturbain has managed to combine environmental constraints, local authority requirements and modern style in producing lines of bollards, posts and barriers such as Basic, Vesta, Imawa and Eveole. The six ranges provide what the company describes as 'an adequate response to public road problems and elegant solutions in laying out public areas'.

## ST JORIS CERAMICS

**Find them at: Rashid F178**

### A tail of tough tiles

Initially more a craft shop than a manufacturer, since 1923, St Joris has been turning out ceramic products made from an extremely pure Westerwalder clay.

After the Second World War, the company switched to the professional production of glazed ceramic products using special coarse-ceramic, vacuum-pressed blending and hand-form/moulding methods to create a high fragment density. Once dry, the glaze is applied and baked once at 1200 degrees, resulting in a strong product with cindered fragments. As a result, St. Joris' tiles retain their shape, are colourfast and free of crazes, as well as being frost-proof and having a self-washing glaze.