



Steelfields Ltd, UK

Prentis Polhill, Sales Director, considers Big 5 as one of the leading trade events in the Gulf.

How was your experience at Big 5 2009?

Good. Steelfields has been a regular attendee at the Big 5 Show for the past few years. The exhibition is one of the leading trade events in the Gulf region and its PMV section meets the increasing demand from the construction equipment sector.

What products did you display?

We displayed an extensive range of concrete batching plants and concrete mixers with a full static display and a digital slide show.

Did you launch any new product during the exhibition? What are its unique features?

We launched a working model of the Air-Blast Container plus aggregate bin section to demonstrate the

concept of chilled-air injection. The system is delivered to site in two ISO shipping containers, housing the Air-Blast Unit and Water Chiller with a range of nozzles available for coarse stone and sand storage compartments.

How much business did you generate at the exhibition and what are the prospects that you developed during this exhibition?

Initial enquiries are in the excess of 110 cu m per hour. We also followed the five days at the show by a trip throughout the Gulf.



MB SpA, Italy

Ilaria D'Ambrosio, Area Manager-GCC and MENA Countries, on the important deal their company clinched at Big 5, 2009.

How was your experience at Big 5 2009?

Our experience at Big 5 2009 was very positive as Dubai is a great stage for those companies, that wish to enlarge their business in MENA area. In comparison to the previous year, the 2009 edition was quite well-organised. The whole event was promoted in an appropriate way.

What products did you display?

We displayed BF 120.4, an innovative crusher bucket, a revolutionary machine that, together with the other models, has radically changed the methods of work on site. This is due to its jaw action which enables it to crush aggregate and rocky materials directly on the building yard, thus providing a great saving in terms of both costs and time.

Did you launch any new product during the exhibition? What are its unique features?

No we didn't launch any product during the Big 5, yet our visitors were impressed by the advanced technology, efficiency and top quality of our crusher buckets. Our working philosophy drives us to always reach levels of

excellence, quality being the key factor that ensures the satisfaction of our customers.

How much business did you generate at the exhibition and what are the prospects that you developed during this exhibition?

We managed to clinch some joint venture deals at the exhibition. Our company always welcomes new opportunities and Big 5 gave us the possibility to consider some interesting deals.

Would you consider participating in Big 5 Exhibition 2010?

Surely. We will not miss the opportunity.

What were the number of visitors at your stand and were they quality and serious visitors?

We were impressed not only by the number of visitors, but especially by their level of interest.

What are your other future plans?

We will continue to focus on Emirates and all MENA markets which, despite the world economic crisis, provide a plethora of opportunities.