



BIG 5 SHOW, DUBAI 2009

Event Overview

The Big 5 is the largest exhibition for the international building and construction industry in the Middle East.

Featuring 52 national pavilions and more than 3000 exhibitors, the Big 5 Show is the largest exhibition for the international building and construction industry in the Middle East.

Promotion overview

The 2009 Australian pavilion was distinctly branded with the AMAG logo and 8 AMAG licensees were provided with a financial assistance package to participate in the show. This was the second year of AMAG's participation in the show though previously support was made available through the Master Builders Australia.



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.