

# BULK BREAKBUK

MIDDLE EAST 10-11 FEB 2025

Patron



وزارة الطاقة والبنية التحتية  
MINISTRY OF ENERGY & INFRASTRUCTURE

Host Port



DP WORLD



# WELCOME



**Ben Blamire**  
Event Director,  
Breakbulk Middle East

Breakbulk Middle East is where relationships begin and new business partners are made. We're proud to have grown significantly since the 2024 event. With over 7,000 industry professionals and key decision makers in attendance, this is the perfect place to showcase your brand.

At Breakbulk Middle East, the exhibitor experience goes beyond a stand on the floor, it allows you the opportunity to connect face-to-face with project owners, EPCs, industrial manufacturers and global project forwarders—the people who decide which service providers get the next contract. This is our fastest growing event for all those involved in the development, design and execution of the region's projects specialised in oil & gas, energy, chemicals and infrastructure. By exhibiting at Breakbulk Middle East, you'll have the opportunity to share your services and expertise directly with buyers in a venue designed for making the connections you need to secure new business.

From the moment you confirm your space, our marketing team is on hand to support you and your business. This means the earlier you sign, the more exposure your business will receive across our digital and social channels.

**WE LOOK FORWARD TO PARTNERING  
WITH YOU AS AN EXHIBITOR  
AT BREAKBULK MIDDLE EAST**

# WHY SHOULD YOU EXHIBIT?

## MEET DECISION-MAKERS

Including leading EPCs, oil & gas companies, energy companies, mining & metals producers and manufacturers.

## SHORTEN YOUR SALES CYCLE AND KICK START FY25

Breakbulk Middle East is the only event dedicated to breakbulk, project cargo and specialist transportation markets where you can meet hundreds of potential clients over two days able to kick start your 2025.

## INCREASE BRAND AWARENESS AND LAUNCH NEW PRODUCTS

Branded meeting area for business development teams plus full marketing support to promote exhibitors before, during and after the event.

## THE BREAKBULK PLATFORM

At Breakbulk Middle East, the exhibitor experience is more than a stand on the floor. Our marketing team supports your participation from the moment you sign your contract, which means the earlier you sign, the more marketing exposure you will receive.

## EFFICIENT AND ECONOMICAL TO MEET IN DUBAI

Dubai is the international hub of the region, which is why more than 125 countries participate in the event. There's not a more efficient and economical way to spend a few days when your aim is new project cargo business in the region.

## BREAKBULK APP OFFERS CONVENIENT NETWORKING

The app makes it easy to plan your meeting schedule in advance.



# WHO SHOULD EXHIBIT?



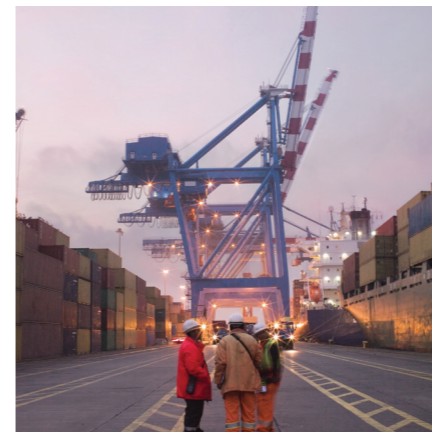
FREIGHT FORWARDER



EQUIPMENT



ROAD TRANSPORT



PORTS & TERMINALS



MARITIME TRANSPORT



TECHNOLOGY AND INDUSTRY-RELATED SERVICES



LOGISTICS SERVICES



AIR TRANSPORT



RAIL TRANSPORT

# WHO WILL YOU MEET?

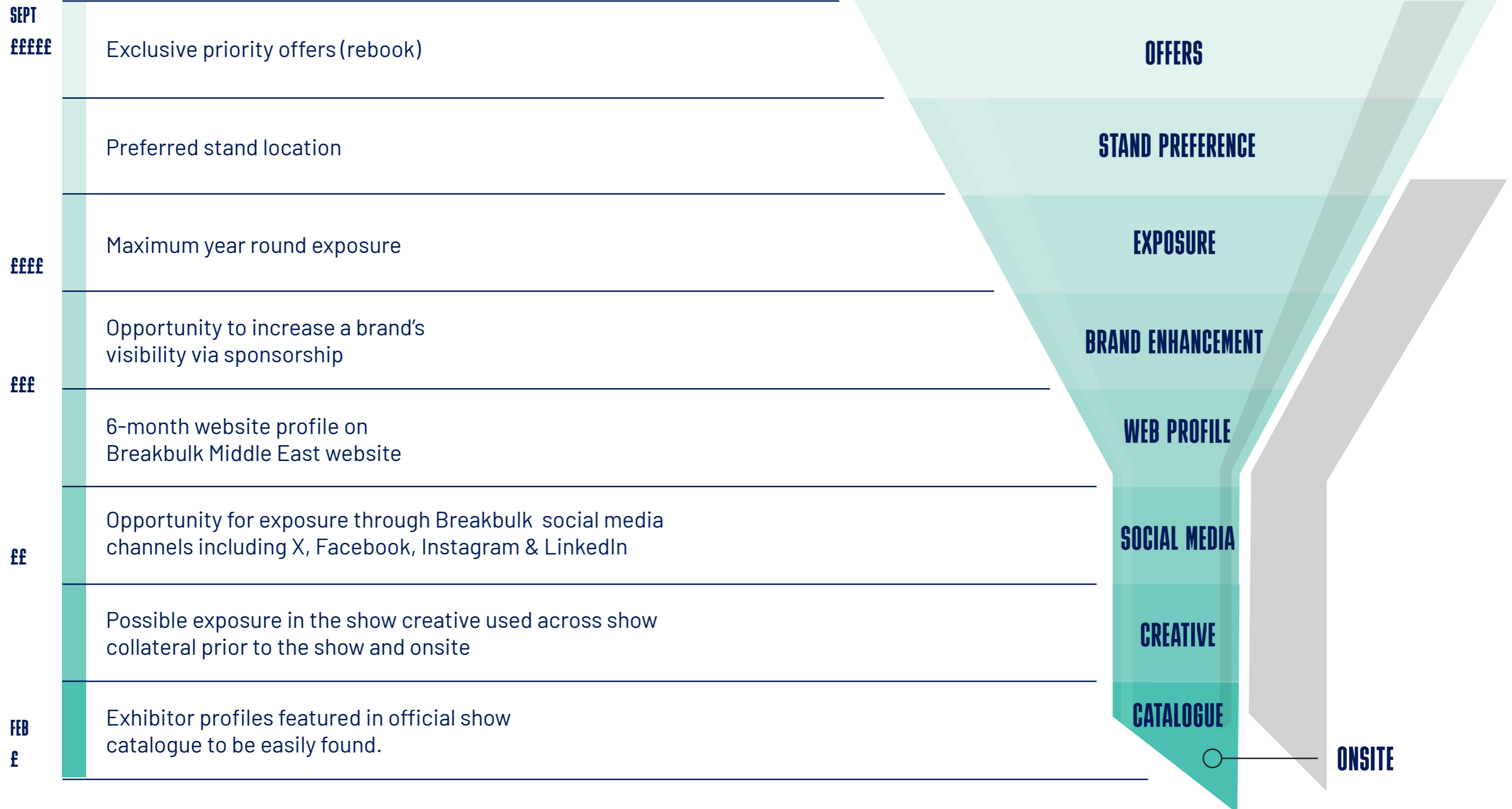
Breakbulk Middle East provides one of the few ways your business can make direct contact with government ministries, private sector oil & gas companies and the world's top EPCs. Our event is the destination to get face-to-face with those who hold the keys to these lucrative contracts.






# THE VALUE OF BOOKING NOW

## BENEFITS RECEIVED



# THE BIGGEST BREAKBULK MIDDLE EAST YET



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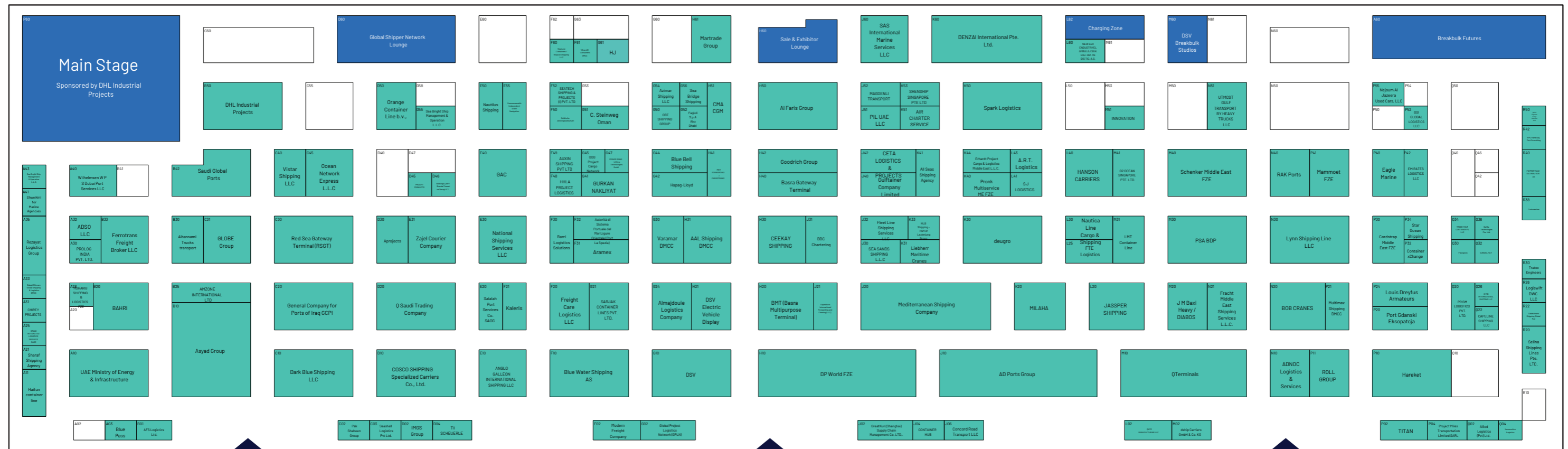


DP WORLD

Main Stage sponsor



Studios sponsor



Contact us to receive the most up to date floor plan

# BREAKBULK 2024 IN NUMBERS



Attendees

7,197

11% vs 2023



Companies

2,406



Exhibitors

157

+29 vs 2023

Countries Represented

127

98 in 2023

Top 4 countries accounted for

73%

attendance

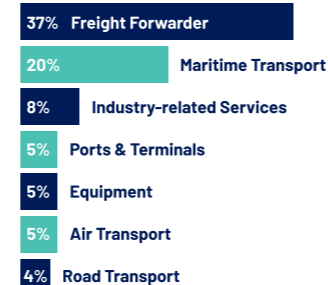
1. United Arab Emirates
2. India
3. Saudi Arabia
4. United Kingdom

## Buying power



## Industry Sectors

The full industrial project supply chain



## ATTENDANCE HISTORY

56%

1st Time Attendee

**BREAKBULK**  
GLOBAL SHIPPER NETWORK

301

Members

179

Companies

36%

2-5 times

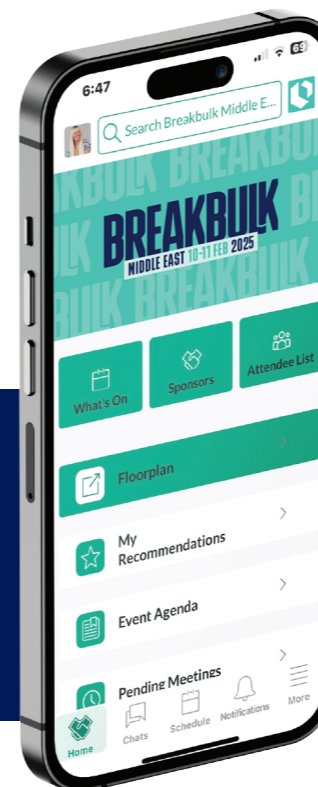
8%

6+ times or more

ABB • Adani Group • Air Liquide • Air Products • Ali And Sons • ArcelorMittal Projects • Baker Hughes Energy • Bechtel Corp • Berg Industries • Bharat Petroleum Corporation Limited • Bushra Petroleum International • Calix Energy • Caterpillar SARL • CB&I • China National Petroleum Corporation • China Petroleum Pipeline Engineering • Cockett Marine Oil • Desmet • Elsewedy Electric • Emirates Steel • Enerflex Energy • Envision • Fluor • General Electric • Hitachi Energy • Hyundai Engineering And Construction • Infinite Mining And Energy • Lamprell Energy Limited • Linde Engineering Middle East • Ma'aden • Macsteel International • Maire Tecnimont • McDermott Middle East • National Oilwell Varco • NMDC Energy • Petrofac • Samsung Engineering • Saudi Aramco • Schlumberger (SLB) • Shell • Siemens Energy • Subsea 7 • SULB • Sumitomo Corporation Middle East • Technip Energies • Tecnicas Reunidas • Tecnimont • Unisteel International • Wartsila • Westinghouse • Winergy



## BREAKBULK MEET APP



43,982

Recommendations

30,845



Interested

29

Sponsors

407

Meetings Accepted

77

Association & Media Partners

# TESTIMONIALS



**Anfal Zahir Al Affani,  
Market Lead, Oman's  
Ministry of Transportation,  
Communication and IT:**

"Breakbulk Middle East has been one of the best events we have attended. It has allowed us to share our experiences and knowledge with the logistics sector. It is an event we will continue to support."



**John Pittalis,  
Marketing and Communications  
Director at AAL Shipping (AAL) and  
Member of the Breakbulk Europe  
Advisory Board:**

"Networking is the backbone of the shipping sector. As companies grow, we become more disparate and we move into different regions, so it's important that we can engage as close as possible with our audiences. Breakbulk offers AAL the opportunity to do that."



**Shikha Mishra,  
Marketing Executive,  
Bureau Veritas:**

"As always, Breakbulk Middle East is so well organised! It is the ideal platform to meet industry leaders and network. The dialogues are inspiring and we are happy to be a part of this event."



**Zina S,  
General Manager, Gulftainer:**

"Breakbulk Middle East is the ideal event to attend as one can get a wide range of diversity from commercial and operational experts in one place. It also offers wonderful networking opportunities."

**Meena Mathews,  
Director, Arabian Ocean Services:**

"I have been attending Breakbulk for several years and I think it remains one of the best forums to meet industry leaders for networking. It has a variety of related companies attending, making it a necessary and must-attend event. I will always come back to Breakbulk."





# SPONSORSHIP

## REASONS TO SPONSOR

Put your brand in front of the project cargo community at a time when prospects for new business are high

- Establish and reinforce leadership in your company's sector
- Meet with project owners, shippers, specialised transport and logistics companies both in-region and global
- Launch new products and services to a captive buying audience
- Tap into Breakbulk's global social media presence and promote your company to the world
- Match your company's sales objectives with a sponsorship to reinforce your message
- Have another idea? Our sponsorship team is eager to work with you in customising a program that's exactly right for you

## THOUGHT LEADERSHIP



### BREAKBULK MAIN STAGE SESSION

Showcase your company to an engaged audience during a high-level strategic session on the Main Stage and participate in the session with opening remarks or a seat on the panel.



### WOMEN IN BREAKBULK LUNCH

With the growing drive for diversity, this is a sponsorship to show support for equality across the industry. A panel of female industry leaders will share their stories and advice, while providing a lively forum for networking.

## EDUCATION DAY

One of the most important initiatives across the industry is ensuring the next generation of leaders. Breakbulk Education Day is known throughout the region for its role in educating students from partnering institutions about the opportunities for a career in maritime, transportation, logistics and other related fields. The sponsor will show its aligned with national goals and play a leading role in building the future for young people.

## ONSITE OPPORTUNITIES



SOLD

### BREAKBULK MAIN STAGE

Conference sessions will take place throughout the event on the Main Stage, which will include sponsor branding. This is the hub for the region's thought leaders who deliver compelling content on the issues critical to new business for project cargo professionals.

Sponsored by



SOLD

### BREAKBULK STUDIOS

Breakbulk Studios is the place for live interviews with speakers, dignitaries and exhibitors. Sponsor logo will be displayed in the background for all video interviews, giving the sponsor high visibility during the event, as well as post-event.

Sponsored by



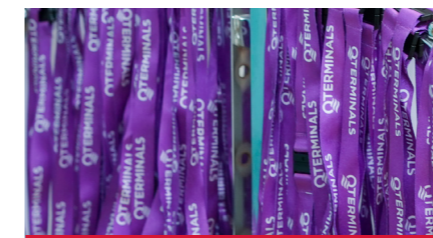
SOLD

### ATTENDEE BAGS

Every event attendee will receive a complimentary bag to hold sales material they've collected for future reference. This is a straight forward branding opportunity for a sponsor who wants full visibility throughout the event.

Sponsored by

## BRANDING OPPORTUNITIES



SOLD

### LANYARDS

An essential item for all attendees that offers repeated exposure for sponsor's brand throughout the show.

Sponsored by



SOLD

### ATTENDEE BADGE

Designed into the badge layout for every attendee, a sponsor's message or offer will receive the attention it deserves.

Sponsored by



SOLD

### EVENT GUIDE

A full color guide that is essential for navigating the show and serves as a reference post-show is a practical sponsorship with lasting benefits.

Sponsored by

Find out more about our sponsorship opportunities by contacting the team:

Ben Blamire, Event Director

Ben.Blamire@breakbulk.com, +971(0) 50 357 6672

# STAND PACKAGES

## SPACE ONLY

\$716 per sqm

Space only allows for a bespoke design to bring your brand to life. We can connect you with our official event contractor to assist with the design and build.

Please note that all build, branding, power, lighting, furniture and all other requirements for your custom stand will need to be provided by your design team and/or yourself as the exhibitor for your direct account.



## SHELL SCHEME 9SQM

Price:  
\$792 per sqm



## SHELL SCHEME 18-24 SQM

Price:  
\$792 per sqm

### Shell Scheme - 9SQM contains:

Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre  
Exhibition grade carpet

- 1 x Arc table, black (code: MT21)
- 2 x Iso chairs, black (code: MC12)
- 1 x Lockable Counter, white (code: MD11)
- 1 x Waste bin (code: MA10)
- Exhibitor's banner name in vinyl lettering cut out per open side fascia
- 1 x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
- 1 x Exhibitor's front counter logo (940mm W x 940mm H)
- 3 x 35W Halide Spotlights
- 1 x 3-pin UK Standard Electrical Socket

\*\* Please note, lights and sockets will only be installed if power is ordered.

### Shell Scheme - 18 SQM contains:

Aluminium Sodem profile structure with white forex infill panels at overall height of 2.5 metre  
Exhibition grade carpet

- 2 x Arc table, black (code: MT21)
- 4 x Iso chairs, black (code: MC12)
- 2 x Lockable Counter, white (code: MD11)
- 2 x Waste bin (code: MA10)
- Exhibitor's banner name in vinyl lettering cut out per open side fascia
- 1 x Exhibitor's fascia logo per fascia board (600mm W x 200mm H)
- 2 x Exhibitor's front counter logo (940mm W x 940mm H)
- 6 x 35W Halide Spotlights
- 2 x 3-pin UK Standard Electrical Socket

\*\* Please note, lights and sockets will only be installed if power is ordered.



[middleeast.breakbulk.com](http://middleeast.breakbulk.com)

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CONTACT US TODAY



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