

COMMITTED TO EXCELLENCE

Kirby displays its brand power at the Big5 Dubai 2016

The Big5 Dubai 2016

Kirby MEA participated in the Big5 Dubai 2016, the region's largest construction exhibition, which was held from 21 to 24 November 2016 at the Dubai World Trade Center.

Kirby's theme this year focused on two main pillars, "The Brand Power" and completing a significant milestone of its "40 Year Anniversary". Accordingly, the stand was designed in the form of Kirby's logo with its traditional black and orange colors, and was built using the legendary I-Section product which Kirby structures are primarily built from. The stand was decorated with a specially designed 40 Years Anniversary logo, and housed two large LED monitors running a short 5 minute video highlighting Kirby's "Evolution Through Value", highlighting significant milestones and achievements during its 40 year journey, starting from introducing the Pre-Engineered Building Solution to the region in 1976 at its flagship plant in Kuwait, to becoming one of the global leaders in the metal construction industry.

The event was quite a success and met the targeted objectives of increasing the brand's awareness, and capturing necessary marketing insights on the latest construction industry conditions, activities, tools, and trends. It also provided Kirby with the opportunity to speak to consultants, builders, contractors, project managers, engineers, and government officials, as well as giving it a forum to demonstrate its capabilities in the metal construction industry.



Kirby stand at the exhibition



The Kirby team at the exhibition

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