



BUILD EXPO

LIBYA

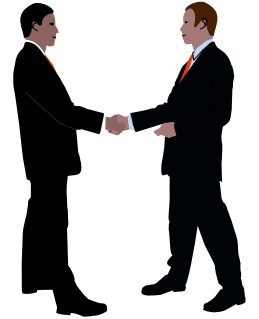
MISURATA



www.buildexpolibya.com

INTERNATIONAL BUILDING MATERIALS EXHIBITION

*Opportunity to meet
face to face with the
Libyan Businessmen!*



09-12
SEPTEMBER 2013

Misurata Exhibition Center



REPUBLIC OF TURKEY
MINISTRY OF ECONOMY

ISO-9001
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Member

We are cordially inviting you to take part at the Buildexpo Libya, Misurata to open its doors on 09-12 September 2013 at Misurata Exhibition Center.

Buildexpo Libya will be organized on a net area of 1.600 sqm and it is expected to welcome more than 60 international exhibitors.

The exhibition "Buildexpo Libya" is the first international building exhibition in Misurata and in the neighbouring cities which is going to get the full support of Libyan Businessmen Council aimed to rebuild devastated Misurata and its surroundings.

Buildexpo Libya exhibition is established to give a pace to the economic growth of the region and its a platform demanded by the **Businessmen of Misurata.**

Libya Businessmen Council declared its support to Buildexpo Misurata show with an official letter shown nearby.



PROMOTION CAMPAIGN

- Direct invitations to the industry professionals in the major cities in cooperation with Libya Businessmen Council
- Direct invitations to industrial and commercial government departments
- Advertising in Libyan major Newspapers & Magazines
- Advertising in the National Radio and TV
- SMS campaign
- Outdoor Advertising and street banners
- Telemarketing
- Internet promotion
- Press coverage

WHY LIBYA?

Libya addresses its immediate priorities in terms of technological needs for the country's infrastructure renewal and development.

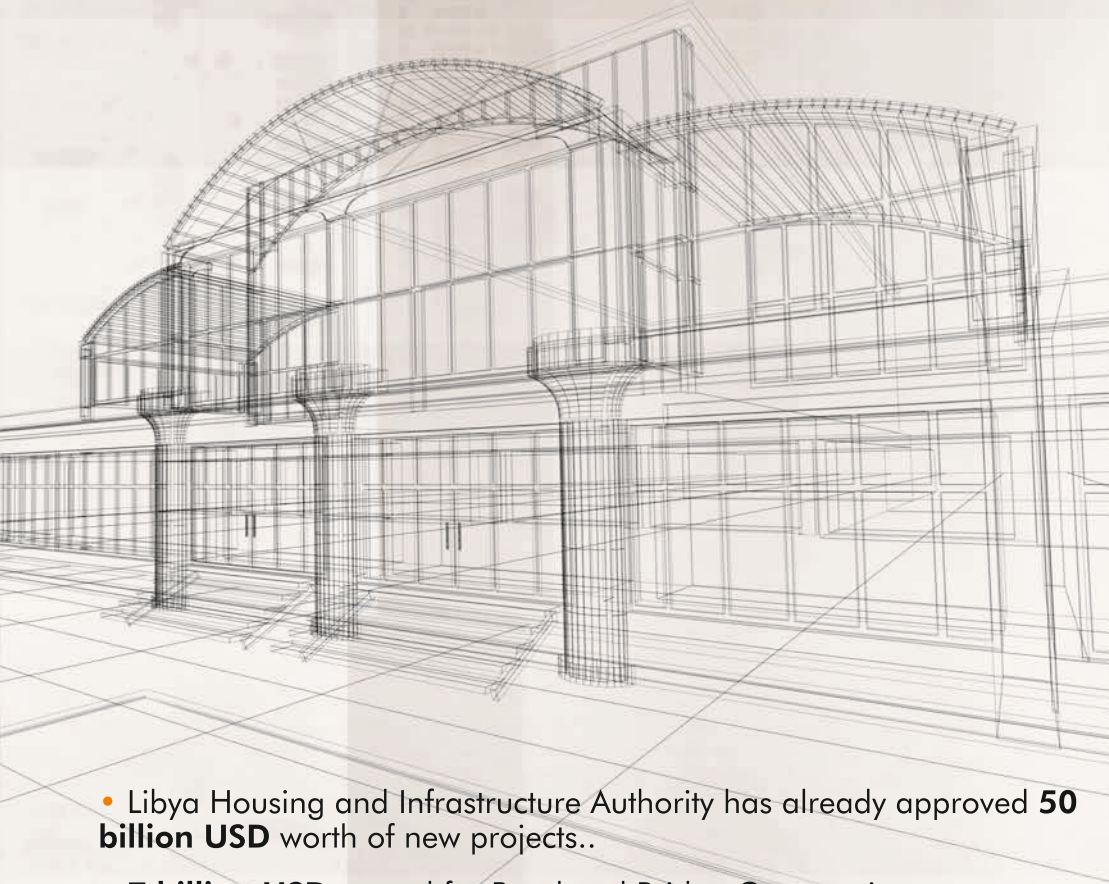
Libya's economic progress is dependent on overseas technology and expertise for the expansion, upgrading and modernisation of its vital infrastructure. This is central to an ambitious multi-billion dollar National Development Plan which has an approximately US\$55.3 billion allocation for 2013 alone, representing 60% of the total annual budget.

Priority sectors include building and construction; transport and communications; water and environment; power and electricity; and safety and security.

These sectors are benefiting from huge budget allocations and are providing wide ranging opportunities to the international export community capable of delivering technology and expertise to this challenging market.

- Housing - 70,000 units a year are needed to keep pace with the growing population.
 - Road and Bridge Building - including 2,000 kms of road improvements.
 - Power and Electricity - the power sector is set to double in terms of output from 4,700MW to 9,700MW within the next five years at a projected cost of US\$7.5 billion.
 - Water and Sewerage Projects - US\$6 billion has been allocated to waste water systems and management.
 - Social Services Sector - the construction and equipping of schools and hospitals.
 - Seaports Renovation - there are ambitious development plans to bring the ports and logistics network up to international standards in terms of design, equipment and efficiency.
 - Airports Construction - a new terminal at Tripoli International Airport is under construction, and a new airport in Benghazi and Misurata is a priority.
 - Safety and Security - integral to all new projects are industrial and commercial safety and security issues. Equipment and technology for general health and safety - cctv, access control, perimeter security, fire safety and security - is fundamental to all new project development.
 - Tourism - dramatic growth in hotel construction is forecasted to increase the number of beds to 10,000 by 2012 as part of a US\$7 billion tourist development plan.
- Such huge development will put heavy demands on other areas of the economy creating opportunities for the provision of expertise in the services sector, not least in education and training; and business and finance.

Apart from the Oil Industry, Libyan government has spared a budget of **125 billion USD** for the renewal of infrastructure and rebuilding facilities.



- Libya Housing and Infrastructure Authority has already approved **50 billion USD** worth of new projects..
- **7 billion USD** spared for Road and Bridge Construction
- **6,5 billion USD** for Municipality services
- **11,7 billion USD** for Hospital and Health Facilities
- **Fast Train track of 700 km** has been approved

And many more new opportunities awaiting...

ABOUT LIBYA

Geography

Location: North Africa, bordering the Mediterranean Sea, between Egypt, Tunisia, and Algeria, southern border with Chad, Niger, and Sudan.

Area: 1,759,540 sq. km.

Cities: Tripoli (capital), Benghazi, Misurata

Terrain: Mostly barren, flat to undulating plains, plateaus, depressions.

Climate: Mediterranean along coast; dry, extreme desert interior.

Land use: Arable land--1.03%; permanent crops--0.19%; other--98.78%.

Economy

Real GDP (2012 est.): \$66,941 billion. **GDP per capita (PPP, 2012 est.):** \$10,129. **Real GDP growth rate (2012 est.):** 3.4%. **Natural resources:** Petroleum, natural gas, gypsum. **Agriculture:** Products--wheat, barley, olives, dates, citrus, vegetables, peanuts, soybeans; cattle; approximately 75% of Libya's food is imported. **Industry:** Types--petroleum, food processing, textiles, handicrafts, cement.

Trade: Exports (2011 est.)--\$12.93 billion: crude oil, refined petroleum products, natural gas, chemicals. Major markets(2010 est.)--Italy (31.6%), France (13%), China (9.2%), Spain (9.1%), Germany (8.4%), U.S. (4.5%). Imports (2011 est.)--\$14.1 billion: machinery, transport equipment, food, manufactured goods, building materials, consumer products, semi-finished goods. Major suppliers (2010)--Italy (16.3%), China (10.3%), Turkey (9.7%), France (6.8%), Germany (6.4%), Tunisia (4.8%).



MISURATA;

Misurata is a port city located in the North West of Libya. It is estimated to have a population of more than 281,000. It is the third biggest city of Libya after Tripoli and Benghazi. It has a great business potential as far as the neighbouring cities like Khoms, Ajdabiya, Zliten and Sirte are concerned equaling to a total population of 714,000. Misurata is located 210 kms away from the east of the capital Tripoli and located at the meditaranean coast. Until the revolution, it was serving as the Commercial hub of Libya with clean and well set up infrastructure.

After the revolution, there is a massive rebuilding activities and efforts to enliven the commercial activities in Misurata due to the fact that this city has been one of the most devastated cities of Libya.

Misurata used to be the home for the country's most important entities such as Libya Ports Authority, Libya Metal/Steel Factory, and Libya Press Authority. Misurata also neighbours the country's most important port known as Qasr Ahmad and the free zone.



PRODUCT GROUPS TO BE EXHIBITED

Building Equipments,
Construction Materials,
Building Chemicals,
Window and Door Systems,
Electric and Lighting Systems,
Paints,
Heating and Cooling Systems,
Wall Coating Products,
Floor Coating Systems,
Office and Hotel Furniture,
Indoor Panel Systems
and other construction related products and services

VISITOR PROFILE

Contractor firms,
Construction subcontractor firms,
Construction Materials - Hardware and Tool Buyers,
Wholesalers,
Related Associations,
Government Bodies,
Press,
and the Public

VENUE

Misurata Exhibition Center



Misurata Exhibition Center is located at the heart of Misurata City, with 5.000 sqm gross space and available facilities such as parking lots, cafeteria, meeting rooms, air condition to create the best events possible with the country's current conditions.

VISITING HOURS

10:00 - 13:00 / 17:00 - 21:00

* Visiting hours may be subject to change



Registration Fee : 150 Euro per exhibitor
(Catalogue entry, name badges...)

Raw Space : 230 Euro per sqm

Standard Stand : 270 Euro per sqm
including the basic octanorm stand

Minimum stand : Modular walls, 1 table, 2 chairs, 3 spots,
(12 sqm)
fascia board, carpet, electric output
and a waste basket