



معرض ليبيا للصناعات  
LIBYA INDUSTRIES FAIR  
February 25 to March 2, 2023



First Industrial Forum  
Industry\_Libyan\_Future\_Prospect

## Message

Work on establishing a scientific platform that contributes in adopting proposals, finding solutions, supporting and developing the industrial sector, reviving the troubled factories and integrating them into the local market, in cooperation with the Ministry of Industry and Minerals for Public Affairs and Production.

ORGANIZED BY:

شركة المسداة  
لتنظيم المعارض والتجهيزات  
Almesda Company



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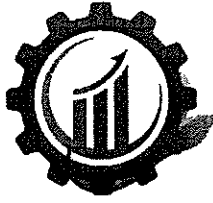


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LIBYA INDUSTRIES FAIR  
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Industry\_Libyan\_Future\_Prospets

## Objective

Clarifying and examining all operations of production, distribution and consumption of services and goods of various forms and types. There is a fundamental connection between the economy and the industrial economy. It has a role in raising the national economy, maximizing domestic output, supporting local products, assisting factory owners and industrial companies in achieving their goals, providing all the requirement of supporting banks and providing raw materials either local or imported

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For Designing Exhibitions and Conferences



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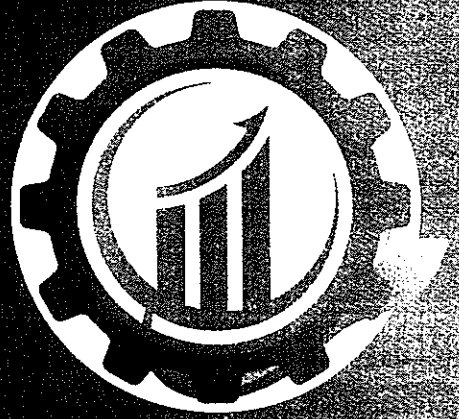


MINISTRY OF INDUSTRY  
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2  
SEASON

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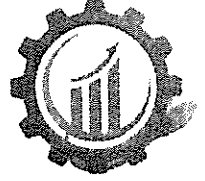
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Industrial Zone – Ruwisat



شركة المسداة





## Objectives of the Fair: :

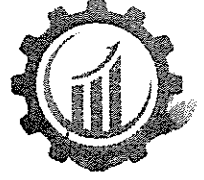
- Introduce companies and manufacturers in Libya and abroad.
- Provide appropriate atmosphere for the companies to communicate and strike a deal.
- Promote industrial and commercial awareness and highlight their importance .
- Establish business relations between large firms and emerging businesses .
- Help reinforce communication between domestic and international trade .
- Move the local economy constantly to ensure faster economic development .
- Work to increase and develop services related to industry and trade services at the local level
- With the participation of the largest possible number of companies and manufacturers, we aim in the future to make this fair on global scale to compete with major international exhibitions and events in the same field .

## When does the exhibition take place ?

The exhibition will start from February 25 and will last for 6 days until March 02, 2023 .

## How to join ?

To join, you can directly call our numbers below. Alternatively, you can fill the attached form and send it via e-mail or bring it in person at the exhibition, with the address written below. To confirm the booking, joining fees must be paid to the management of the exhibition.



## Libya's Industries Fair 2023

### About the exhibition organizer:

Al-Mesda is a private company specialized in organizing exhibitions and conferences locally on a regular basis. We connect the domestic market with the international one through those events which serve in improving the economic and commercial movement in Libya.

Our goals in Al-Mesda includes promoting the culture of exhibitions within the Libyan market.

We also give companies and manufacturers, both local and international, a platform to seamlessly display their products in the Libyan market without the need for substantial commitments. We also aim to set up workshops and conferences at a level that competes with international companies, considering all resources we have.

We work on harnessing all human expertise and material resources and endeavor to be a leader in our field to deliver the best for our clients.

### Our past expos:

- ✓ Libya furniture and home appliance Fair, 2021
- ✓ Libya Auto-Mechanic Fair, season 1, 2021
- ✓ Libya Industries Fair, season 1, 2022
- ✓ Libya Sales Fair, 2022
- ✓ Libya Auto-Mechanic Fair, season 2, 2022

### About Libya Industries Fair :

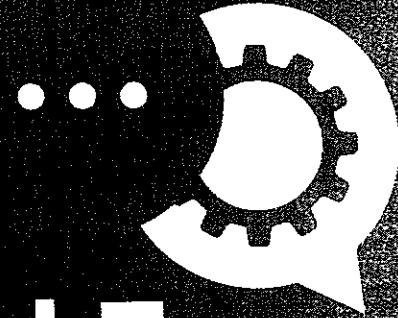
From the perspective of boosting economic and commercial level, promoting and recognizing local industries, and on the basis of first season's success, we embarked on organizing the second season. It is well-known how important exhibitions are in activating the business process in local market and introduction of services offered by companies and manufacturers, which help in publicizing their products and boosting local industries. This event which aims to directly connect local and international market under one umbrella, will take place in Misurata International Exhibition Center, which is located in the Industrial zone, Ruwisat. The exhibition has a total area of 12,000 sqm, of which 5,000 sqm is covered and 7,000 sqm is outdoors.



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# First Industrial Forum

#Industry\_Libyan\_Future\_Prospects

ORGANIZED BY:

شركة المسداة  
لتنظيم المعارض والمؤتمرات  
Almesda Company  
For Organizing Exhibitions and Conferences



13.1.2023 / 1289

2  
SEASON

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## Forum vision

The industrial forum and its accompanying exhibition should be one of the regional forums active in supporting and solving the problems facing manufacturers and their role in supporting national economy.

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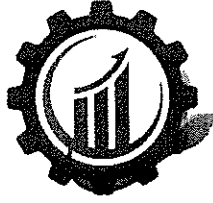
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## Forum Topics

### Topic 1:

Challenges, crises and economic variables and their impact on local industry

### Topic 2:

Protecting the local product and the role of the Ministry of Industry and Minerals

### Topic 3:

Creating investment prospects for manufacturers and the role of the Investments Promotion Authority.

### Topic 4:

The role of commercial and investment banks in supporting the national economy

### Topic 5:

E-platforms and their potential in marketing and publicizing local industry products.

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## Forum Topics

### Topic 6:

Role of Libyan General Union of Chambers of Commerce in upgrading national industries.

### Topic 7:

Role of Misurata Free Zone in developing national economy, creating new opportunities for local and international manufacturers and creating new jobs.

### Topic 8:

Export pathways and the role of the Export Development Center in supporting Libyan industries and their entry into global markets.

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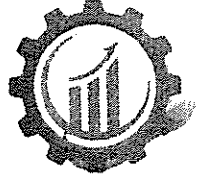
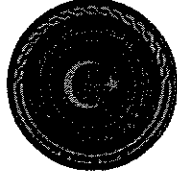


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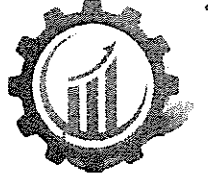
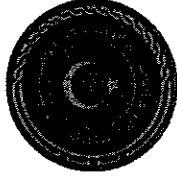


### Target participants :

- Iron and steel companies and manufacturers.
- Trade agencies.
- Paper industries, printing and packaging.
- Paint factories
- Renewable energy companies.
- Industrial health and safety companies.
- Petrochemical and insulation industries
- Food Industries
- Plastic & Pipe Industries
- Door, windows and furniture factories
- Construction companies, building materials and marble factories.
- Electrical & electrical power industries.
- Industrial Oil Companies
- Companies specializing in building industrial units
- Production and packaging line factories
- Workshop and factories equipment industry
- Transportation system and heavy machinery
- Agricultural equipment and water pumps
- Banks, insurance companies and shipping lines
- Communications and Industrial Information Technology
- All related factories and companies





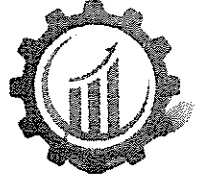


### Expo's Official Sponsor (LYD 215,000) :

Target: 1 sponsor who will receive the following services:

- 20 billboards size 3x4 single face in the city of Tripoli and Misurata.
- Dedicated space in the exhibition pavilion (108 sqm)
- Sponsor's logo appears in electronic advertising.
- Promo video of the sponsor.
- Professional photo shoot of the sponsor's premises.
- Paid ads on the official expo page (valued LYD 500).
- Video interviews during the exhibition published on the official page.
- Professional photo shoot of the sponsor's booth.
- Dedicated honorary shield.
- One billboard size 3x10 within the expo's fence.
- One flag at the main mast of the expo.
- 50 small flags distributed in the exhibition spaces.
- 20 billboards size 2 x1.2 on the roads leading to expo.
- 15 flags or sponsor's logo on the gallery ceiling
- Sponsor's promo displayed on an electronic screen in Tripoli.
- Video advertisement on a satellite channel.
- Hologram advertisements.
- Speech at the opening ceremony.
- 3 seats at the front rows in the fair's opening ceremony.
- Name and logo appear on the main billboard of the exhibition.
- Name and logo appear on the main billboard of the industrial forum.
- Audio advertisement on radio channels.

**Note :** Each sponsor has the right to enter with only one brand.  
If more than one band is included, %10 of the sponsorship value is added for each extra brand.



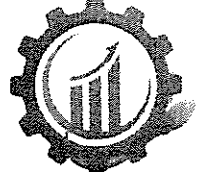
### Expo's Diamond Sponsor (LYD 150,000) :

Target: 2 sponsors who will receive the following services:

- 15 billboards size 3x4 single face in the city of Tripoli and Misurata.
- Dedicated space in the exhibition pavilion (72 sqm).
- Sponsor's logo appears in electronic advertising.
- Promo video of the sponsor.
- Professional photo shoot of the sponsor's premises.
- Paid ads on the official expo page.
- Video interviews during the exhibition published on the official page.
- Professional photo shoot of the sponsor's booth.
- Dedicated honorary shield.
- One billboard size 3x10 within the expo's fence.
- One flag at the main mast of the expo.
- 20 small flags distributed in the exhibition spaces.
- 10 billboards size 2 x1.2 on the road leading to expo.
- 8 flags or sponsor's logo on the gallery ceiling
- 2 seats at the front rows in the fair's opening ceremony.
- Name and logo appear on the main billboard of the exhibition.
- Name and logo appear on the main billboard of the industrial forum.
- Audio advertisement on 3 radio channels.
- Video advertisement on a satellite channel.

**Note :** Each sponsor has the right to enter with only one brand.  
If more than one band is included, %10 of the sponsorship value is added for each extra brand.





**Expo's Gold sponsor (LYD 80,000) :**

Target: 2 sponsor who will receive the following services:

- 8 billboards size 3x4 single face in the city of Tripoli and Misurata.
- Dedicated space in the exhibition pavilion (54 sqm).
- Sponsor's logo appears in electronic advertising.
- Filming a promotional video for the sponsor.
- Paid ads on the official expo page.
- Professional photo shoot of the sponsor's booth.
- Dedicated honorary shield.
- One billboard size 3x10 within the expo's fence.
- Distributing 10 sailing flags in the parade grounds
- 6 billboards size 2 x1.2 on the road leading to expo.
- 4 flags size 2x1.2 on the gallery ceiling
- Sponsor's logo appears on the main billboard of the industrial forum.
- 1 seat at the front row in the fair's opening ceremony.
- Name and logo appear on the main billboard of the exhibition.
- Audio advertisement on radio channels.

**Note :** Each sponsor has the right to enter with only one brand.  
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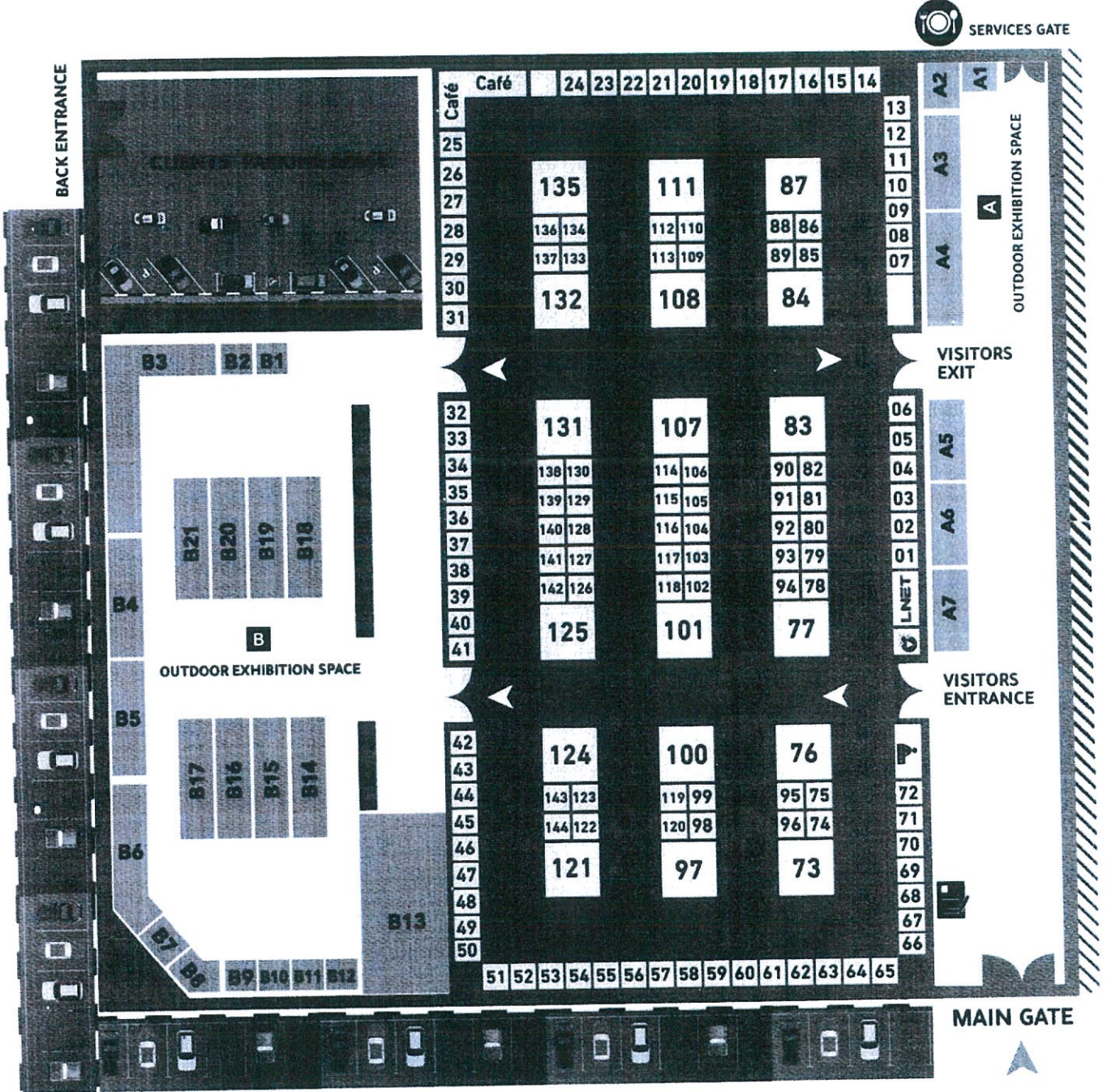
**Expo's Silver sponsor (LYD 45,000) :**

Target: 3 sponsor who will receive the following services:

- 4 billboards size 3x4 single face in the city of Misurata
- Dedicated space in the exhibition pavilion (36 sqm).
- Sponsor's logo appears in electronic advertising.
- Professional photo shoot of the sponsor's booth.
- Dedicated honorary shield.
- Upgrading the visual identity of the sponsor if desired.
- One billboard size 3x10 within the expo's fence.
- 6 small flags distributed in the exhibition spaces.
- 4 billboards size 2 x1.2 on the road leading to expo.
- 2 flags size 2x1.2 on the gallery ceiling
- Name and logo appear on the main billboard of the exhibition.
- Sponsor's logo appears on the main billboard of the industrial forum.

**Note :** Each sponsor has the right to enter with only one brand.  
If more than one band is included, %10 of the sponsorship value is added for each extra brand.





INTERNET SERVICE PROVIDER **LNET**

INFORMATION  
DESK



ADVERTS AREA



OUTDOOR AREA **A**

RESTAURANT



MEDIA CENTER

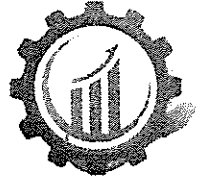


VISITORS LOG



OUTDOOR AREA **B**





### Exhibition's booth fees

| Service type                                       | Local participant | Foreign participant |
|--|-------------------|---------------------|
| Pavilion booking                                   | LYD 490 per sqm   | \$100 per sqm       |
| Outdoor area A booking                             | LYD 100 per sqm   | \$40 per sqm        |
| Outdoor area B booking                             | LYD 75 per sqm    | \$25 per sqm        |
| Outdoor ads 3x10 including printing & installation | LYD 4,000         | \$1250              |

Note: area booked must not be less than 3x3

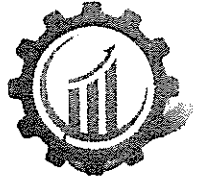
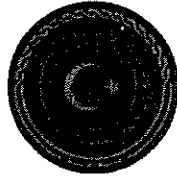
### View wing sizes

| Booth no.    | Area    |
|--------------|---------|
| 83           | 47 sqm  |
| 107          | 53 sqm  |
| 131          | 47 sqm  |
| 79           | 38 sqm  |
| 103          | 43 sqm  |
| 127          | 38 sqm  |
| 73           | 52 sqm  |
| 97           | 58 sqm  |
| 121          | 52 sqm  |
| 72           | 38 sqm  |
| 96           | 43 sqm  |
| 120          | 38 sqm  |
| 69           | 49 sqm  |
| 93           | 54 sqm  |
| 117          | 49 sqm  |
| Other stands | 3 x 3 m |

Participants can book more than one booth







## Booth handover contract form

|                |  |                 |  |
|----------------|--|-----------------|--|
| Company name   |  | Commercial type |  |
| Phone          |  | Phone           |  |
| Recipient name |  | Address         |  |
| Email          |  | ID              |  |
| Booth No       |  |                 |  |

### Terms and conditions:

- ❌ If participant withdraw 10 days before fair start, they will receive full refund minus 15%.
- ❌ booths cannot be swapped by participants without organizers approval .
- ❌ Works not allowed in the booths once the expo starts.
- ❌ Participant party undertakes to remove and take away all derbies of their booths within one week after fair ends
- ❌ Booth must not be dismantled and showcases must not be taken away before the fair ends.
- ❌ It is strictly forbidden to use audio systems or perform draws in the expo premises without organizers approval.
- ❌ The participant is solely liable for their booth insurance. The organizer has no liabilities for whatever inevitable accidents or other damages, as there is no collective insurance covering the exhibition lounge.
- ❌ If debris are not removed by the participant one week after the expo ends, they do not have the right to demand for compensation if their booth is removed or put in use by the expo organizer.
- ❌ Hours of the fair are set by the organizer as appropriate. Participants have no right of objection.
- ❌ No products with undergoing dispute or legal cases shall be presented. The organizer should not be held responsible for such violation.
- ❌ No products against public morals or against Islamic law shall be displayed.
- ❌ It is not allowed to drill in exhibition walls, booths, floors and ceiling. Booths shall be returned in the same state it was handover and the participants is responsible for repairing any damages.
- ❌ If participant withdraws after expo start, booking fees will be forfeited.

**Note:** The stand will not be handed over to the subscriber until the booking fee is paid in full. I thereby, acknowledge that I am aware of above-mentioned conditions and agree to abide by them.

|                    |  |                    |                    |
|--------------------|--|--------------------|--------------------|
| Recipient name     |  | Messenger name     |                    |
| Title              |  | Title              | Exhibition manager |
| ID                 |  | Signature and seal |                    |
| Signature and seal |  |                    |                    |