



# Euro-Mediterranean BUILDING, LIVING AND HOSPITALITY Trade Park

A Regional Permanent Showcase, Sourcing, and Wholesale Centre

A paradise for Suppliers, Trade Buyers and Hospitality Professionals!

- **The only one of its kind** in the Euro-Mediterranean region.
- Established in cosmopolitan **Cyprus**, the rapidly developing business, trading and tourism Centre **at the cross roads of three continents**
- **Dedicated to serve** exporters from all over the world, traders, wholesalers and retailers, developers, contractors, architects, engineers, interior designers, hoteliers, restauraners, fast food franchisees, and in general **the business community of the wider region**
- **Bringing exporters closer to their target markets**, as less trade buyers are expected to visit distant overseas exhibitions **due to the new COVID-19 realities**



## Why Cyprus

- **CYPRUS a European Country, member of the EU and Eurozone only 30 minutes away from Lebanon and Israel and 1-3 hours to 30 more countries of the Mediterranean, Europe, Balkans and the Middle East, with 700 million consumers with significant purchasing power**
- Cyprus is a highly developed **regional business centre** and an **upmarket tourist destination** attracting millions of tourists and business travelers. It has hundreds of hotels many of which are four and five star, marinas, golf courses and casinos and soon a luxury 500-room casino resort.
- **Cyprus is strategically located at the centre of one of the most popular touristic geographical regions** in close proximity to some of the most advanced and frequently visited touristic destinations. Such countries include Egypt, Greece, Israel, Malta, Jordan, Croatia, etc. In addition to their natural beauty these countries have an abundance of historical and religious monuments and have developed over the years a huge hotel, catering and entertainment infrastructure.
- **Thousands of multinational companies (including Energy, FOREX, Shipping and International Trading) have chosen Cyprus either as their international or regional headquarters.**
- **Frequent and convenient connectivity** with the rest of the world from two international airports in Larnaca and Paphos.
- **Regular and economic shipment of goods** from and to the rest of the world from the ports of Limassol and Larnaca
- The **recent discovery of significant natural gas reserves in the Mediterranean Sea** has further enhanced economic activity in a region that despite COVID-19 **was already booming, especially in the building and living and other related supplies sectors.**
- The devastating **explosion at Beirut Harbor** on August 4<sup>th</sup> 2020 which has destroyed 8,000 buildings, including hotels and other hospitality establishments and has left more than 300,000 people homeless. Cyprus due to its geographic proximity is the base of operations for companies wishing to participate in the Lebanon Reconstruction Effort. The cost to rebuild Beirut is around **US (\$) 15 billion.**
- Cyprus will also play a similar role in the much larger projects to rebuilt **Iraq and Syria**



## Participation Options

- In a pavilion owned and serviced by the exhibitor with his own sales officer.
- In a pavilion owned by the exhibitor but serviced by an IMC Expo Centre trained sales officer
- Group Participation with other similar products or services in common showrooms managed by the centre.
- 9,000m<sup>2</sup> of Permanent Exhibition Space on two floors
- 10,000m<sup>2</sup> warehouses for both Bonded and Customs Cleared samples and products
- The Centre, can at a very competitive rates register for Exhibitors their own companies in Cyprus which have EU status and benefits. Products customs cleared in Cyprus can then freely move in any European Country without any further taxation or custom formalities.
- Exhibitors that have their own EU Registered Company can clear products through customs so that they can immediately satisfy small orders. Alternatively, the Trading Company of the Park can customs clear and store small quantities of products on behalf of the exhibitors.
- Exhibitors can make sales directly to traders, property developers, hoteliers, Hospitals, Large Corporations etc.

## Promote your Products to trade buyers from a wide geographical region

- **Showcase** samples of your products or services, **distribute product catalogues**, **show promotional videos** on monitors either in your own showroom or in the Groupage Section.
- Trade buyers can inspect samples and source products from various manufacturers, from **one location**, in one visit, with **very little travelling and accommodation cost**
- Trade buyers from **Small and Medium companies can place orders or buy from stock on location** from various suppliers without the need for minimum order quantities or long delivery times
- Major Buyers can inspect samples and place their orders for larger quantities for direct delivery to their home base.

## Main products categories exhibited – Building & Living

- Furniture (Home, Office, Garden)
- Lighting, Accessories & Fittings
- Interior Decoration & Accessories
- Carpets and Curtains
- Kitchen Concepts
- Bathroom Concepts
- Kitchenware and Tableware
- Glass & Aluminum
- House Ware and Décor
- Domestic & Electrical Appliances
- Outdoor and Recreation
- Flooring and Ceiling
- Building Technologies
- Building Equipment, Machinery & Materials
- Sanitaryware and Plumbing Materials
- Finishing Materials
- Paints, Insulation & Building Chemicals
- Heating, Airconditioning and Ventilation
- Environmental Protection Systems
- Energy Conservation
- Water and Sanitation

...and everything related to the building and living sectors!

## Main Products Categories Exhibited – Hospitality

- Restaurant Equipment & Accessories
- Bar Equipment & Accessories
- Kitchenware & Equipment
- Banqueting Equipment
- Tableware
- Dishwashers
- Refrigeration and Freezers
- Room Furniture & Accessories
- Room and Bathroom Amenities
- Bed Mattresses, Pillows, Linen
- Housekeeping & Cleaning
- Storage Equipment, Trolleys, Shelves
- Maintenance Equipment & Tools
- Spa, Health & Wellness Centre and Gym
- Lighting
- Hotel Safes and other security equipment & accessories
- ICT & Audiovisual Equipment, POS
- Card Printing Machines and Access Control Systems
- Indoor and Outdoor Cooling and Heating Systems

...and thousands of other products – Practically everything required for hotels, restaurants, cafeterias, and all other hospitality establishments

## Take advantage of the operations of the IMC Expo Centre

- A state-of-the-art Exhibition Centre organising International and Regional Exhibitions with a full Annual Calendar of events attracting thousands of businessmen from our region and the rest of the world.
- The meeting place of trade buyers as well as industry professionals from the Euro-Mediterranean Region, the Near East, and the Balkans
- Many of our exhibitions and congresses are related to the building, living and hospitality sectors, attracting in addition to the trade buyers all other categories of industry related professionals, including architects, interior designers, engineers, as well as hoteliers, restauraners, chefs, etc.
- Exhibitions are usually combined with congresses which in addition to the plenary sessions include specialized workshop to which relevant industry stakeholders are personally invited from our extensive database.
- Availability of Multi-Purpose modular conference rooms and halls, suitable for congresses, seminars, events and other related purposes and a Modern Business Centre, with serviced office spaces
- Access to Professional services including, Legal, Auditing, Shipping, Forwarding and Clearance, Travel Agency, Financial Services and a Bank, Advertising and Marketing
- Has Entertainment Facilities for tenants and visitors.

## Marketing – Promotion - Advertising – Trade Buyers

- Special low-cost packages for visitors, based on volume discounts from airlines, hotels and other services providers
- Direct mail
- Advertisements in local and international business publications

- Publicity through magazines, newspapers and supplements
- Utilizing contacts and connections with National and Regional Chambers of Commerce and Industry, Trade and Small Business Associations, Tourism Boards, Associations of Hotels, Hotel Managers etc.
- Organized visits of major trade groups and associations members to the Centre.
- Promotion via publications in Regional Travel agencies and Tour Operators Catalogues and Airlines
- Articles and Advertisements in Carriers Magazines
- Special events like business conferences, promotional campaigns by product-groups, revolving short-duration specialized trade exhibitions, etc.
- **Promotion through the ExpoOnline Global Network.**

**For more information**

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