

REBUILDING BEIRUT

and the Economic Development of LEBANON

INTERNATIONAL CONFERENCE AND EXHIBITION
Solidarity, Works & Business Cooperation

16th to 18th of September 2021



THE FEDERATION
OF CHAMBERS OF COMMERCE,
INDUSTRY & AGRICULTURE IN LEBANON



An entirely Online Event!



FIRST ANNOUNCEMENT

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ORGANISERS

The **INTERNATIONAL CONFERENCE AND EXHIBITION REBUILDING BEIRUT and the Economic Development of LEBANON** is jointly organized by the **IMC EXPO CENTRE**, the **Euro-Mediterranean Trade, Distribution and Services Initiative (EURO-MED TDS)**, the **Federation of Chambers of Commerce, Industry and Agriculture in Lebanon**, with the support of the **Cyprus Scientific and Technical Chamber (ETEK)**.

The event which will be held online, is an **expression of the international solidarity towards Lebanon** and a **practical tool to assist the efforts to rebuild Beirut and contribute towards the economic development of Lebanon**.

International Organisations, such as the World Bank, the European Bank for Reconstruction and Development, the IMF, relevant institutions of the European Union, as well as Academic Institutions, think-tanks, Private Banks and Financial Institutions are expected to attend and contribute their expertise in the proceedings.

It is important to underline the participation of **EURO-MED TDS** as a co-organiser of the event. **The Ngo** operates under the patronage of the European Commission and Council, with the aim to promote and develop the cooperation between the European Mediterranean Countries and the rest of the countries of the Mediterranean and the Near East. Its membership includes National Chambers of Commerce and Federations of Entrepreneurs of the countries of the Euro Mediterranean Region. An active member is the Federation of the Chambers Commerce, Industry and Agriculture of Lebanon.

In addition to the companies from the countries of the Euro-Mediterranean region, the organizers will also invite companies and organizations from all over the world including the U.S.A., Russia and China.

DAMAGE FROM THE BEIRUT HARBOUR EXPLOSION

The devastating explosion at the Beirut Harbour on the 4th of August 2020, left more than 220 dead, 6,500 injured, around 300,000 homeless. More than 8,000 buildings and many infrastructures were totally destroyed, including the port of Beirut. **The cost of rebuilding Beirut (including direct and indirect costs) is estimated to be in the region of US (\$) 15 billion.**

This catastrophe couldn't have come at a worse time for Lebanon, amidst a prolonged economic crisis, which has led to the devaluation of the currency, high inflation and unemployment as well as the challenges of dealing with the consequences of the COVID-19 pandemic.

OBJECTIVE

The main purpose of the **INTERNATIONAL CONFERENCE AND EXHIBITION "RE-BUILDING BEIRUT" and the Economic Development of LEBANON**, is to set conditions for a constructive dialogue between Public and Private actors of the reconstruction, setting a digital space for an international dialogue of solidarity and businesses in favour of Beirut and Lebanon.

The event will develop and produce practical and tangible benefits for the Lebanese environment and for all the stakeholders interested in the reconstruction and economic development efforts, bringing together Lebanese Businessmen, Associations and Government officials, together with solution providers, consultants, architects, engineers, developers, manufacturers, equipment and raw material suppliers as well as financiers and financial institutions from all over the world. In fact, the Lebanese Businessmen and Managers will have the opportunity, under one roof, to open fruitful dialogues with foreign companies and officials and conclude deals with suppliers of products, technologies and providers of financial services.

EVENT CONCEPT

"REBUILDING BEIRUT And the Economic Development Of LEBANON" includes four main activities:

- ♦ An International Conference
- ♦ Tailor made Workshops
- ♦ Exhibition
- ♦ B2B individual meetings.

The above four will provide participants with extensive knowledge of the Lebanese situation, create a framework for a dialogue aiming at generating concrete business opportunities and express the solidarity of the International community towards the Lebanese people.

WHY DIGITAL

- ♦ In the COVID-19 era, with travelling and social distancing limitations, virtual events are the only effective alternative in bringing together in a risk free and user-friendly environment speakers, observers, participant, cooperators, NGOs, buyers and sellers interested in Lebanon
- ♦ The participation is 950% cheaper than in a physical exhibition. No travelling and accommodation costs, no transportation costs for samples, no construction costs for pavilions, no wasted time
- ♦ The digital environment provides a framework for more personal, and unlimited targeted meetings, it offers live online conferences and livestreams for large numbers of participants, brings more visitors than a physical exhibition, increases engagement with high networking and business meetings
- ♦ Provides detailed analytics for all contacts and all leads that visited the exhibitor's booth



CEREMONIAL OPENING AND PLENARY SESSIONS

The Ceremonial Opening will be held on Thursday, 16th September afternoon, in the presence of Lebanese and International Dignitaries.

The plenary sessions will include presentations from distinguished speakers, government officials, international organisation representatives and business and professional leaders. The provisional program includes topics such as:

- ♦ Lebanese Government and Officials Anticipations on Reconstruction Priorities and needs
- ♦ International Organizations Decisions and perspective
- ♦ Public and Private Finance for reconstructions analysis
- ♦ Lebanese Blueprint and Scenarios

Access to the Conference and Workshops is free of charge with a simple online registration.

WORKSHOPS

The second day of the event will include a number of Special Interest Workshops and interactive group sessions. The list below will be finalized after consultations between the organizers and their strategic partners, the interested country government officials, public policy decision makers, leading representatives of key sectors of economic activity and leaders from a variety of business organisations and associations.

The preliminary program of workshop is as follows:

Friday 17th and Saturday 18th

Businesses Workshops Session

- Workshop 1:** Residential and Commercial Buildings, Public Construction and Infrastructures
- Workshop 2:** Building Technologies and New Materials
- Workshop 3:** Smart Cities, Technologies and Services
- Workshop 4:** Environment, Energy and Water Supply
- Workshop 5:** Investing in Lebanon
- Workshop 6:** Medical and Pharmaceuticals
- Workshop 7:** Public and Private Transport
- Workshop 8:** Agriculture and Machine for Agriculture
- Workshop 9:** ICT and Telecommunications
- Workshop 10:** Private and Public Transport
- Workshop 11:** Banking and Financial System
- Workshop 12:** Education, Training and Business Consulting
- Workshop 13:** Tourism and Travel Industry

Individual Meetings Session and Exhibitions Hall will be permanently open and active.

EXHIBITION

The Exhibitions aims at bringing together Traders, Contractors, Suppliers and other businessmen and professionals from Lebanon and Overseas interested to participate in Lebanon's huge reconstruction programme, offering to them a unique opportunity to display their products and services.

The Exhibition is organized to serve as a catalyst for buyers and solution providers in search of challenging opportunities. It will also serve as a platform for the forging of business alliances between investors, contractors, sub-contractors, suppliers and professional services providers not only for major reconstruction projects but also for establishing business and trade collaborations.

Exhibitors will have an exceptional opportunity to meet buyers and decision makers from Lebanon from both the private and public sectors. They will meet with officials and contractors involved hands-on with reconstruction projects.

The official days of the exhibition are between the 16th and 18th of September. The Pavilions will remain live however from the 1st until the 30th of September, to enable as many visitors as possible to view the exhibition.

Exhibitors will have the opportunity to meet live with visitors utilizing the platforms powerful communication facilities.

PAVILION FEATURES

- ♦ Variety of booth designs to choose from
- ♦ User friendly functionality to showcase the exhibitors' company, products and services with videos, brochures, leaflets and other PDF documents
- ♦ Link to the exhibitor's website
- ♦ Communication capabilities enabling business networking with other visitors and exhibitors either in real time or offline with various tools such as chat or video.
- ♦ Visitors can book an appointment or use an advanced matchmaking facility
- ♦ Visitors can add the exhibitor's booth in their "Favorites" so they can visit it again.
- ♦ Visitors can collect promotional material, such as business cards, brochures, etc. and add them in their briefcase for later use.
- ♦ Exhibitors can get real time and detailed information about visitors through the Smart Analytics Dashboard.
- ♦ Visitors can be welcomed to the pavilion with an avatar with your own audio script.

EXHIBITOR PROFILE

- ♦ **Building Contractors**
- ♦ **Construction Technology, Building Materials, Fixtures & Fittings, Interior and Finishing Materials**
- ♦ **Electricity, Power Generation & Distribution**
- ♦ **Environmental Technology**
- ♦ **Communications systems**
- ♦ **Lighting**
- ♦ **Air-conditioning, Heating & Ventilation**

- ♦ Computer & Information Technology
- ♦ Home, Office & Hotel Equipment suppliers
- ♦ Consulting and training services
- ♦ Planning & project management consultants
- ♦ Architects & Engineers
- ♦ Surveyors, town planners, Environmentalists
- ♦ Telecommunications and IT consultants
- ♦ Agricultural Products
- ♦ Accountants, Lawyers and Consultants
- ♦ Banking and Financial Institutions
- ♦ Hoteliers
- ♦ Corporate buyers
- ♦ Importers and Traders
- ♦ Distributors and Wholesalers
- ♦ Tourism and hospitality
- ♦ Educational Institutions
- ♦ Professional Associations and Organizations



PARTICIPATION OPTIONS - EXHIBITION

The conference has not requested any public funding. It is totally funded thanks to the Investment of the organisers and the support of partners, exhibitors and sponsors.

Exhibitors: €950 plus VAT.

In addition to their dynamic online pavilions exhibitors will have free access to the conference, workshops as well as extensive opportunities for live B2B business networking.

SPECIAL PARTICIPATION OPTION: PLATINUM EXHIBITORS

Platinum Exhibitors: €2,500 plus VAT.

Further to all the benefits of normal exhibitors, Platinum Exhibitors will have their logos displayed in the conference lobby and auditorium which will be linked with their pavilions.

SPONSORS

A number of sponsorship packages are available for public and private sector companies and organisations who see this as a valuable marketing opportunity to project their image and promote their products and services.

Details of the Sponsorship packages are available from the organisers upon request.

PROMOTION OF THE EVENT

The Event shall be promoted to both, local and overseas potential visitors and exhibitors with a combination of above and below-the-line tools, including the currently upgraded, pioneering **EXPO-ONLINE Global Network**.

Also the event will be showcased on multiple social media platforms including LinkedIn, Facebook, Instagram and Twitter and heavily promoted via Google Ads.

Furthermore, the Event shall be promoted through personalized invitations and circulars by all the cooperating organisations, from Lebanon and the Euro-Mediterranean Region.

For more information

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