



# FIRST ANNOUNCEMENT

## INTERNATIONAL CONFERENCE AND EXHIBITION

# REBUILDING BEIRUT

## and the Economic Development of LEBANON

14<sup>th</sup> to 18<sup>th</sup> of May 2021

### ORGANISERS

The **INTERNATIONAL CONFERENCE AND EXHIBITION to REBUILD 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 **Chamber of Commerce of Beirut and Mount Lebanon**, the **Cyprus Scientific and Technical Chamber (ETEK)** and the **Governments of Cyprus and Lebanon**. The event is strictly non-political.

The organisers will also invite 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, to support the event 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. **EUROMED-TDS** 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 countries of the Euro-Mediterranean Region, the organisers will also invite companies and organisations 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 4<sup>th</sup> 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 "REBUILDING BEIRUT" And the Economic Development Of LEBANON**, is to contribute towards the ongoing international effort for the rebuilding of Beirut and the support of the economic recovery and future development of Lebanon.

The event will develop and produce practical and tangible benefits for all stakeholders interested in the reconstruction and economic development efforts, bringing together Lebanese Businessmen, Associations and Government officials 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, Lebanese Businessmen will have the opportunity, under one roof, to be offered products and technologies and source everything required to rebuild their country and finance their operations.

### **WHY CYPRUS**

Cyprus, a member of the European Union, is strategically located to serve as a bridge between Europe and Lebanon. Due to the geographical proximity between the two countries, **(Larnaca International Airport is only 30 minutes by plane from Beirut Airport)**, Cyprus played a critical role whenever the friendly country of Lebanon faced a crisis, either as a safe haven for Lebanese Nationals, in the dispatch of humanitarian aid, the repatriation of foreign nationals or as a base for the UN peace keeping force assigned to Lebanon. Furthermore, Cyprus's political neutrality renders Cyprus an ideal venue for staging such an international Congress for promoting the reconstruction of Beirut and the economic development of the whole country.

In February 2007 the **IMC EXPO CENTRE** in cooperation with the **WORLD TRADE CENTRE OF LEBANON** and other stakeholders, and with the support of the Governments of the two countries hosted the **“World Congress for the Reconstruction and Development of Postwar Lebanon”**.

The event was a huge success and played a critical role in providing solutions to the problems that Lebanon was facing at the time; it greatly benefited Lebanese and Overseas exhibitors and Visitors, leading to the signing of significant construction and sales contracts and to the creation of new partnerships.



### **TIMING AND VENUE**

The event shall take place between the **14<sup>th</sup> to 18<sup>th</sup> of May 2021**, at the recently renovated premises of the spacious IMC Expo Centre. The large spaces of the IMC Expo Centre, as well as its excellent facilities, its state-of-the-art climate control and air circulation systems, render the event a prototype in the organisation of a high caliber conference and exhibition, **in accordance with all COVID-19 health and safety protocols**.

Apart from state-of-the-art exhibition halls, the IMC Building accommodates a main Conference Hall catering for over 500 delegates and six smaller breakout event halls of various sizes, ranging from 50 to 250 persons, all equipped with the latest audio-visual equipment. Furthermore, the Centre has a fully-fledged business centre with all the necessary support services and spacious areas for networking and for one-on-one B2B meetings.



*Plan of a Typical floor*

More specifically the Centre offers:

- State of the art conference and exhibition facilities on four floors of 4,500m<sup>2</sup> each, 18,000m<sup>2</sup> in total
- More than 300 parking spaces
- Modern Environment specially designed and constructed as an International Conference and Exhibition Centre.
- Centrally Heated, Airconditioned and Ventilated
- Accessible to Handicapped People
- Availability of multi-function rooms suitable for workshops and corporate events
- Catering Facilities
- Networking areas
- Business Centre

### **EVENT CONCEPT**

This meeting aims at being of practical importance to all participants. Public and Private sector officials from Lebanon, directly involved in the planning and reconstruction process, will be invited to participate. They will be available for meetings with solution providers for in-depth discussion of the projects and their requirements.

Public and Private sector buyers from Lebanon, as well as traders, contractors, engineering firms, project managers, industrialists and others will have the opportunity to meet solution providers such as suppliers of materials, machinery and equipment, contractors and professional services providers, financial institutions and institutional investors.

Solution providers from all over the world will be invited to participate at the Congress and Exhibition in one or more ways. They may participate as exhibitors of their products or services at the exhibition organised for this purpose at the IMC or as event sponsors. Furthermore, they may hold pre-arranged workshops and group sessions for presentation of their technologies, products and services to invited hosted buyers in a number of specialized **WORKSHOPS**.

Opportunities also exist for all participants to engage in networking activities and to take part in a number of interactive working groups.

The organisers of the Congress, with prior arrangements with the parties concerned, will schedule a series of private one-on-one meetings between entrepreneurs and trade buyers from Lebanon and solution and product providers from all over the world before their arrival in Cyprus.

### **CEREMONIAL OPENING**

The Ceremonial Opening will be by invitation only in the presence of overseas and local dignitaries. The President of the Republic of Cyprus Mr. Nicos Anastasiades has been invited to open the Congress and address the Conference. A high-level Lebanese official will deliver a

keynote speech. A short speech will also be delivered by the Cyprus Minister of Commerce, Industry and Tourism, the Chairman of the Federation of Chambers in Lebanon, and the General Secretary of Euro-Med Tds.

### **PLENARY SESSIONS INTERNATIONAL CONFERENCE**

The provisional program of the International Conference which will follow over the next four days includes presentations from distinguished speakers, government officials, international organisation representatives and business and professional leaders on a number of topics divided into 8 Plenary Sessions as follows:

- Reconstruction Priorities and needs, Public and Private Sector Projects
- The Role of the International Community and International Assistance
- Economic Development – Doing Business in Lebanon
- Construction, Building and Living
- Tourism
- International Trade
- Investments and New Opportunities
- ICT, Technology and Telecommunications

### **WORKSHOPS**

Within the framework of the Congress and Exhibition, a number of Special Interest Workshops and interactive group sessions will take place in breakout rooms at the IMC EXPO Centre premises. The list below will be finalized after consultations between the organisers and the 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.

- Workshop I (For Contractors) - Infrastructure construction projects
- Workshop II (For Contractors) - Housing and Public building construction projects
- Workshop III (For Suppliers) - Construction material sourcing
- Workshop IV (Building Technologies) - Suppliers and buyers of Plant and Machinery and Equipment
- Workshop V (For Service Providers) - Engineers, Architects, Surveyors, Financial Institutions, Project Managers etc
- Workshop VI (Environment specialists) - Environmental protection and conservation. Waste management
- Workshop VII (Energy) - Energy conservation programmes. Alternative Energy technologies
- Workshop VIII (IT Technology) IT Technology

- Workshop IX (Finance) - Financing Construction and Development
- Workshop X (Investments) - Investing in Lebanon. The legal framework and the tax regime.
- Workshop XI (Medical) - Public health programmes and research
- Workshop XII (Building Services) - Building Interiors and household appliances
- Workshop XIII (Tourism Development) - Tourism infrastructure, development and management
- Workshop XIV (Agricultural Development) - Restructuring Lebanon's Agriculture
- Workshop XV (Telecommunications) - Telecommunications

## **PARTICIPANTS**

### **Hosted Presenters and Trade Buyers from Lebanon**

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|--|--|
| <ul style="list-style-type: none"> <li>• Central Government Officials (such as Ministries of Finance, Transport &amp; Public buildings, Energy, Telecommunications, Environment etc)</li> <li>• Local Authorities (Municipalities, Regional development agencies etc.)</li> <li>• Corporate buyers</li> <li>• Importers and Traders</li> </ul> | <ul style="list-style-type: none"> <li>• Distributors and Wholesalers</li> <li>• Financial institutions</li> <li>• Development Agencies</li> <li>• Contractors and Engineers</li> <li>• Planners and Surveyors</li> <li>• Interior Decorators</li> <li>• Others</li> </ul> |
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### **Solution Providers (vendors) worldwide**

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|--|--|
| <ul style="list-style-type: none"> <li>• Banks and Financial Institutions</li> <li>• Construction Companies</li> <li>• Technology Solution Providers</li> <li>• Furniture and Home Accessories</li> <li>• Machinery and Equipment suppliers</li> </ul> | <ul style="list-style-type: none"> <li>• Building Materials suppliers</li> <li>• Professionals (Consultants, Engineers, Architects etc)</li> <li>• Others</li> </ul> |
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## **EXHIBITION PROFILE**

It is difficult to quantify the extent of the damage and the amount needed for the reconstruction effort. Early estimates expect the direct cost to rebuild infrastructures in the region of US (\$) 5 billion. Taking into account the indirect costs to the economy the figure skyrockets to US (\$) 10 to 15 billion. It is obvious that a coordinated international effort is required to alleviate immediate problems and initiate a medium to long term plan for the reconstruction of Beirut and the jumpstarting of economic activity.

The Exhibitions aims at bringing together Traders, Contractors, Suppliers and others 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 organised 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 for major reconstruction projects.

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

There are three types of participation at the exhibition:

- Physical Exhibition in the presence of the operator. The exhibitor will be offered complementary participation in the online exhibition
- Physical Exhibition but the in the absence of the exhibitor in dedicated pavilions or group pavilions staffed by trained employees of the IMC Expo Centre
- Participation in the Online Exhibition only. The Online exhibition will start simultaneously with the physical exhibition will remain live for two weeks after the end of physical exhibition

Needless to say, contact between exhibitors and visitors can be achieved either in person or remotely via the Online Exhibition Platform.

### **EXHIBITOR PROFILE**

Construction Technology, Building Materials, Fixtures and Fittings, Electricity, Power Generation and Distribution, Environmental Technology, Lighting, Communications Systems, Air-conditioning, Heating and Ventilation, Computer and Information Technology, Professional Services.

- **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**
- **Professionals**
  - Planning & project management consultants
  - Consulting and training services
  - Architects
  - Engineers
  - Surveyors, town planners
  - Environmentalists

- Telecommunications consultants
- IT consultants

### Online Exhibition

Physical Exhibitors will be offered complementary participation at the Online Exhibition which will go online simultaneously with the opening of the physical exhibition and remain live for two weeks after the its closing, using the pioneering ExpoOnline Global Network platform. The Online Exhibition simulates the functions of a physical exhibition online.

Through their electronic pavilion's exhibitors can showcase, exactly as they would have done in a physical exhibition their:

- Their Company Profile
- Contact Details
- Logos and banners
- Products
- Downloadable Brochures
- Promotional Videos

Exhibitors not wishing to participate at the physical exhibition will have the option to purchase and create their online pavilion.

The Online Exhibition will be linked with many regional ExpoOnline national portals.

### PARTICIPATION OPTIONS - EXHIBITION

**OPTION A: Corporate Platinum Pavilions** offered in multiples of 75m<sup>2</sup> each located at the outer circular perimeter of the exhibition centre. This level of participation entitles the exhibitor to one-hour presentations in one of the centre's meeting/conference rooms.

Price: €190 per m<sup>2</sup> plus VAT

**OPTION B: Corporate Gold Pavilions** Offered in multiples of 30m<sup>2</sup> each located in the corridor corners of all circulation areas of the exhibition centre.

Price: €215 per m<sup>2</sup> plus VAT

**OPTION C: Standard Pavilions** with a minimum size of 16m<sup>2</sup>

Price: €205 per m<sup>2</sup> plus VAT

**OPTION D:** The organisers are ready to offer special deals for large Pavilions, from 100m<sup>2</sup> to 500m<sup>2</sup>, to National Organisations, Associations or Clusters which are suitable to accommodate group exhibitors.

**OPTION E: Online Participation** complimentary for physical exhibitors.

Exhibitors that do not wish to have a physical presence but would like to participate at the online exhibition only, can do so for the Price of €1,500 plus VAT. The online exhibition will have a duration of two weeks.

## **NOTES**

All the exhibition participants, regardless of their mode of participation will have their names and contact details listed free of charge in the *Official Exhibition Catalogue* which will be distributed during the exhibition as well as through the exhibition website.

### **VISITORS' PROFILE**

Visitors to the Exhibition will include architects, engineers project managers, developers and contractors, trade buyers sourcing for plant, machinery, equipment new technologies, materials, and providers of professional services as well as financiers, bankers and investors.

A number of visitors will be in search of contracting and subcontracting opportunities and joint venture projects.

### **PARTICIPATION OPTIONS CONFERENCE AND WORKSHOPS**

#### **Physical Participation**

Conference Participation Full package: €800 plus VAT

Conference Participation per Plenary Session: €200 plus VAT per Session

Workshop Participation per Session: €150 plus VAT per workshop

#### **Online Participation**

Conference Participation Full package: €600 plus VAT

Conference Participation per Plenary Session: €150 plus VAT per Session

Workshop Participation per Session: €150 plus VAT per workshop

### **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.

The Main Sponsor shall be given the opportunity to address the opening ceremony as well as one of the plenary sessions of his choice. There will also thematic session sponsors who will also be given the opportunity to address the plenary session they are sponsoring. The IMC EXPO Centre also offers plenty of Advertising Spaces to companies wishing to promote their products during the Forum and the Exhibition.

Details of the Sponsorship packages as well as advertising opportunities is 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**.

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

**For more information**

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