



EURO-MIDDLE EAST BUSINESS WEEK

“Building, Construction and Living”

Exhibition and Networking



INTRODUCTION

Building and Construction are among the industry sectors in the Euro-Mediterranean Region with great growth potential, especially when taking into account the huge reconstruction needs of countries like Iraq and Syria, but also huge construction and development projects undertaken in the lucrative Gulf Region and in countries like Egypt, Greece, Cyprus, Jordan and Lebanon.

Taking into consideration that the reconstruction of Iraq is estimated to cost around \$88 billion and that of Syria more than \$300 billion, no company operating in the Construction Sector can ignore this unprecedented and unique opportunity.

The demand is huge for all types of infrastructure projects, such as roads, airports, harbors, schools, hospitals, commercial and public service buildings, as well as water and sanitation, oil and gas, ICT and agricultural infrastructure projects. Demand is also huge for the construction of residences, in view of the destruction of a large number of residential buildings in countries of the Region due to wars and the need to improve the quality of houses in other countries.

Needless to say, no reconstruction effort can succeed without the parallel revamping of normal everyday economic activity. Investment in Construction and development projects will create a significant multiplier effect on many other ancillary sectors of economic activity, generating demand for all sorts of products and services required to construct, decorate, furnish and equip new developments.

The “Living” sector in the Euro-Mediterranean Region covers a vast range of products and services including everything required for the home, as well as for office and commercial establishments. This is a sector in which many different types of businesses operate, including importers, exporters, manufacturers, wholesalers, retailers, distributors and traders, as well as professional consultants.

The “**EURO-MIDDLE EAST BUSINESS WEEK, Building, Construction and Living**” exhibition aims at bringing together Developers, Construction Companies, Technology Providers, Raw Material and Equipment Suppliers and Traders, Consultants (including Architects, Interior Designers, Civil, Mechanical, Environmental, Chemical and Electrical Engineers) from all over the world, offering a unique opportunity to network, make connections, learn about new technologies and materials, as well as secure sales or identify suitable business partners. At the same time the “Living” section of the exhibition aims at offering the opportunity to the thousands of businesses operating in this critical sector to trade and promote their products and services to their counterparts in the Region.

The Exhibition will take place during the third quarter of 2021 at the IMC Expo Centre in Nicosia Cyprus. Final dates to be announced soon.

ORGANISERS

The Euro-Middle East Business Week, is organized jointly by the **IMC International Merchandising Center Ltd** and **EURO-MED TDS Euro-Mediterranean Trade, Distribution and Services Initiative**, the Association of Chambers of Commerce and Entrepreneurs of the 27 countries in the Mediterranean and Near East region operating under the patronage of the European Commission and the Council of the EU.

CYPRUS – EUROPE’S CATEWAY TO THE MIDDLE EAST

Cyprus is a stable and thriving open market economy, a member state of the European Union and of the Eurozone, with a western type democracy and a favorable foreign investment climate. Strategically located at the crossroads of three continents Cyprus had historically enjoyed perfect political and economic relations with the nearby Arab Countries of the Middle East.

Being the European Union's southern outpost, it is therefore perfectly located to serve as the economic bridge connecting Europe and the Middle East.



COMMUNICATIONS HUB

Cyprus is a communications hub for international flights to Europe, the Middle East and North Africa. There are frequent and reliable connections with most destinations in the Region from Larnaca and Paphos International Airports. Approximate flight time from Cyprus to most European capitals is 1hour 30minutes to 4 hour 30 minutes, and to all Middle East capitals from 30 minutes to 3 hours.

COUNTRIES IN "CYPRUS HUB" & FLIGHT TIME

EUROPE		
Greece	01h40min	
Bulgaria	01h40min	
FYROM/Macedonia	01h50min	
Albania	02h	
Moldova	02h	
Montenegro	02h	
Romania	02h	
Serbia	02h	
Kosovo	02h	
Ukraine	02h	
Bosnia Herzegovina	02h30min	
Hungary	02h30min	
Malta	02h30min	
Croatia	02h40min	
Italy	02h40min	
Russian	02h40min	
Slovakia	02h40min	
Austria	02h50min	
Belarus	02h50min	
Slovenia	02h50min	
Belgium	03h	
Czech Republic	03h	
Netherlands	03h	
Lithuania	03h	
Poland	03h	
Switzerland	03h	
Germany	03h30min	
Latvia	03h30min	
Estonia	03h40min	
Luxemburg	03h40min	
Denmark	03h50min	
France	03h50min	
Sweden	03h50min	
Finland	04h	
Portugal	04h	
Spain	04h	
Norway	04h30min	
UK	04h30min	
Ireland	04h50min	
Palestine	55min	
Syria	01h	
Turkey	01h	
Armenia	01h40min	
Iraq	01h50min	
Azerbaijan	02h	
Kuwait	02h	
Saudi Arabia	02h	
Bahrain	02h40min	
Iran	02h40min	
Qatar	02h50min	
Yemen	03h30min	
Afghanistan	04h	
MIDDLE EAST		
Lebanon	20min	
Israel	30min	
Jordan	55min	
AFRICA		
Egypt	01h40min	
Libya	02h30min	
Tunisia	03h	
Eritrea	03h	
Sudan	03h	
Algeria	04h	
Morocco	04h50min	

The largest trade fair of the construction sector bringing together key industry stakeholders from Europe and the Middle East

WHO SHOULD EXHIBIT

- ✓ Building Materials
- ✓ Construction Chemicals and Protective Agents
- ✓ Building Machinery
- ✓ Workshop Machines & Tools
- ✓ Worksite Equipment & Tools
- ✓ Utility Vehicles and Equipment
- ✓ Construction Technologies
- ✓ Sun Protection and Shading Systems
- ✓ Glazing and Glass Products
- ✓ Window (façade Engineering), Door Glazing
- ✓ Prefabricated houses, Construction Turnkey Solutions
- ✓ Energy Efficiency, Renewable Energy Systems
- ✓ Smart Home, Building Automation technologies and applications
- ✓ Anti-seismic Systems
- ✓ Civil Works, Structure, Envelope (?)
- ✓ Insulating Materials (Roof/Ceiling/Walls)
- ✓ Renovation/Modernization
- ✓ Acoustic Insulation
- ✓ Heating, Cooling, Climate Control and Ventilation
- ✓ Environmental Technologies, water treatment and sanitation
- ✓ Indoor & Outdoor fittings
- ✓ Joinery and Closures
- ✓ Fire protection Systems
- ✓ Bathroom and Kitchen Furnishings
- ✓ Tiles Sanitary Appliances
- ✓ Window, Door, Frames
- ✓ Paints
- ✓ Floors – Suspended Ceilings
- ✓ Railings – Ironmongery

- ✓ Water Proofing Materials, Mortars, Enhancers
- ✓ Cement Products
- ✓ Swimming pools – Spa
- ✓ Marbles-Granite-Stones
- ✓ Patios-Pergolas-Polycarbonates
- ✓ Garden/Terrace/Conservatory
- ✓ Kitchen and Accessories
- ✓ Timber & Carpentry
- ✓ Lifts and Escalators
- ✓ Architectural Agencies
- ✓ Software
- ✓ Electrical and Electronic Appliances
- ✓ Monitoring, Security and Anti Intrusion Systems
- ✓ Furniture and Decorative Items (Home, Office and Garden)
- ✓ Carpets and Rugs
- ✓ Wallpapers
- ✓ Household Appliances
- ✓ Lights, Lighting, Led
- ✓ Home Electrical Appliances
- ✓ Bedding and Bathing Goods
- ✓ Fitness Equipment

WHO SHOULD VISIT

- ✓ Architects
- ✓ Interior Designers
- ✓ Engineers
- ✓ Main Contractors
- ✓ MEP Contractors
- ✓ Purchasing Managers
- ✓ Project Managers
- ✓ Building Consultants
- ✓ Contracts Managers
- ✓ Facility Managers/Hoteliers
- ✓ Project Developers Managers
- ✓ Traders
- ✓ Consultants
- ✓ Public Sector Buyers
- ✓ Professional and Business Associations and Organisations
- ✓ Manufacturers

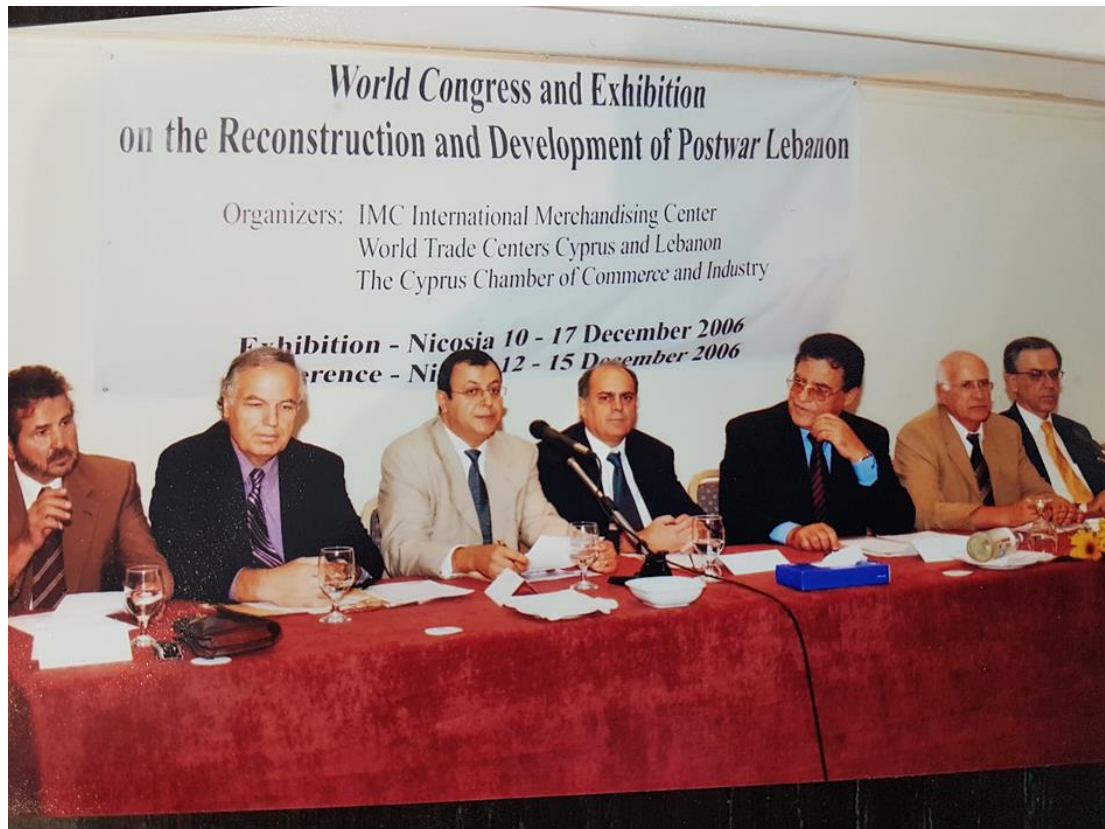
EVENT CONCEPT:

Exhibition, Workshops, Interactive B2B meetings

The **EURO-MIDDLE EAST BUSINESS WEEK** will feature an impressive exhibition of European and Middle Eastern products and services relevant to the wider Building, Construction, Living and Home Improvement sectors and will provide a unique opportunity for business networking.

The Exhibition will have a duration of one week and will offer the opportunity to exhibitors and visitors to identify new suppliers and customers, to secure agencies, to get acquainted with new available technologies, to establish franchises and to secure access to foreign investment and financing for projects.

Participants will have the opportunity to attend specialized workshops as well as have one on one B2B meetings in the networking area at the IMC business centre.



The World Congress and Exhibition on the Reconstruction and Development of Postwar Lebanon jointly organised by IMC International Merchandising Centre Ltd, The World Trade Centers of Lebanon and Cyprus, the Cyprus Chamber of Commerce and Industry and the Cyprus Employers and Industrialists Federation in 2006.

THE VENUE

The **IMC EXPO Centre** is a state-of-the-art Exhibition and Conference centre conveniently located at the Entrance of Nicosia and with easy access from all other towns in Cyprus. The exhibitors and the visitors can use for their accommodation a number of reasonably priced quality hotels in Nicosia; they can also opt to stay in hotels in the nearby seaside towns of Larnaca (25 minutes' drive) or Limassol (45 minutes' drive)



The IMC EXPO Centre

The surrounding area is already one of the most successful commercial destinations attracting, on a daily basis, tens of thousands of visitors. Adjacent to the IMC building is the Mall of Cyprus, IKEA, Leroy Merlin, Superhome Centre, as well as the showrooms of Mercedes, Volkswagen, Volvo, Nissan and Hyundai.

On four floors covering 20,000m², the IMC Centre has ample exhibition space, a main conference hall which can accommodate over 500 delegates and six smaller breakout event halls of various sizes that can accommodate sessions ranging from 50 to 250 persons, all equipped with the latest audio-visual equipment. Furthermore, the Centre has a fully pledged business centre with all the necessary support services and spacious areas for networking and one-on-one B2B meetings.

The centre will also make available to exhibitors a dedicated 2,000 m² open air exhibition area, suitable for the display of heavy transport, construction and other equipment. The Centre also offers multiple catering facilities, including restaurants, snack bars and coffee shops.

SPONSORSHIPS & ADVERTISING

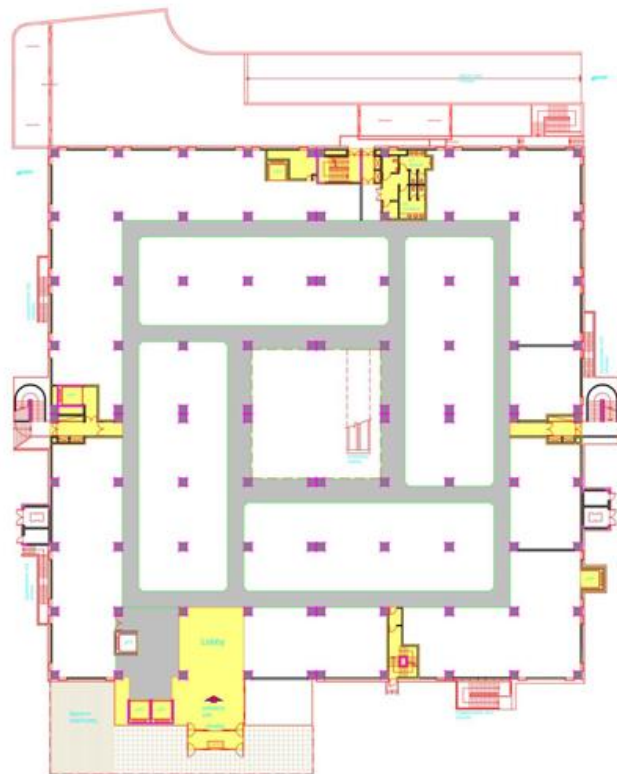
There are plenty of sponsorship opportunities for public and private sector companies and organisations who see this as a marketing opportunity to project their image and promote their products and services. Potential Sponsors can choose to either sponsor the whole event or specialized workshops, depending on their target audiences. Those sponsors that choose to host any of the workshops will be given the opportunity to Chair and present at the specific workshop. Furthermore, the IMC EXPO Centre offers plenty of Advertising Spaces to companies wishing to promote their products during the Exhibition. Details are available from the Organisers.



Prof. Luigi Troiani, Secretary General of Euro-Med TDS addressing the Euro Mediterranean Trade & Partnership Fair, jointly organised by Euro-Med TDS and Business Global, a subsidiary of IMC.

EXHIBITION SPACE

Typical Floor Plan:



Pavilions can be constructed and licensed in multiples of 16 m² for companies and organisations and multiples of 75-m² for national pavilions. For prices, please contact the Organisers

LEVELS OF PARTICIPATION AT THE EXHIBITION

OPTION A

Display of products or services in indoor pavilions in the main exhibition hall. Minimum space area of 16m² Additional space can be rented in multiples of 16m². National Pavilions are available at a minimum size of 75m² and in multiples of 75m².

OPTION B

Open air display for heavy construction machinery and equipment with a canvas roof for protection from the weather. No minimum space requirement.

OPTION C

Catalogue only participation. Participants' catalogues and other literature to be displayed to the visitors at the entrance to the exhibition.

NOTES

1. For rates please contact the Organisers
2. All the exhibition participants, regardless of the method of participation will have their names and contact details listed free in the Official Exhibition Catalogue. which will be distributed worldwide.
3. Participants can make their own arrangements for travel, hotels, transfers etc. The Organizers can assist in airline and hotel bookings if requested by the client. Special packages which include hotel accommodation, airport transfers, exhibition space rental, meals etc. are available upon request.



For more information

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