



RESTART “CYPRUS-EUROMED” EXPO & FORUM

Investments- Health- Tourism- Trade

Under the auspices of
the President of the Republic of Cyprus Nicos Anastasiades
3rd to 7th of March 2021

Charles Darwin, “It is not the strongest of the species that survives, nor the most intelligent. It is the most adaptable to change”. 24th November 1859

The coronavirus pandemic created new facts and realities to which societies must adapt as soon as possible to ensure that normality shall return and that the achievements of humanity of decades shall not be reversed.

The challenges faced are similar for all countries in the world. The pandemic stretched the limits of healthcare systems for most countries. The Economic conditions deteriorated in every single country, international trade was seriously affected, travelling restrictions brought tourism and related industries to a standstill and new investment projects were put to a halt.

The responses of national governments to the pandemic varied. Some countries were more successful than others in containing the spread of the disease, but, at the same time, even the economies of these countries were seriously hit, due to the strong interdependence between economies.

Since whatever happens in one country seriously affects its economic partners, the measures that need to be taken to restart economic activity cannot be limited at the national level, but should take into account a regional if not a global perspective.

At the same time, every crisis creates opportunities and, in the new environment, the countries of the Euro-Mediterranean Region, as well as neighboring countries, need to find ways to cooperate with each other, exchange ideas and share experiences, formulate common policies and take measures in order to avoid further consequences for their economies, exploit opportunities and return to sustainable growth.

RESTART “CYPRUS-EUROMED” EXPO & FORUM aspires to become the melting pot of ideas from political leaders, government officials, experts, the academic community and business leaders, reaching eventually to conclusions about which is the best way forward for Cyprus and for the whole Euro-Mediterranean Region after the pandemic.

This important event is jointly organized by the **IMC Expo Centre, Euro-Med TDS, the Cyprus Medical Association (CYMA), the Cyprus Employers’ and Industrialists’ Federation (OEB) and EURO-MED TDS.**

The European organisation **EURO-MED 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 (France, Spain, Portugal, Italy, Greece, Cyprus and Malta) with the rest of the countries of the Mediterranean and the Near East.

The event is **supported by the Government of Cyprus** and because of its great significance **the President of the Republic Mr Nikos Anastasiades placed it under his auspices.**

CYPRUS AND THE EURO MEDITERRANEAN REGION

Cyprus, is a country strategically located at the cross roads of three continents, and as a country, which successfully managed to control the pandemic, can play a vital role in the efforts to restart economic activity in the Euro-Mediterranean region.



Being Europe’s southern outpost, it can also serve as the bridge connecting Europe with countries of the Middle East and North Africa, facilitating and creating business opportunities.

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 favorable foreign investment and business environment. In addition to tourism, Cyprus has a world-class services’ sector and one of the leading shipping sectors in Europe. The country historically enjoyed excellent political and economic relations with all the countries of the Region.

The core theme of the **RESTART “CYPRUS-EUROMED” EXPO & FORUM** is to enable the countries, mainly but not limited to the Euro-Mediterranean Region, to explore opportunities and find ways to work together in an effort to revitalize economic activity and achieve sustainable economic growth to reach soon and exceed pre COVID-19 levels. Special emphasis shall be given to the economies of Southern Europe (Cyprus, Italy, France, Spain, Portugal, Greece, Malta), the Middle East (Saudi Arabia Egypt, Israel, UAE, Kuwait, Bahrain, Oman, Lebanon, Jordan, Iraq and Turkey), and the Balkans (Serbia, Croatia, Bosnia Montenegro, Slovenia, Romania and Bulgaria).

THE FORUM

The Three Pillars of the Forum

The Forum focuses on three main pillars. The first pillar concentrates on issues related to strategies and policy measures, aiming at strengthening the social and economic structures and processes, taking into account the lessons learned from the pandemic experience. Amongst them, is the need to proceed immediately with the digitalization of procedures, both in the public and private sectors, the introduction of effective measures to prepare the economies for distance

work and education, the introduction of new institutional arrangements, such as work from home, the adaptation of industrial relations to new circumstances and similar issues.

The second pillar concentrates on the new strategy to be followed in order to take advantage of the new realities caused by the pandemic and includes issues relating to the identification of new prospects, and cross-border investment opportunities. The public sector approach to business initiatives can lead to an influx of foreign investment. It can also provide a substantial boost to sectors such as tourism (in particular, medical and wellness tourism and conference tourism) and services, trade, product and service exhibitions, technology, etc.

The second pillar also covers issues such as the updating of the public sector structures and procedures, aiming at reducing red tape to the minimum, as well as the training of public officials in order to ensure that they fully appreciate that their role is to support private investment initiatives.

The third pillar concentrates on issues related to the latest developments in the treatment of pandemics, the presentation of the most modern medical equipment and consumables related to early diagnosis and assistance of treatment, the presentation of ways to strengthen the immune system, especially in the case of the most vulnerable groups, etc. The same pillar includes the improvements needed in the case of public and private hospitals as well as cooperation between countries to prevent cross border import of diseases, without seriously damaging economic activity.

The Forum Sessions

The Forum shall begin with a ceremonial opening session, which the President of the Republic was invited to address. Political and Business Leaders from the Euro-Med Region shall also address the opening ceremony and the twelve plenary sessions which shall follow in the next three days and which shall concentrate on specific economic, and health issues, with particular emphasis on the promotion of cross-border investment and tourism and the cooperation to avoid the reappearance of pandemics in the future and to face their consequences.

The Forum will cover the following sectors:

- Economy
- Trade
- Tourism
- Health
- Energy
- Construction
- Industry
- Education, Research and Innovation
- Investments, Banking and Finance
- Services
- Shipping

THE EXHIBITION

The Exhibition shall remain open for four days and shall feature an impressive selection of innovative products, technologies and services, which can support the restart of the economies of the countries of the Euro-Mediterranean Region. Products, technologies and services related to the management of the consequences of the pandemic and the prevention of its reemergence shall also be exhibited. Furthermore, the Exhibition shall also offer a unique opportunity for businesses to identify new suppliers and clients, place orders, secure agencies, get acquainted with new available technologies, establish franchises, OEM subcontract, etc.

Given the regional nature of the Exhibition, trade buyers as well as representatives of professional organisations and association from the wider Euro-Mediterranean area shall be invited to attend and explore the variety of opportunities showcased at the Exhibition.

A second group of exhibitors includes private and public companies, organisations and associations which are instrumental in the effort to restart economic activity, generate economic growth, attract foreign direct investment, create new jobs and generate income for the state. Such sectors include Property Development, Professional Services, Health and Wellness Tourism, the Film Production Industry, Commerce and Trade, Tertiary Education, Renewable Energy, Utilities (including Power Supply and Telecoms) and Shipping.

Since the construction sector is the driving force of economic growth in many economies, it shall have a significant presence in the exhibition. This shall not be limited to major development projects, but also with anything associated with living, property development, building materials, accessories and decorative items for the home, office or garden. Special emphasis shall also be given to new technologies to improve safety.

Professional and Business Associations, Municipalities from the Euro-Med region shall also be invited to have their own pavilions.

Visitors shall have the opportunity to get valuable information and materials from the information desks of Ministries, Embassies, and Commercial Counselors.

The Exhibition shall be accommodated on three out of the four floors of the IMC Expo Centre (12,000m² of exhibition space), while the Forum shall take on the top floor where the Centre is located.

LEVELS OF PARTICIPATION IN THE EXHIBITION

OPTION A: Corporate Platinum Pavilions offered in multiples of 75m² 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 centers meeting/conference rooms.

OPTION B: Corporate Gold Pavilions Offered in multiples of 30m² each located in the corridor corners of all circulation areas of the exhibition centre.

OPTION C: Standard Pavilions with a minimum size of 16m²

NOTES

1. For exhibition rates please contact the Organisers directly
2. All the exhibition participants, regardless of their mode of participation shall have their names and contact details listed free of charge in the *Official Exhibition Catalogue* which shall be distributed during the exhibition as well as through the exhibition website.

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 circulars by all the cooperating organisations, from Cyprus and the Euro-Mediterranean Region.

Acknowledging the wider international significance of the topics to be discussed and the items to be exhibited, **Euronews** decided to cover the proceedings of the Forum and the Exhibition.

SPONSORSHIPS & ADVERTISING

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.

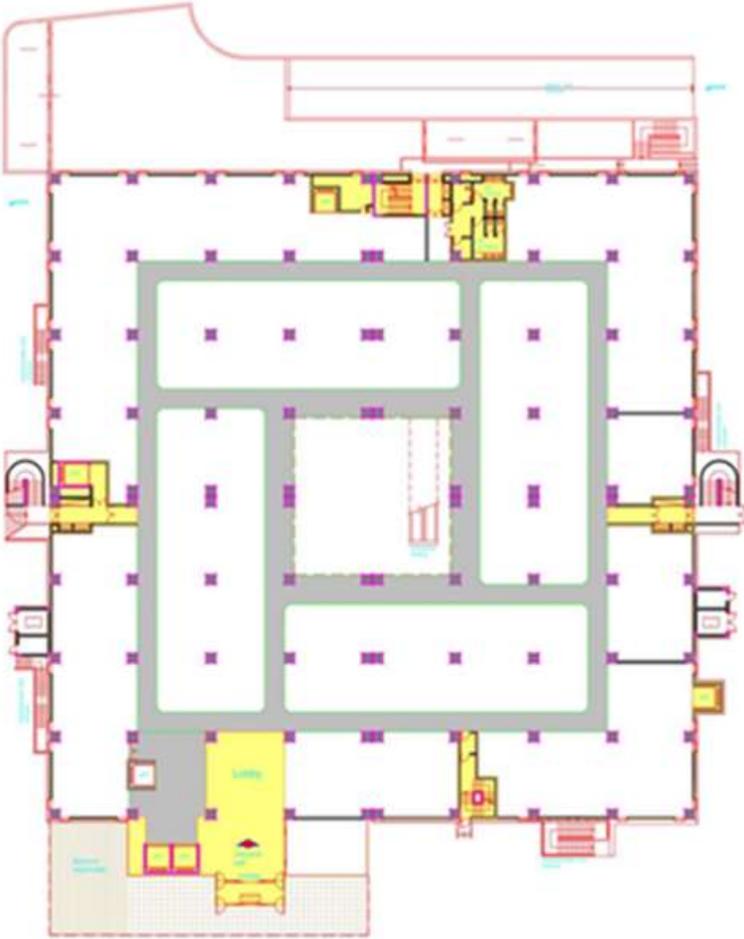
Details of the Sponsorship packages as well as advertising opportunities is available from the organisers upon request

VENUE

The event shall take place 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**.

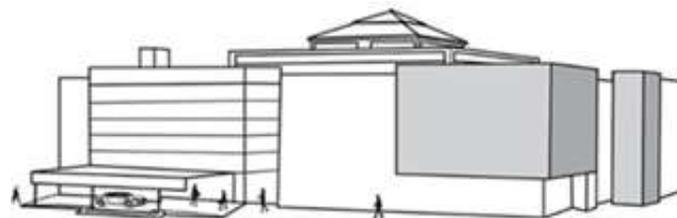


Apart from lots of exhibition space, the IMC Building accommodates a main Conference Hall catering for over 500 delegates and six smaller breakout event halls of various sizes, ranging from 50 to 250 persons, all equipped with the latest audio-visual equipment. Furthermore, the Centre has a fully-fledged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



Typical Floor Plan

- More specifically the Centre offers:
- State of the art conference and exhibition facilities on four floors of 4,500m² each, 18,000m² 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



IMC EXPO CENTRE

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