

ATEX NEWSLETTER

January 2011

ATEX - International Exhibition Organizers

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Tripoli International Fairground

Read in this issue...

- Libya signed a contract worth of \$ 227million dollars in Rome for the establishment of the Aqeelah project area...
- The Mediterranean Company (MIH) has signed an agreement, as it is a joint venture between the Palace Corinthia Co. Kuwait National Real Estate Convention, with economic development real estate company (EDREICO) to build a tower of 40 floors on the coast of the sea in the center of Tripoli in Libya...
- The General Secretary of the Privatization and Investment Board declared on the 6th Dec, 2010 in Tripoli, that the first phase of investment in Libya began in 2007 and ending in 2011...

Page 03

Libya Build 2011 Features

- The Major International Companies, who participated in the last edition of Libya Build, have confirmed to secure their spaces in Libya Build 2011.



• Turkey, Troy Expo our official and exclusive partner, have sold out almost all their spaces in Libya Build 2011, Turkey this year will be the biggest participant in terms of space and number of International companies where it will reach approximately 100 companies. Libya Build 2011 is approved by The Ministry of Foreign Trade of Turkey (DTM) and the official Turkish pavilions are 80 & 85.



• For the first time in Libya Build there will be a pavilion specialized in Pumps, irrigation systems and gardening. It will open the door for Agriculture equipment companies to be part of this show, which will be located in pavilion 40.

Libya Build 2011 sales report up to 31st December 2010

• The Italian Institute for Foreign Trade –I.C.E have signed and confirmed their participation in Libya Build 2011, the official Italian participation will be in pavilion 58 with a space of 671 square meters.



France

UBI France has confirmed their participation and they have chosen pavilion 69A as the official French pavilion.

• We received a signed contract from Thai Trade Center (office of Commercial Affairs, Royal Thai Embassy) confirming a participation of 16 companies from Thailand, they will be in pavilion 82 among International and local companies.

• CEPEX – TUNIS has confirmed their participation in Libya Build 2011, this year the official Tunisian pavilion will be 67.

• CCPIT – Fujan sub council / Valuedshow, our partner in China has sold out all their spaces, China pavilion will be 69B.



• **Malta:** 80% of the spaces reserved to the Maltese companies by Malta Enterprise have been signed & Confirmed, they are all located in pavilion 70 among international and local companies.



• Egypt has confirmed the same space as in the last 4 years; their participation will be in an area of 1,000 square meters, with all major Egyptian brand names. The official pavilion for Egypt will be 66 and other companies will be located in specialized pavilions.



• AEP – Associacao Empreserial de Portugal, has confirmed their participation with 8 companies from Portugal, they will be participating in pavilion 84, among German, Austrian and other local and international companies.

• We are still waiting to receive confirmation from Jordan & Slovenia as they have voiced their interest in participating in Libya Build 2011.

• ATEX has appointed GESELL & CO as an official exhibition sales representative in Austria & Germany.

• Our agents and partners worldwide have covered nearly 85% of their spaces.

• As far as the sales campaign within the Libyan market is concerned, we reached 50% of the participation compared to last year, with more than 100 companies have signed and confirmed their spaces. In the coming few weeks, we will be working to sign with more than 40 companies who have sent their initial participation requests already.



The most well-known Libyan painting brands have confirmed their participation in this edition, with total of 500 Square meters; the painting sector is located in pavilion 58.



To face the huge demand in EMEX, we are considering opening a third pavilion along with pavilions 20 and 22.

Building & Construction News

Eni to Build Port, other Projects in Libya

Italian Energy Company Eni SpA has agreed to help Libya build a naval port, desalinization plant and 1,000 houses in the El Agheila area along the Gulf of Sirte.

Eni Chief Executive Officer Paolo Scaroni signed on 20 December the MOU during a weekend ceremony in Tripoli, the energy company said in a statement. The memorandum outlines the undisclosed terms for construction of a shipping port and related infrastructure, a water desalination plant and 1,000 houses in an area near the Gulf of Sidra. The Italian company said it signed a memorandum in 2006 with the Gaddafi Development foundation and Libya's state-owned National Oil Corp. to help build an "innovative program of social projects" in the country.

Eni, Italy's largest natural gas and oil company, is the biggest foreign player in Libya in terms of hydrocarbon production.

Eni said the agreement was part of a 2006 deal with the Libyans to invest in social projects such as building hospitals, preserving archaeological sites and training Libyan graduates. Italy and Libya have long had good ties, which were sealed with a 2008 "friendship treaty" in which Italy agreed to pay Tripoli \$5 billion for its 30-years occupation.

El Agheila is 2180 kilometers (175 miles) west of Benghazi.

- Libya signed a contract worth of \$ 227million dollars in Rome for the establishment of the Aqeelah project area for the implementation of 1000 housing units with all facilities to service the desalination plant for water and construction of a seaport with the latest technologies.

The contract was signed in the presence of the General Secretary of People's committee Dr. Al-Baghdadi Al-Mahmoudi and the General Commissioner of the company Annie Skeroni Paulo and the Libyan Ambassador in Italy.

- The Mediterranean Company (MIH) has signed an agreement, as it is a joint venture between the Palace Corinthia Co. Kuwait National Real Estate Convention,

with economic development real estate company (EDREICO) to build a tower of 40 floors on the coast of the sea in the center of Tripoli in Libya, under the name City Tower. The companies provided the final plans of the project site for approval. It is scheduled to begin the excavation work at the project site which is expected to be completed of its implementation in December 2012, following the approval by the competent authorities to proceed its implementation according to the concept of combining facilities, commercial retail and residential. City Tower includes investment, residential, commercial which was allocated an area next to the Al-Fateh Tower, upon 332 apartments were put up for sale with an office space about 26000 square meters rental fee, while other area earmarked for the establishment of a convention center, restaurants and underground parking that can accommodate 850 vehicles, in addition to a health club, business centre covered with the total area amounting to 102 thousand square meters.

- Libya plans to build a new stadium in the capital of Tripoli in preparation for the African Nations Cup soccer, which will be hosted in 2013. The "Boo" Austrian group mentioned that they won the tender to build the stadium deal worth 200 million Euros. The group explained that they will cooperate in building this project with a Turkish and a Libyan company. As they confessed that the new stadium which will have a capacity of 50 thousand spectators will be the largest in Libya. In addition, they also stated that the roof would be hung on three steel arches rise 100 meters to symbolize the old three Roman cities in Libya, and Oya, Sabratha and Leptis Magna. Libya plans to build another stadium in the city of Benghazi in order to host the finals.

Libya spends 250 billion dinars for the infrastructure by 2017

The General Secretary of the Privatization and Investment Board declared on the 6th Dec, 2010 in Tripoli, that the first phase of investment in Libya began in 2007 and ending in 2011, indicating that Libya spent on this stage about (125) billion dinars on infrastructure, both in the construction of housing, roads and airports and that the second phase of investment will begin in 2012 and for the next five years Libya will spend the same amount on the development of infrastructure.

Libyan-Qatari Joint Venture Breaks Ground on Luxury Development in Libya



The Waterfront to Include 5-Star Resort, Residences, Shops, and More

Tripoli- Work has begun on Wednesday at The Waterfront, a luxury residential and resort development located near Tripoli along Libya's Mediterranean coast, announced Al-Libya Al-Qataria (ALAQ), a joint venture between Oyia (a wholly-owned subsidiary of Libya's Economic and Social Development Fund) and Qatari Diar Real Estate Investment Company (a wholly-owned subsidiary of the Qatar Investment Authority).

The Waterfront will be a premium, gated, mixed-use community located in Janzour, a western suburb of the Libyan capital. Central to the project is a five-star resort hotel, the first in Tripoli to offer a waterfront location along with first-class amenities and unsurpassed service.

In addition to the five-star hotel, the 42-hectare development includes serviced residential apartments, luxury villas, and an upscale neighborhood retail village. Additional amenities include beach access to the Mediterranean, extensive walking trails, top-quality fitness and sports facilities, shops, gourmet restaurants, and more.

With nearly 300 rooms and suites, The Waterfront's resort hotel will be able to accommodate both business travelers and tourists in an atmosphere of comfort and luxury.

Hotel amenities will include a full-service conference facility and business center, a luxury day spa and fitness facility, international-quality tennis courts, an outdoor pool complex, a private beach club, and five world-class seaside restaurants. Spacious, state-of-the-art guest rooms will feature high-tech sound systems, flat-screen high-definition televisions, DVD players, wireless high-speed internet, customized bedding and linens, an ergonomically-designed work area, premium four-fixture bathrooms, and local artwork. The hotel has been designed so that each guest room offers a sweeping view of the Mediterranean Sea.

Equally luxurious will be the serviced residences at The Waterfront. Custom-designed homes combined with resort-style amenities offer an international-standard lifestyle to community residents. A mix of luxury villas, maisonettes, and apartments will ensure that potential residents can easily find a home customized to their needs. The Waterfront will offer residents the highest level of security; amenities include numerous swimming pools and seaside terraces, lush Mediterranean landscaping, walking trails, an oceanfront beach club, and a state-of-the-art fitness center.

The Waterfront retail village will feature a wide array of shops and facilities to meet the needs of daily life, including an upscale neighborhood market, laundry and dry cleaning services, banking facilities, and a number of cafes and restaurants.

Abdul Aziz Al Theyab, Chairman of ALAQ Board of Directors, said, "Libya is one of the fastest-growing business and tourist markets in the region, and international travelers are just beginning to learn about its rich history and vibrant culture. The Waterfront is a truly unique development in a remarkable Mediterranean setting; we are honored to bring a new level of world-class accommodation to Libya in partnership with Oyia and Qatari Diar."

"The Waterfront will offer an unprecedented level of service and luxury in Libya," added Wesam Eledrisi, the Vice Chairman of ALAQ's Board of Directors. "This vision is being achieved with an emphasis on innovation, partnership, and raising the standard of living in the Tripoli area, and the ongoing cooperation and enormous support we've received from both the Libyan Jamahiriya and the State of Qatar have been integral in our success."

Eng. Mohammed bin Ali Al-Hedfa, Group CEO of Qatari Diar, added, "We Are delighted to be breaking ground on The Waterfront, and we consider it an important symbol of the deep friendship between Libya and the State of Qatar. Furthermore, we believe that The Waterfront's world-class resort and residences have the potential to herald a new era of luxury living for both Libyan residents and the growing number of business and leisure travelers who visit Tripoli."

French Companies with Projects worth 27B in Libya

Mohamad Syala, the director general of Libya's Cooperation Department of the People's Committee for Foreign Liaison and International Cooperation, has been quoted saying that the volume of trade between Libya and France in 2010 amounted to \$4billion.

The Libyan exports mainly include crude oil and petroleum products and petrochemicals. The Libyan imports from France include machinery and equipment, generators and some food items.

According to Syala, French companies are implementing projects worth \$27billion in Libya.

ATEX Future Events

Libya Boat Show 2012



Libya Boat Show will be held for the first time on the territory of Libya, this unique event will be organized in the first marina in Tripoli coast, which is currently still under construction. ATEX has the honor to organize the first edition of Libya BOAT show; the complete profile of the show as below.

Exhibition Profile

- Boats and Yachts
- Inflatable Boats
- Classification and Certification
- Boat project management
- Clubs, Federations and Associations
- Brokers and Charters
- Electronic and Air Conditioning Systems
- Entertainment systems
- Water Sports equipment and Accessories
- Sailing equipment
- Furniture and interior decorating
- Designers and Naval Architects
- Harbors and Marinas
- Maritime consulting and management companies
- Satellite Telecommunications Transport
- Press and Media

The date and the venue will be determined shortly.
Thank you and we look forward to invite you to the show soon.



Libya Pack Show



The 1st International LIBYA Packaging, Processing & Plastic Exhibition will be organized with three major exhibitions which are:

- The International Libya Packaging Exhibition
- The International Libya Processing Exhibition
- The International Libya Plastic Exhibition

Phase 1:

The International Libya Packaging Exhibition

Packaging Exhibition Profile:

- 1- Packaging Machines
- 2- Packaging Production
- 3- Package And Packaging Processes
- 4- Packaging Aid Products
- 5-Services For The Packaging Industry

Phase 2: The International LIBYA Processing Exhibition

Exhibition Profile:

- 1- Control and Instrumentation
- 2- Environmental Equipment
- 3- Facilities Management
- 4- Food Processing Equipment
- 5- Industry Services
- 6- Laboratory Testing & Quality
- 7- Material Handling and Conveying
- 8- Packages, Packing Material
- 9- Packaging Equipment
- 10- Sanitation Supplies & Equipment
- 11- Transportation, Distribution

Phase 3: The International LIBYA Plastic Exhibition

Exhibition Profile:

- 1- Machinery & Equipment for the plastics industries
- 2- Raw materials, auxiliaries
- 3- Semi- finished products
- 4- Technical parts
- 5- Reinforced plastics
- 6- Services for the plastics industries

UPCOMING EVENTS POSTERS

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