

# ATEX NEWSLETTER

October 2010

ATEX - International Exhibition Organizers

Issue No. 01

## ATEX in a few words

ATEX welcomes you to the 1<sup>st</sup> issue of ATEX NEWSLETTER, which contains all information on our events.

ATEX launched in 2001, it has evolved into one of the leading companies in Libya specialized in organizing international exhibitions and events, and has ever since been associated with great achievements and success. The annual Libya Build Expo is only an example of our highly professional and productive work.

ATEX has become a full member of UFI (The Global Association for the Exhibition Industry) in the category of (Exhibition Organizers), also received a certificate from UFI (The Global Association for the Exhibition Industry).

We aim to provide our clients with a unique opportunity to enter the Libyan market backed with the latest most advanced services and technologies, and to fulfil their every need for achieving their goals and purposes.



■ ATEX team

## Read in this issue...

- ATEX has signed an exclusive agency agreement with Troy Expo Services Ltd. *Page 02*

- Libya Build 2010 gained a great success with a participation of 632 companies from 34 different counties, and the event welcomed 15,881 professional visitors. *Page 02*



- Libya has awarded Austrian Construction Strabag a 172 million dinar road contract, *Page 03*

- The developer of the Gadafi Tower, Al Watissimo Charity Foundation, has entered into a communication of understanding with the Malaysian construction firm, *Page 03*

## Construct Libya, In new concept

**CONSTRUCT**  
construction & machinery

Construct  
Libya  
SOON

will be organized for the 3<sup>rd</sup> time, however it will be organized with its new shape and fully new profile.

## ATEX Events Calendar

### 2011

**May.** 1 2 3... **15 16 17 18 19** ... 29 30 31  
Libya Build  
EMEX Show

**Nov.** 1 2 3... **28 29 30** ...  
Skyline Libya Exhibition

**Nov.** 1 2 3... **28 29 30** ...  
Construct Libya Exhibition

### 2012

Libya Boat Show, Libya Packing Show

## Skyline Exhibition

Skyline Libya 2011, The 3<sup>rd</sup> Architects & Real Estate Exhibition will be held from the 28 – 30 November 2011, this event is an outstanding opportunity for property developer & International ... *Page 04*



## Director Word



Welcome to our first ATEX e-news letter which will be issued every three months and it will include all information about our events and exhibitions, reports of our previous events as well as updated news of the Building & Construction and Real Estate Market in Libya. Hope you enjoy browsing our e-news letter.

Thank You.

Director  
Firas El- Mortadi

## Libya Boat & Packing Shows



*Page 06*

**ATEX News**

- ATEX has signed an exclusive agency agreement with Troy Expo Services Ltd to be the exclusive partner in Turkey for all ATEX events.

- ATEX management has already started the preparation for the sales campaign of Libya Build 2011 which will be held from 15th to 19th May 2011.

**Libya Build 2010**

Libya Build 2010 was officially launched by Mr. Mohamed Haweij "Secretary of the Libyan General people's Committees for Industry, Economy and Trade", Dr.

Jamal Lamoush "General Secretary of the Privatization and Investment Board", Mr. Jomaa Al Ostta "Secretary of the General Union of the Chambers of Commerce and Industry", Eng. Taha El Sherif "The Deputy Chairman of the General Board of Fairs".

**Exhibition Statistics**

- Total Exhibitors : 632
- International Companies : 427
- Local Companies : 205
- Total Space Area : 17,645 Sqm.
- Indoor Space : 12,317 Sqm.
- Outdoor Space : 5,328 Sqm.
- Total Visitors : 14,140
- Total Visits : 16,979

Libya Build 2010: With 632 small, medium, large companies and enterprises from all over the globe, over 16,900 visits from professional and decision makers, it is absolutely the most superior exhibition ever held in Libya.

The construction industry has played a prominent role in this major that proves a huge Local & International participation in the exhibition.

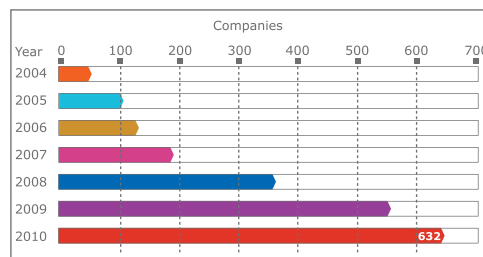
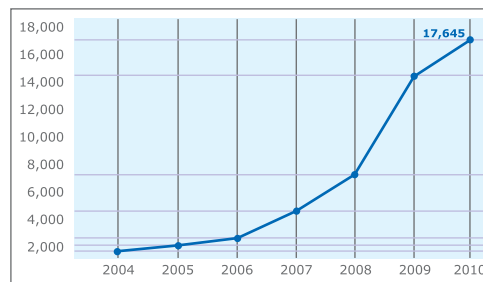
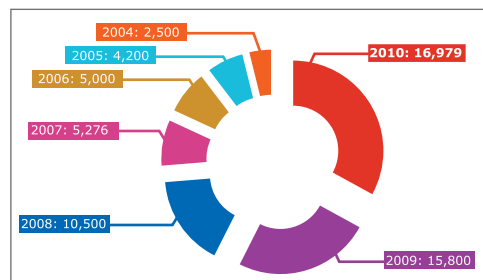
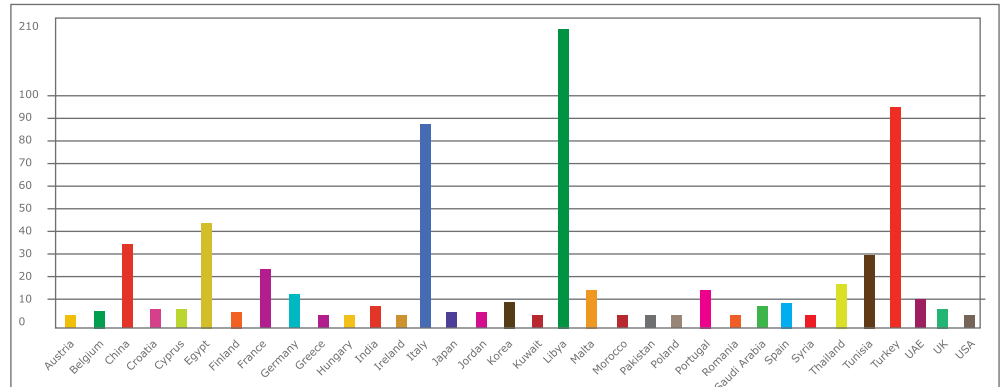


Libya Build 2010 showed a massive success in terms of business made and contract signed during the 5 days of the show, which we estimate to exceed hundreds of millions of US Dollars according to some exhibitors who have already reported us.

The event offered a unique platform for all participated companies, where construction projects today in Libya are valued in excess of \$100,000 billion.

The enormous success achieved in the 7th edition of Libya Build, and in addition to the above features Libya Build gained full support from various organization and enterprises from all over the world as well as from the local associations and governmental bodies.

The Event is approved and a full member of The Global Association of the Exhibition Industry (UFI). Libya Build 2010 was officially sponsored by the Privatization and Investment Board

**Companies****Space (Area)m2****Visitors****Countries**

which was an added value to the event.

ATEX is proud of organizing the largest specialized exhibition and the biggest networking event in the construction field in Libya as we are all glad to achieve this level of organization which covered the entire space of the fairground, and of course our extreme happiness by achieving the objectives of our exhibitors and visitors from the event.

**Invitation to Libya Build 2011**

Libya Build 2010 achieved a huge success over again being the most major construction show in Libya. The International and Local participation has exceeded 632 and the total visits 16,979. In addition, participants had the prospect to present their products in a space area of 17,645 Square meters. Thousands of engineers, consultants, experts, businessmen and decision makers had attended this event. ATEX has the honor to invite all engineers and



the concerned companies and Organizations to participate in this event and the accompanied activities, in Libya Build 2011, which will be held in Tripoli International Fairground, from 15 - 19 / 05 / 2011, For more information please visit: [www.libyabuild.com](http://www.libyabuild.com).



## Building & Construction News

The developer of the Gaddafi Tower, Al Watissimo Charity Foundation, has entered into a communication of understanding with the Malaysian construction firm, NSCB Engineering Sdn Bhd, Construction on the tower is scheduled to begin this year and is expected to be complete by September 2013, costing in excess of \$300m. The site for the tower is located in Tripoli's central business district and is surrounded by a number of new Developments that are either currently under construction or waiting to break ground, such as the Tripoli Centre.

Libya has awarded Austrian Construction Strabag at million dinar road contract, the Austrian Strabag will cooperate with Al Hani construction firm to upgrade a road stretching over 210 km (130 miles) from Ras Ajdir on the border with Tunisia, to Gura about 60 km east of the Libyan Capital , the project is owing for achievement within 31 month.

Public Utilities Sector signs contracts worth LD 1.3 in Three months, a number of contracts worth 1.290 billion Libyan dinars have been awarded by the sector, about 808 million Libyan Dinars went to contracts in municipality works & public housing maintenance works.

On the 3rd of August 2010 a meeting was held in Benghazi, where it was attended by the secretary of Public Utilities, top local officials and CEOs of construction companies they discussed the ongoing construction works in housing projects that are anticipated at 27 billion Libya Dinars (\$20B) including infrastructure work, in addition the secretary announced that there are now 38000 housing units being constructed in Benghazi at price of 12 billion Libyan dinars, furthermore there will be 15 billion Libyan dinars earmarked for public services projects.

Libya plans to invest 40 billion Libyan dinars over 15 years to upgrade & expand its infrastructure & improve living standards for its 5.3 million populations.

Naim Holdings Bhd said its wholly-owned subsidiary, NCSB Engineering Sdn Bhd, had entered into a memorandum of understanding (MoU) yesterday with Libya's Al-Waatasemu Charity Foundation (WCF) to cooperate for the development of Gaddafi Tower, a proposed 50-storey building in Tripoli, Libya. "NCSB as an engineering and construction company expresses interest to invest, undertake the design, and construction of this Gaddafi tower for WCF," Naim told Bursa Malaysia yesterday.





## Skyline Libay 2011

Skyline Libya 2011, The 3rd Architects & Real Estate Exhibition will be held from the 28 – 30 November 2011 organized by ATEX – International Exhibition Organizers, this event is an outstanding opportunity for property developer & International firms to bring together all the professionals under one roof.



Skyline Libya is the most significant exhibition for real estate as it will be the attractive location for the investors, financiers, project developers, consultants, project managers & Designers to display their housing projects & Pioneering technology thereby showcasing the most modern things in the global construction industry.

Skyline Libya will also provide a comprehensive view & it will help to explore the emerging trends in the industry as well as it will facilitate in creating networking opportunity.

## SMALL BRIEF ABOUT OUR PREVIOUS EDITIONS OF SKYLINE LIBYA 2008 & 2009

SKYLINE LIBYA 2008 the 1st Architecture and Real estate Exhibition has been held in November, the event has attracted good attention from broad range of people & visitors from all over the country.

- Number of exhibitors: 24
- International participants: 60%
- National participants: 40%
- Number of visitors: 4175 visitor
- International visitors: 75.6%
- Local visitors: 24.4%

Hydra Properties was the platinum sponsor of the event and supported by the General Board of Fairs and the General Authority for Tourism and Traditional Industries and organized by ATEX.



Libya today is a rapid changing country; the real estate construction market shows a major driver of Libya's economy, where it aims to boost the field of real estate in order to develop sales & Business on an international & Precious level.

SKYLINE LIBYA 2009 the 2nd Architecture and Real estate Exhibition has been held during December at Tripoli International Fairs. The event shows an exclusive business & Marketing platform for both national and international companies.





Skyline had provided a unique opportunity to meet the leading property developers and industry experts to develop partnerships and obtain the latest trends in Libya property market.

- Number of exhibitors: 32
- International participants: 22%
- National participants: 78%
- Number of visitors: 4053 visitors

The Libyan Investment and Development Company LIDCO & ALMAABAR were the platinum sponsor of the event and supported by the General Board of Fairs and organized by ATEX.

For more information you can visit our website [www.skyline.ly](http://www.skyline.ly).

## NEWS

### Signature of Contract of Projects

Contract of project for execution of preparatory works and opening of paths in the industrial area of Sidi Elsaeh, Shabiat Jfara was signed between the secretary of the public authority's administration committee of the industrial area and the chairman and general manager of Libyan company for urban development.

### Corinthia to Commence Work on €300m Medina Tower in Tripoli

Excavation and construction will kick off in the coming weeks on Medina Tower in Libya, a mix use development on the main boulevard in the heart of Tripoli, jointly owned and developed by Mediterranean Investments Holding p.l.c. (MIH), International Hotel Investments p.l.c. (IHI) and their Libyan partners, the Economic Development and Real Estate Investment Company (EDREICO).

Estimated at a total cost of €300 million, the development will consist of residential, office, retail and leisure accommodation within a self-contained «vertical town» that is expected to become the market leader in its environment by establishing itself as a neighborhood-serving commercial centre that is also a vibrant arts, cultural and entertainment centre.

Details of the project were announced by Corinthia Group Chairman Alfred Pisani, MIH director Joseph Fenech and the Managing Director for Medina Tower Joint Stock Company Reuben Xuereb during a press conference.

Medina Tower benefits from the expertise gained by MIH in developing large scale projects in Libya, particularly the Palm City Residences, as well as Corinthia's 35 years experience of doing business and investing in Libya.

The construction process has been opened to international tendering and Maltese contractors and suppliers will be invited to bid, just as they were invited to bid for works at Palm City Residences.

Construction will take 44 months to complete and the first tenants are expected to move in during the first half of 2014.

This architectural concept embraces the neighboring buildings while its curved lines allow each floor to enjoy unobstructed views of the Mediterranean Sea.



### Libya set for Niger Investment

Libya's Prime Minister Baghdadi Al Mahmoudi said that his government plans to invest about \$100 million in the landlocked African country.

"Libya has decided to increase the volume of its investments in Niger," Libyan Prime Minister Baghdadi Al Mahmoudi said during a visit to meet Niger's junta chief Major Salou Djibo. Djibo became junta chief after soldiers overthrew the government of President Mamadou Tandja in February. Tandja had become increasingly unpopular after altering the constitution with measures intended to strengthen his grip on power.

While Niger has a small bit of oil exploration ongoing by Chinese firm CNPC and Canadian TG World, it is nothing on par with Libya's oil sector. The country however is rich in uranium, which some say is Libya's main interest in strengthening ties with Niger.

## ATEX Future Events

### Libya Boat Show



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