

THE 14TH INTERNATIONAL TRADE EXHIBITION FOR CONSTRUCTION, BUILDING MATERIALS, EQUIPMENT AND ENVIRONMENTAL TECHNOLOGY FOR LEBANON AND THE MIDDLE EAST



PROJECT LEBANON 2009

PERFECTLY SET
TO SERVE THE
CONSTRUCTION
NEEDS OF LEBANON
& THE REGION

MEGA MARKET • MEGA OPPORTUNITIES • MEGA CONTACTS

16 - 19 JUNE 2009
BIEL - BEIRUT, LEBANON



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THE EXHIBITION SERVING LEBANON & THE REGION'S LUCRATIVE CONSTRUCTION & REAL ESTATE SECTORS

Lebanon and its neighboring countries are riding the wave of a new era in the Middle East. Construction and development projects are flourishing at a breakneck pace, creating an immediate need for a full range of building supplies, technologies and services. Now is the time to seize market opportunities in this corner of the world.

The 14th edition of Project Lebanon, presented by IFP Group, is the only exhibition specifically targeted to Lebanon's construction, development and real estate sectors and those of its neighboring countries.



Pipeline for a Multi-Billion Construction and Development Sector

Project Lebanon brings together developers, engineers, architects, project managers, building materials specialists, along with investors, government officials and key players responsible for the region's ambitious projects.

This event is the pipeline connecting the latest in technologies, products and services in the construction sector with powerful decision-makers. Project Lebanon 2009 offers an unprecedented opportunity for face-to-face networking under one roof. Distinguished Lebanese and regional public sector officials also attend, who can facilitate high-power introductions and explain the advantages Lebanon offers foreign investors.

Catalyst for Multi-Billion Dollar Business Deals

Project Lebanon is recognized as a catalyst for billions of dollars in business deals relating to the region's attention-grabbing construction projects and reconstruction initiatives.

Project Lebanon 2009: Your Gateway to a Booming Multi-Billion \$ Construction Market

According to professional estimates, \$1 trillion worth of construction development and infrastructure projects is earmarked by the GCC states and other Middle Eastern governments and the private sector in the region. There are almost \$40 billion worth of ongoing and planned projects in Syria, \$60 billion in Iraq, \$30 billion in Jordan, \$ 25 billion in Lebanon and more is in the pipeline. Lebanon is expected to attract even further investments in the construction sector. As the doorway to other Levant countries and the Gulf, Lebanon has long been known as a hub where investors from all over the region gather to network with their international counterparts. Most international companies in the building materials and construction technologies sectors have offices in Lebanon, serving the region's booming construction market.

No other trade fair organizer delivers more trusted business contacts in the Middle East.

IFP Group is the largest organizer of trade fairs in the Middle East, a distinction earned during more than 28 years of staging events that achieve global connectivity.



Lebanon's Booming Property Sector

Lebanon's booming property sector is fueling a huge demand for construction materials and services. Overall real estate values in Beirut have increased by more than 30 percent just from 2007 to 2008, spurring additional high-caliber residential and touristic projects.

Oil-driven revenues continue to pour in from Arab neighbors, who are investing billions in construction projects, making Lebanon the fourth largest recipient of Arab investment. Likewise, Lebanese expatriates esteem their homeland as a relative bargain compared to the region's exorbitant property values. They also recognize that Lebanon's properties are a sound investment amid the global real estate crunch and volatile financial markets.

Here's just a glimpse at the scope of Lebanon's development projects:

- Recent residential and tourist projects in Beirut alone are estimated at \$8 Billion
- Current infrastructure projects total \$2.376 Billion
- More than \$5 Billion worth of projects planned by Solidere (The Lebanese Company for the Development and Reconstruction of Beirut Central District)



PROJECT LEBANON 2009

EXHIBITS' PROFILE

Building Materials

- Asphalt plants & asphalt machinery
- Airport equipment
- Anti-corrosion products
- Architectural finishes
- Bathrooms
- Brick products
- Building materials
- Cement blocks additives
- Cladding
- Concrete products & equipment
- Contracting services
- Consulting services
- Construction software
- Construction tools & equipment
- Doors & windows
- Earthmoving equipment
- False ceilings & ceiling materials
- Fibreglass products
- Fireplaces & floor covering
- Formwork
- Glass & glazing
- Gypsum products
- Harbour equipment
- Heavy machinery
- Industrial buildings
- Infrastructure products
- Interior design services
- Interior finishing
- Iron & steel products
- Kitchens
- Landscaping products
- Pipes & plumbing
- Paints
- Prefabricated structures
- Pumps
- Public transport systems
- Renovation & restoration
- Road building products
- Road signs
- Roofing systems
- Safety products

- Sanitary equipment
- Scaffolding
- Swimming pools
- Transport solutions Trucks
- Wall covering
- Waterproofing
- Wood products

Electricity, Lighting & Air-conditioning

- Air-Conditioning Systems
- Airport Equipment
- Alarm Systems
- Cable & Wiring
- Distribution Networks
- Ducting - Grills
- Electrical Engineering Services
- Electrical Equipment
- Electrical Supplies & Materials
- Electricity Generation
- Electronics & Controls
- Emergency Equipment
- Engineering Services
- Garden & Outdoor Lighting
- Heating Systems
- Hotel & Restaurant Refrigeration
- Industrial fans, Vents and Grills
- Industrial & Public Facilities Lighting
- Office, Hotel & Commercial Lighting
- Power Saving Equipment
- Power Stations & Substations
- Residential & Indoor Lighting
- Security Equipment
- Smart Management Systems
- Solar Systems & Alternative Energy Lighting
- Street & Outdoor Lighting
- Supermarket Refrigeration
- Transmission Lines
- Valves & Controls
- Ventilation Equipment & Filters

Environmental & Water Technology

- Environmental monitoring equipment
- Environmental protection
- Fountains & pools
- Hazardous waste clean-up
- Noise abatement products
- Pollution management
- Recycling technologies
- Solid waste management
- Trash collection
- Water filtration & purification systems
- Water management technology
- Well drilling/water handling

Stone & Stone Products

- Granite blocks, slabs & finished products
- Marble finished products
- Natural stone
- Onyx
- Stone products
- Travertine

Stone Technology & Equipment

- Abrasives & adhesives
- Cutting, polishing & handling equipment
- Quarrying, processing & installation equipment
- Transport, hoisting & packaging materials



PROJECT LEBANON 2009

PROJECT LEBANON DELIVERS INFLUENTIAL VISITORS, GENERATES MEDIA COVERAGE

Show Promotion

IFP Group is well-known throughout the Middle East for our success in drawing influential visitors to events. We target visitors from our long-established relationships with industry and government leaders, investors and professionals throughout the region, as well as from our extensive database amassed and fine-tuned over 28 years. Our close ties with key media outlets ensure a steady stream of publicity.

IFP Group's promotion of Project Lebanon 2009 includes:

- Personal invitations to prominent government representatives, industry leaders and professionals
- Radio/TV announcements
- Newspaper and trade magazine advertising
- Feature articles in newspapers and trade magazines
- Distribution of an impressive, full-color Project Lebanon preview magazine featuring exhibitors and their products/services to trade buyers prior to the show
- Press conferences

Leading regional trade magazines are supporters of and participants at Project Lebanon. Their Project Lebanon coverage includes: feature articles, show previews and reviews, product highlights and news about exhibitors.

IFP Group can also arrange for individual press conferences, road shows and other high-profile meetings to generate product or company awareness.

More reasons why you should exhibit at Project Lebanon 2009:

- Get in touch with buyers and decision-makers from the Middle East
- Generate new leads
- Showcase new products
- Establish your presence in an expanding market
- Be where the world leaders are
- Access the entire Middle East market in one exhibition



PROJECT LEBANON 2009

GENERAL INFORMATION

The Venue

BIEL - the most sophisticated exhibition venue in the Middle East, is strategically located in the capital's major central district and only 15 minutes away from the airport. The centre features over 25,000 square meters of multi-functional areas including exhibition areas, event halls, conference facilities, ballrooms and catering services. The centre is surrounded by 55,000 square meters of parking and landscaped areas. The venue benefits from state-of-the-art services and facilities for both visitors and exhibitors including a business center, registration, VIP reception lounges, storage areas and 24-hour security.

How to Reserve & Book Space

You may send your inquiries or book your space:

- By fax to the following number: IFP Lebanon: +961 5 959888
- Via E-mail to: projectlebanon@ifpexpo.com
- Online by visiting our websites: www.ifpexpo.com or www.projectlebanon.com

The Organizers

Each year IFP Group organizes more than 30 international exhibitions, connecting over 10,000 suppliers with more than 300,000 buyers, translating into billions of dollars in business deals struck annually. IFP Group events are targeted to every economic sector covering the Middle East's building boom and the region's rapidly emerging economies. IFP Groups' service-focused, results-oriented operational team provides complete worldwide logistical support including registration, publicity and the creation of dynamic three-dimensional exhibits and country pavilions that put products center stage. Since 2004, IFP Group has also organized the Project Qatar series in Doha, one of the world's largest construction capitals. In its last edition, Project Qatar attracted more than 500 exhibitors from 36 countries and more than 18,500 visitors. For up-to-date information, visit IFP's website: www.ifpexpo.com

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