



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

Ufficio di Coordinamento Servizi di  
Promozione del Sistema Italia  
Beni di Consumo

## ITALY @ PROJECT LEBANON 2014

Beirut, 3-6 giugno 2014

### PREMESSA

Il mercato libanese continua a rappresentare un'opportunità di business rilevante per le imprese italiane della filiera delle costruzioni, anche alla luce della crisi internazionale del settore e a fronte delle difficoltà sul mercato interno. Nei primi sette mesi del 2013, lo sviluppo immobiliare ha coperto più di 7 milioni di metri quadrati. A Beirut in particolare, sono stati sviluppati 375.136 metri quadrati, pari al 4,9% del totale.

A seguire lo sviluppo immobiliare, le consegne di cemento hanno raggiunto 2,66 milioni di tonnellate nel primo semestre 2013 e sono aumentate del 2,7% su base annua rispetto alla diminuzione del 2,9% nello stesso periodo del 2012 e 2011.

### LA FIERA

Con un numero di espositori e di visitatori in crescita esponenziale, Project Lebanon (<http://www.projectlebanon.com/>) si attesta ormai come una delle più importanti vetrine commerciali per l'intera area del Mediterraneo del Sud e per le forniture che, attraverso il dinamico mercato libanese, vengono triangolate nei paesi vicini e nell'area del Golfo.

L'edizione 2013 di Project Lebanon con un'area espositiva di 25.000 mq. ha registrato **20.641 visitatori e 712 espositori da 25 paesi**.

Grazie all'intervento dell'Agenzia ICE, la partecipazione 2013 dell'Italia è risultata rilevante tanto da rappresentare la principale presenza nazionale estera, con 31 partecipazioni fra aziende e Istituzioni e oltre 60 tipologie di prodotti esposti, su una superficie espositiva di circa 300 mq.

Le aziende partecipanti hanno espresso un elevato gradimento dell'iniziativa sia per il livello di affluenza che per la qualità dei visitatori.

Il tasso medio di soddisfazione espresso dalle aziende partecipanti e' stato dell'72%, il livello dei visitatori in fiera e' stato giudicato all'altezza delle aspettative per il 67% ed ancora la soddisfazione dei singoli espositori per l'affluenza nel proprio stand ha raggiunto il 71%.

Per l'edizione **Project Lebanon 2014**, l'IFP, lancerà **“The Rebuild Syria Forum”**: per due giornate uno spazio speciale in fiera sarà dedicato, a titolo gratuito, agli incontri d'affari con operatori siriani, incontri riservati esclusivamente agli espositori di Project Lebanon 2014. Quest'ultimi riceveranno i profili degli operatori siriani presenti per poter prenotare gli incontri che si terranno la mattina, prima dell'apertura della fiera prevista alle ore 16:00.

Al momento, si stima che i progetti per la ricostruzione della Siria ammontino a oltre 80 miliardi di dollari. Il Libano costituisce la piattaforma ideale di accesso non solo per i consolidati rapporti economici e culturali, ma anche in considerazione del cospicuo numero di imprenditori siriani che si sono rilocalizzati a Beirut.

## **IL “PACCHETTO 2014” PER LE AZIENDE ITALIANE**

Sulla base di una nuova formula innovativa, sperimentata con successo in occasione delle edizioni 2012 e 2013 dell'evento, l'Ufficio di Beirut, propone, anche per l'edizione 2014, un intervento strutturato in collaborazione con l'Ente Fiera.

In considerazione degli ottimi rapporti esistenti fra ICE/ITA e IFP e' stato concordato uno speciale “pacchetto” offerto alle aziende italiane che intendono partecipare nell'ambito del Padiglione Italiano.

Le aziende affitteranno l'area direttamente presso l'Ente Fiera, alle seguenti condizioni:

- **affitto area** al costo agevolato di **406\$/mq + IVA 10%**
- **localizzazione privilegiata** (stessa area della collettiva ICE dello scorso anno), nel padiglione principale, in area ad intensa circolazione. Sono stati opzionati 426 mq. disposti su 6 isole di circa m. 6 x m. 12 - v. **piantina allegata**;
- realizzazione di un **Catalogo speciale** con le schede di tutte le imprese italiane partecipanti che verrà distribuito ai visitatori.

L'Ufficio ICE di Beirut realizzerà, **senza alcun costo aggiuntivo** per le aziende italiane partecipanti, **altre azioni collaterali di sostegno** che prevedono:

- **arredamento** secondo un **design** espressamente concepito per il Padiglione Italiano e **upgrade dell'allestimento**, che evidenzierà la connotazione italiana del gruppo di aziende partecipanti;
- **azioni pubblicitarie** sui principali *media* libanesi (*Hebdo Magazine, L'Orient Le Jour, An Nahar, The Daily News, Al Balad, ecc.*);
- predisposizione di uno **Stand MEETING POINT ITALIA** per l'**assistenza logistica e i servizi** in fiera (con telefono, fax, fotocopiatrice, servizio fotografico);
- **hostess ed interpreti** a disposizione dell'intero Padiglione italiano;

- Un evento di networking nel Padiglione Italiano, alla presenza dell'Ambasciatore d'Italia, finalizzata a pubblicizzare la presenza italiana in fiera e a favorire il contatto con **circa 200 V.I.P.** che visiteranno il Padiglione italiano: referenti libanesi, sia istituzionali che commerciali, oltre che la stampa locale.

In concomitanza con Project Lebanon 2014, si svolge il contiguo 4° Salone Internazionale dedicato all'energia, ingegneria elettrica, HVAC e tecnologie ambientali. Anche le aziende italiane del settore energia interessate potranno partecipare all'interno del Padiglione Italiano, usufruendo del pacchetto speciale illustrato in questa circolare.

La deadline di adesione per le aziende che intendono usufruire del pacchetto ICE/IFP e' inderogabilmente il **lunedì 3 febbraio 2014**. Entro tale data le aziende interessate dovranno opzionare lo spazio inviando l'allegato "**Space Contract Form**" a:

- IFP, [rayane.imad@ifpexpo.com](mailto:rayane.imad@ifpexpo.com) e [ims@ifpexpo.com](mailto:ims@ifpexpo.com)  
e, p.c
- ICE ROMA, [edilizia@ice.it](mailto:edilizia@ice.it),
- ICE BEIRUT, [beirut@ice.it](mailto:beirut@ice.it), c.a. Aya Hinedi, Samir Salameh

Vi confermiamo sin d'ora tutta la nostra assistenza e restiamo a disposizione per ulteriori raggugli (ICE Beirut, mail to [beirut@ice.it](mailto:beirut@ice.it); Aya Hinedi e Samir Salameh, tel. +961 5 959640).

Molti cordiali saluti.

**Ufficio Beni di consumo**

**Il Dirigente: Maria Ines Aronadio**



All. 2

- Space Contract Form (pagg.2)
- Floor Plan (pag.1)

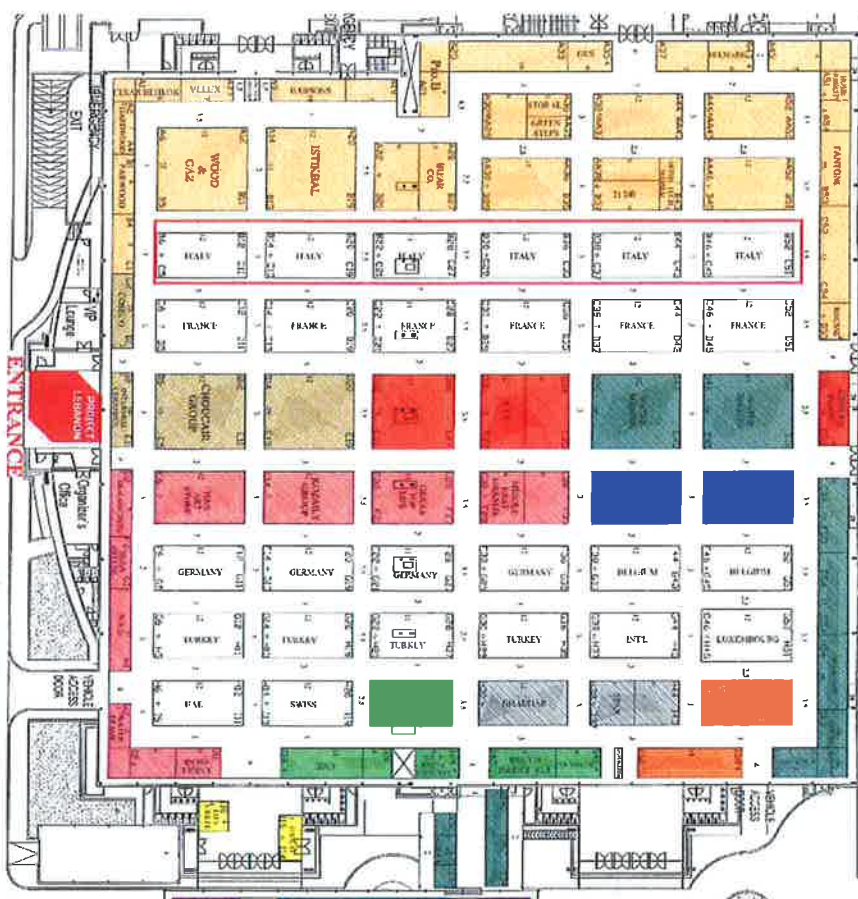
**IMPORTANT NOTICE:**

This floor plan is not indicative of the final layout of the show. Alterations and final adjustments will be implemented as required or deemed necessary by the organizers by 23 NOVEMBER 2013 @ 03:30 PM LEBANON



PROJECT LEBANON 2014  
3 TO 6 JUNE  
ORGANIZED BY:  
**ifp Lebanon**  
www.ifpexpo.com

- SECTORS:**
- Interior & Exterior
  - Sanitary & Ceramics
  - General Construction
  - Plastic & Paper
  - Tools & Spare Parts
  - Stone & Concrete
  - Security
  - Steel
  - Printing
  - Construction Chemicals
  - Topography



ENERGY LEBANON 2014 3 to 6 JUNE  
ORGANIZED BY:  
**ifp Lebanon**  
www.ifpexpo.com

- General Electricity
- Electromechanical
- HVAC
- GAZ
- GEN SETS
- Electricity
- Green

**IMPORTANT NOTICE:**  
This floor plan is not indicative of the final layout of the show. Alterations and final adjustments will be implemented as required or deemed necessary by the organizers by 23 NOVEMBER 2013 @ 03:30 PM LEBANON



VISITOR MAIN ACCESS

VISITOR MAIN ACCESS

VISITOR PARKING

**COMPANY ADDRESS AS ENTERED IN THE COMMERCIAL REGISTER**

Commercial Register: \_\_\_\_\_  
 Manager: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 P.O. Box: \_\_\_\_\_  
 Postcode, City: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_

**EXHIBITION COORDINATOR**

Please enter here the details of the person who will be coordinating your exhibition participation

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**DESCRIPTION OF EXHIBITS:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

We agree to abide by and be subject to the Rules and Regulations set out overleaf and in the exhibitors' manual, receipt of which we hereby acknowledge and any amendments which may be made by the Organisers or relevant authorities. We agree to pay 50% of the above total amount with this application form. We also agree to pay the remaining balance by **1st of May 2014**.

Signed by: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Accepted for and on behalf of the Organizers:**  
 (To be completed by the Organizers)

Stand No: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SPACE CONTRACT FORM**THE 19<sup>TH</sup> INTERNATIONAL CONSTRUCTION TRADE EXHIBITION FOR LEBANON AND THE MIDDLE EAST**3 - 6 JUNE 2014**

BIEL - BEIRUT INTERNATIONAL EXHIBITION AND LEISURE CENTER

**SPECIAL PACKAGE FOR THE COLLECTIVE ITALIAN PAVILION****INSIDE AREA**

Space Type	Price In US\$ / SQM	Space Requested	Total SQM	Total Price US\$
Italian Pavilion's Design	406	x m		

Total Price	
VAT 10%	
Total Including VAT	

**AT THE FOLLOWING PAYMENT TERMS:**

- 50% on application of either items above US\$ \_\_\_\_\_
  - Balance due 1 month prior to show opening US\$ \_\_\_\_\_
- TOTAL: US\$ \_\_\_\_\_

Payment to be made by Cheque or Bank Transfer as follows:

Account Name: International Fairs & Promotions sal  
 Account Number: 605706, Swift Code: AUDBLBXX  
 Bank Name: Bank Audi sal, Audi Saradar Group  
 Sofil Branch, Ashrafieh, Beirut, Lebanon, Tel: +961 1 200250  
 IBAN: LB09 0056 0006 0570 6461 0020 0912



Please sign this form and return it to the following address:  
 International Fairs & Promotions s.a.l.

IFP Group Building, Hazmieh, 56<sup>th</sup> street, P.O. Box 55576, Beirut, Lebanon, Tel: +961 5 959111, Fax: + 961 5 955361, E-mail : projectlebanon@ifpexpo.com, Web: www.projectlebanon.com

## GENERAL TERMS & CONDITIONS

1. Application for space at the Exhibition shall be made on the form overleaf and shall be duly signed by the Exhibitor or a person authorized by him. Following receipt of the Application together with initial payment, the Organizers reserve the right to refuse any Application at their absolute discretion without necessarily giving the reasons for such refusal
2. The payment schedule for space only or shell stand is as follows:
  - (i) 50% with submission of Application + related VAT.
  - (ii) 50% by date specified on the Application.Where the application is made after the final payment date specified on the Application, the total shall be payable with the Application. The total price represents only the payment for the space, details of which are set out overleaf. All other goods and services required by the Exhibitor shall be paid by the Exhibitor in addition thereto. Exhibitors will not be allowed to take over their space or stands if the payment terms specified on the Application are not honored.  
Interest at the rate of 2% per month shall be charged on all amounts outstanding for a period exceeding 14 (fourteen) days after the due date of payment until settlement is made.
3. In addition to the space price, (and stand fitting service when applicable), Exhibitors will be billed for optional services requested; such as hired furniture, power supply, telephone lines, show catalogue advertisements and other.
4. In the event the Organizers agree to a cancellation of the space contract, the Exhibitor will be liable for all, or part of the contract price depending on when the cancellation request was received and acknowledged:

- If 90 days prior to the exhibition's opening date	50% OF TOTAL AMOUNT
- If 30 days prior to the exhibition's opening date	70% OF TOTAL AMOUNT
- If within 30 days prior to the exhibition's opening date	100% OF TOTAL AMOUNT

The date of the cancellation request is the one on which the Organizers receive written notice by courier or fax, and acknowledge receipt of same to the Exhibitor. In addition to the cancellation charges, the Exhibitor will be liable for any specific consequent amount incurred on the Exhibitor's behalf by the Organizers. These terms cannot be varied under any circumstances.
5. An Exhibitor who fails to exhibit for any reason without having been released from the Agreement by the Organizers shall be liable for the full amount of the contract plus additional amounts incurred by the Organizers on the Exhibitor's behalf
6. In the event an Exhibitor declares bankruptcy or the exhibitor is in receivership and is being liquidated, the contract with such an exhibitor shall be cancelled and any moneys already paid shall be retained by the Organizers.
7. The Organizers, their servants or agents shall not be liable for the safety of Exhibitors, their staff, agents, contractors or invitees during the Exhibition, and will not be liable for any exhibits, articles or other property of whatever kind brought into the Exhibition by Exhibitors, their servants, agents, contractors or invitees or members of the public.
8. All contracts and additional services provided by the Organizers are subject to these Terms and Conditions irrespective of any reservations expressed by the Exhibitor. The Organizers reserve the right to alter, add to, or amend any of these conditions, and the decision of the Organizers is binding should any disagreement on the interpretation of these regulations arise.
9. Exhibitors shall ensure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles brought to the exhibition, or any kind of public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The Exhibitor shall insure against, indemnify and hold the Organizers harmless in respect of all amounts, claims, demands and expenses to which the Organizers may in anyway be subject as a result of any loss or injury arising to any person (including members of the public or the Organizers' staff, agents or contractors) or property howsoever caused as a result of any act or default of the Exhibitor, his servants, agents or contractors or invitees. If the Organizers so demand the Exhibitor shall provide proof to the Organizers that the Exhibitor has adequate insurance cover. Exhibitors must ensure that their temporary staff and the staff of their servants, agents or contractors are insured against claims for workman's compensation. The period for which such insurance shall be maintained shall run from the time the Exhibitor and/or any of his servants, agents or contractors first enter the Exhibition grounds, and until the Exhibitor and any of his servants, agents or contractors leave the grounds at the end of the event period and all his exhibits and property have been removed.
10. The Organizers shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, placement or removal of exhibits or for the failure of any service or amenities provided by the hall landlords or other third parties.
11. The contracted party for a group stand is responsible for ensuring that all Exhibitors within their group are fully aware of, and agree to abide by, these Terms and Conditions and by the Rules and Regulations of the exhibition as detailed in the Exhibition Manual.
12. The Exhibitor must not transfer, dispose of, part with or otherwise sublet all or any part of his exhibition space, whether for financial consideration or otherwise. The Exhibitor must, if he is an agent, distributor or licensee, state at the time of Application the names of the Principals to be represented. This does not prohibit an Exhibitor displaying the products of a principal for whom he becomes a distributor or licensee after the time of Application, with the prior written permission of the Organizers.
13. The Organizers shall not be liable to the Exhibitor by reason of any cancellation or part-time opening of the exhibition, either in whole or in part, for any non-performance of their obligations under this Application or any amendments or alterations to all or any of the Rules and Regulations of the exhibition in each case to the extent that such occurrence is due to any circumstances not within the control of the Organizers.
14. The Organizers retain the right to allocate and position exhibition spaces at the exhibition in any way which, in their sole opinion, is in the general interest of the exhibition, and to alter the general layout or any particular stand even if already allocated and contracted, and the Exhibitor shall accept such new allocation of space.