

CAPTURE WORLD LEADING CONSTRUCTION OPPORTUNITIES

18th Edition

PROJECT LEBANON

The 18th International Construction Trade
Exhibition for Lebanon & the Middle East

4 to 7 June 2013

BIEL, Beirut, Lebanon

www.projectlebanon.com

Held Concurrently With:

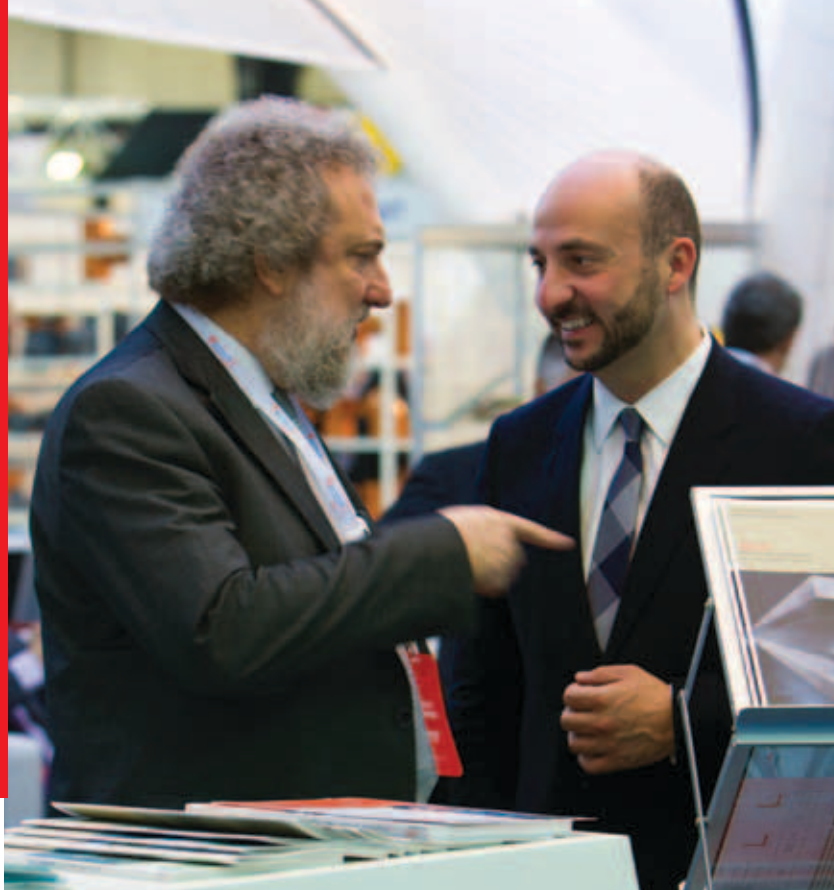


Energy
Lebanon

EcOrient
Towards a Greener Middle East

Project Lebanon:

The supply of retail areas will increase by **50%** by early 2015



The Lebanese Construction Sector

A remarkably resilient industry

After nearly six years of increasingly booming property activity, coupled with an unprecedented growth in prices, the construction and real estate sector in Lebanon remains a safe haven for investment.

The value of real estate sales transactions has increased by 4% in the first quarter of 2012, reaching US\$ 1.8 billion for 17,373 transactions and proving Lebanon's real estate sector to be particularly resilient in the face of instability. In broader terms, investments in the real estate and construction sector contribute to 21% of Lebanon's GDP.

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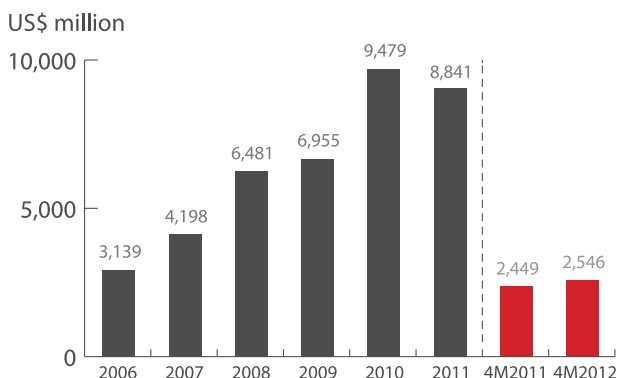
The Residential Market

High demand fuels robust activity

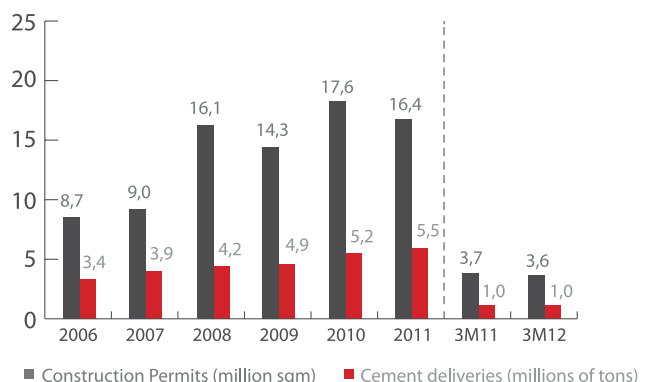
Resulting from several factors, including an increase in population, relatively low taxes and improved laws for property transfers, the residential market in Lebanon continues to thrive, leading to a rise in demand for supplies and permits.



Value of Real Estate Sales Transactions



A yearly growth of 20% in construction permits and 11% in cement deliveries





"I felt happy and satisfied while visiting Project Lebanon 2012 as I witnessed the achievements of the private sector in Lebanon... Whoever has doubts about the situation in Lebanon, I say visit this show to see the number of foreigners participating in it and hear the acknowledgments of its success. And I say if it wasn't a success in its past editions, we wouldn't have seen this great number of exhibitors and visitors today. "

Najib Mikati, President of the Council of Ministers of Lebanon

CONSTRUCTION PROJECTS

A DIVERSE PORTFOLIO RANGING FROM SMALL HOUSING UNITS TO MEGA MALLS

Developers are seeking opportunities in every segment of the construction sector: from small housing units to commercial offices and upscale mega mall facilities. 5 enormous projects providing 580 apartments and 215,000 sqm of residential space are being built in Beirut's central district, in addition to more than a dozen commercial developments spread across the capital. Meanwhile, the different suburbs strive to establish themselves as business centers. Rising demand for one-stop-shop retail destinations resulted in the establishment of 4 additional malls. Beirut city center developments covered a total built-up area of 67,000 sqm in 2011, with another 1.88 million sqm waiting to be developed.

Ongoing Real Estate Projects in Lebanon

Project / Reform	Type	Value (US\$)	Status
MAF - Beirut City Center	Real Estate / Retail	300	Ongoing
Société Joseph G. Khoury et Fils Holding/MAF - Waterfront City	Real Estate / Mixed Development	2,000	Ongoing
Renaissance Holdings - Beit Misk	Real Estate / Community Development / Residential	800	Ongoing
Malia Holding - Natour Development Holdings - Beit Misk	Real Estate / Mixed Development	500	Ongoing
Landmark - The Landmark	Real Estate / Mixed Development	450	Ongoing
DAMAC Properties - Damac Towers	Real Estate / Residential	300	Ongoing
Plus Properties - Plus Towers	Real Estate / Mixed Development	200	Ongoing
Antonios Projects - Sama Beirut	Real Estate / Mixed Development	330	Ongoing
Benchmark - Beirut Terraces	Real Estate / Residential	500	Ongoing

THE CONSTRUCTION SECTOR IN THE LEVANT

A MASSIVE WAVE OF PROJECTS STRIKES THE MARKETS

The MENA construction sector has been experiencing unparalleled growth reaping the merits of high oil prices, bustling with attractive business opportunities, and benefiting from liberal government policies. This favorable mix of market conditions has brought substantial capital investments into the region. The MENA region counts 3,339 projects currently underway valued at more than US\$ 2.8 trillion. A massive wave of developments in the GCC, the Levant, Egypt and Iraq, has turned the region into the world's largest market for construction materials and services, with an expected 20% growth over the next 4 years. Currently, there are around US\$ 55 billion worth of ongoing and planned projects in Lebanon and Jordan.





Project Lebanon 2013: A benchmark for the region's construction industry

Organized by International Fairs & Promotions (IFP Lebanon), Project Lebanon 2013 will be held in BIEL - Beirut, Lebanon, from 4 to 7 June 2013. Capitalizing on its established success over the past 17 years, the 2013 edition promises to be more innovative than ever, acting as a comprehensive and reliable platform for all aspects of the construction sector.

This 18th International Construction Trade Exhibition for Lebanon & The Middle East enjoys much recognition, constantly reaping the support of countless local, regional, and international ministries, agencies, trade missions, and other official bodies.

Project Lebanon 2013 is held concurrently with Energy Lebanon 2013, the 3rd International Trade Exhibition for Power Generation, Electrical Engineering, Water, HVAC & Environmental Technology. The show features dedicated pavilions to allow exhibitors to ideally position their products and services in specialized areas.

Project Lebanon 2013 will be held concurrently with other specialized events: EcOrient 2013 Conference and Exhibition and «Lebanon Sustainability Week» Conference.

Held in partnership with the Chamber of Commerce and Industry of Paris (CCIP), EcOrient 2013, the 2nd International Trade Exhibition & Conference for Environmental Technologies, Sustainability, Alternative Energy, Water Technology & Clean Energy offers a platform for both visitors and exhibitors to meet visionary leaders and decision-makers from Lebanon and the region in addition to high-profile speakers.

An international platform for companies targeting regional construction markets

“Project Lebanon is very sophisticated and the staff are very helpful. This exhibition is getting bigger and more popular; you see many international countries and the number of pavilions has increased... hopefully we can bring more Korean companies next year.”

Sang - Jae Cho, Deputy Director, Korea Trade Investment, Promotion Agency - KOTRA



Project Lebanon 2012

Facts & Figures

Facts & Figures

Number of Exhibitors	806
Number of National Pavilions	16
Number of Participating Countries	28
Covered exhibition space	28,000

List of participating countries

Bahrain	India	Portugal
Belgium	Iran	Qatar
Brazil	Italy	Syria
China	Jordan	Thailand
Cyprus	Korea	Turkey
Czech Republic	Kuwait	Ukraine
Egypt	Lebanon	UAE
France	Luxembourg	UK
Germany	Poland	USA
Greece		

“The participation of thirty exhibitors in the French Pavilion at Project Lebanon 2012 reveals, once again, the interest of the French companies in Lebanon and Lebanese professionals in the building and construction sectors that represent an excellent local and regional platform for French expertise”.

Nicolas Vassitch, Director of UbiFrance, French Embassy



> 88% of exhibitors were satisfied with their participation in Project Lebanon 2012

> 84% of exhibitors found the caliber of visitors to be very good

> 21,852 professionals visited Project Lebanon 2012

Visitors' Profiles

At Project Lebanon, you can effectively widen your business network by meeting industry leaders and fellow professionals including:

- Architects
- Engineers
- Consultants
- Contractors
- Official national delegations
- Key industry professionals
- Industry decision-makers
- Diplomats
- Top investors in the construction industry



Exhibits' Profiles

Building Materials

- Adhesives & Sealants
- Airport equipment
- Anti-corrosion products
- Architectural finishes
- Asphalt plants & asphalt machinery
- Bathrooms
- Brick products
- Cement blocks additive
- Cladding
- Concrete products & equipment
- Construction software
- Construction tools & equipment
- Doors & windows
- Earthmoving equipment
- False ceilings & ceiling materials
- Fiberglass products
- Fireplaces & floor covering
- Formwork
- Glass & glazing
- Gypsum products
- Harbor equipment
- Heavy machinery
- Industrial buildings
- Infrastructure products
- Interior design services
- Interior finishing
- Iron & steel products
- Kitchens
- Landscaping products
- Paints & coatings
- Prefabricated structures
- Renovation & restoration

- Road building products
- Road signs
- Roofing systems
- Safety products
- Scaffolding
- Wall covering
- Waterproofing
- Wood products

Plumbing

- Pipes & fittings
- Pumps
- Valves & controls
- Sanitary equipment

Stone & Stone Products

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

Stone Technology & Equipment

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

Transportation

- Parking capacity systems
- Public transport systems
- Sustainable transport systems

Supporters & Sponsors

Belgium

AWEX- Agence Wallonne à L'exportation et Aux Investissements Etrangers

Brazil

Trade Promotion Sector (Secom Beirut) of the Brazilian Embassy in Beirut
Arab- Brazilian Chamber of Commerce (CCAB)

Czech Republic

Czech Trade – National Trade Promotion Agency

Egypt

EECA – Egypt Expo and Convention Authority

France

Service Ecomique Regional De Beyrouth –UBIFRANCE
Ecole Supérieur des Affaires ESA
Chambre de Commerce et d'Industrie d'Alsace (CCI d'Alsace - Alsace Export)

Germany

Federal Ministry of Economics and Technology (BMW)
Association of the German Trade Fair Industry (AUMA)
Association of Steel and Metal Processing Industry (WSM)
NUMOV German Near and Middle East Association

Greece

HEPO – Hellenic Foreign Trade Board

Italy

Embassy of Italy in Beirut
ICE Italian Trade Commission, Trade promotion sector of the Italian Embassy in Beirut
Piemonte in Contract
Veronafiere
Evaet - Special Agency of Novara Chamber of Commerce
Torino Chamber of Commerce
Novara Chamber of Commerce
Trentino Sprint Special Agency of Trento Chamber of Commerce
Made In Vicenza
Federlegnoarredo

Korea

KOTRA

Luxembourg

Chamber of Commerce of the Grand Duchy of Luxembourg
Ministry of the Economy and Foreign Trade of Luxembourg

Portugal

AEP - Portuguese Entrepreneurial Association / Chamber of Commerce and Industry

Turkey

Ministry of Economy

General Information

THE ORGANIZERS: IFP LEBANON

For more than 30 years, IFP Group companies have been staging the Middle East's most successful exhibitions, trade shows and events across various industries in seven markets. With more than 440 events to date, IFP is equipped with the necessary expertise and resources, solidly establishing itself as the reference in the industry.

BEIRUT INTERNATIONAL EXHIBITION AND LEISURE CENTER (BIEL)

Strategically located in Beirut's central district and only 15 minutes drive from the airport, BIEL features over 25,000 m2 of multi-functional areas including exhibition space, event halls, conference facilities, ballrooms and catering services.

TRAVEL & ACCOMMODATION

Beirut International Airport is easily accessible from Europe and the Middle East, with major airlines serving Beirut with frequent direct flights. A wide selection of international hotels is available to visitors through specially negotiated travel packages. Please contact the organizers for details.

Book Your Space

FOR RESERVATION REQUESTS FROM LEBANON:

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YOU CAN ALSO BOOK YOUR SPACE ONLINE BY
LOGGING ON TO **WWW.PROJECTLEBANON.COM**

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