



ITALY @ PROJECT LEBANON 2012

Beirut, 5-8 giugno 2012

Con un numero di espositori e di visitatori in crescita esponenziale, Project Lebanon (www.projectlebanon.com) si attesta ormai come una delle più importanti vetrine commerciali per l'intera Area del Mediterraneo e per le forniture che, attraverso il dinamico mercato libanese, vengono triangolate nei paesi vicini e nell'area del Golfo. L'edizione 2011 ha registrato **2.500 visitatori e 827 espositori da 27 paesi** (12 le partecipazioni collettive nazionali inclusa quella italiana).

Grazie all'intervento dell'ICE, la partecipazione dell' **Italia** è cresciuta fino a rappresentare il **principale paese estero** espositore, con **50 aziende, oltre 80 tipologie di prodotti esposti e una superficie espositiva di 500 mq.**

All'ultima edizione, il **tasso medio di soddisfazione** espresso dalle aziende italiane relativamente ai risultati ottenuti e ai servizi di assistenza ricevuti su una scala di 1 a 5 è stato di 4,5; il 70% ha dichiarato di ritenere valida la manifestazione e di volerci ritornare; circa il 50% ha concluso ordini o acquisito agenti.

Nonostante la soppressione dell'ICE (luglio-dicembre 2011) abbia impedito una tempestiva circolarizzazione dell'iniziativa, **la nuova ICE-Agenzia, attualmente in fase di costituzione, in stretto raccordo con l'Ambasciata d'Italia a Beirut, ha concordato con gli Organizzatori, IFP, uno Speciale Pacchetto** per tutte le aziende italiane che intendessero partecipare a Project Lebanon 2012, per non disperdere così il vantaggio – in termini di visibilità, presenza, opportunità di business – accumulato nelle passate edizioni.



PROJECT LEBANON 2012

Beirut 5-8 giugno 2012

www.projectlebanon.com

Scadenza adesioni:
16 aprile 2012

IL “PACCHETTO 2012” PER LE AZIENDE ITALIANE

A favore delle aziende italiane che vorranno partecipare alla prossima edizione della fiera è stata prevista una offerta al costo di **406\$/mq+IVA 10%** che prevede:

- **localizzazione privilegiata** (stessa area della collettiva ICE dello scorso anno), nel padiglione principale, in area ad intensa circolazione (354 mq. tra l'entrata principale e l'accesso verso il Royal Pavillon) – **v. piantina allegata**;
- affitto **area, allestimento e arredamento secondo un design espressamente concepito** per il padiglione italiano – **v. rendering a pagina 3**
- realizzazione di un **catalogo speciale** con le schede di tutte le imprese partecipanti

ULTERIORI AZIONI GRATUITE:

La nuova ICE-Agenzia realizzerà poi **altre azioni collaterali di sostegno – senza alcun costo aggiuntivo** per le aziende italiane partecipanti – che prevedono:

- **Upgrade del concept e grafica dell'allestimento**, con forte caratterizzazione della logotipia *ITALIA*;
- **Azioni pubblicitarie** sui principali *media* libanesi (*Hebdo Magazine, L'Orient Le Jour, An Nahar, The Daily Star, Al Balad*);
- **Stand Meeting Point per servizi ICE di assistenza anche logistica** (*servizio di hotess ed interpreti, servizio fotografico, telefono, fax, fotocopiatrice*);
- **Giornata Italia, con cocktail nel Padiglione italiano**. E' prevista la presenza dell'Ambasciatore d'Italia in Libano Giuseppe Morabito e di circa **250 V.I.P. libanesi, istituzionali, commerciali e giornalisti** che visiteranno il padiglione;
- **Giornata seminariale**, da inserire nel programma ufficiale della fiera, ad amplificazione dei prodotti e soluzioni italiani per l'edilizia ecosostenibile – *da confermare*.
- E' stata inoltre ottenuta dagli organizzatori una **estensione della deadline a lunedì 16 aprile 2012** (per gli altri partecipanti esteri il termine di scadenza è invece fissato al 31 marzo).



ICE Roma

Area Beni di Consumo
Sistema Abitare
Linea Edilizia

Amedeo Scarpa
Tel. 06 5992 6226

Marina Sanità
Tel. 06 5992 9324

edilizia@ice.it

ICE Beirut

Aya Hinedi

Samir Salameh

Tel. +961 5959640

beirut@ice.it

Modalità di adesione

Dal momento che una parte dell'area espositiva italiana di 354 mq. disposta su 5 isole riservata dagli Organizzatori IFP è già stata opzionata, le aziende interessate vorranno URGENTEMENTE, e comunque non oltre il 16 aprile p.v., confermare la loro adesione inviando l'application form allegato a:

- IFP, ims@ifpexpo.com e rayane.imad@ifpexpo.com

e, p.c.

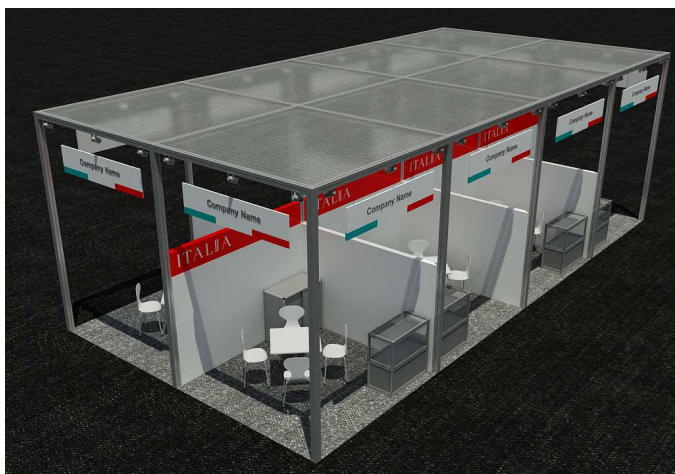
- ICE ROMA, edilizia@ice.it, c.a. Amedeo Scarpa, Marina Sanità
- ICE BEIRUT, beirut@ice.it c.a. Giuseppe Federico
- AMBASCIATA D'ITALIA IN LIBANO
comm.beirut@esteri.it, c.a. Palma D'Ambrosio

ICE Beirut rimane a disposizione per fornire, infine, anche **Servizi di assistenza a pagamento** quali Azioni di Mailing in lingua inglese con l'invito a visitare lo stand dell'azienda italiana rivolti allo specifico target di interesse, Ricerca Partner sempre rivolti al target aziendale, Elenchi di nominativi di importatori/distributori libanesi selezionati e mirati, Informazioni Riservate, Organizzazione Incontri anche la mattina fuori fiera.

Vi confermiamo sin d'ora tutta la nostra assistenza e restiamo a disposizione per ulteriori raggugli (ICE Roma, Linea Edilizia e Restauro, Marina Sanità 06 5992 9324; ICE Beirut, Trade Analysts: Aya Hineidi e Samir Salameh, tel. +961 5 959640).

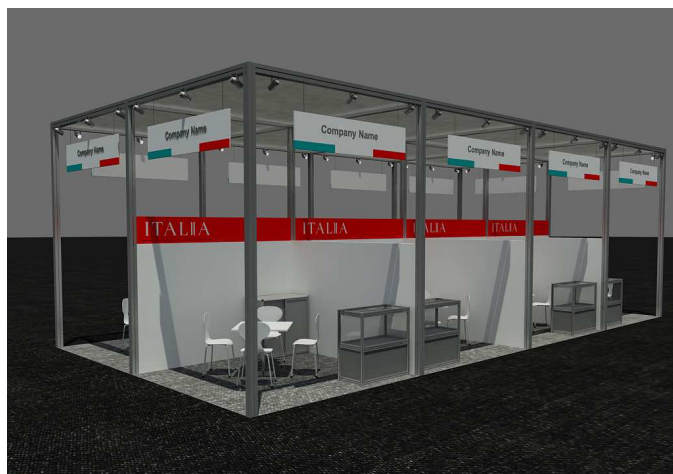
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RENDERING DELL'ALLESTIMENTO:



 Circle Exhibition Services
CONTRACTORS & EXHIBITION DISPLAY SERVICES LEBANON

This drawing is the property of Circle Exhibition Services.
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PROJECT LEBANON

- CONSTRUCTION
- CHEMICALS
- WOOD & GLASS
- INTERIOR
- SECURITY
- CONSTRUCTION MACHINERY

- METALS
- ELEVATORS & LIFTS
- PAINTS
- SANITARY & CERAMICS
- PLASTICS & PIPES
- STONE & CONCRETE
- TOOLS & SPARE PARTS
- OTHERS

IMPORTANT NOTICE:

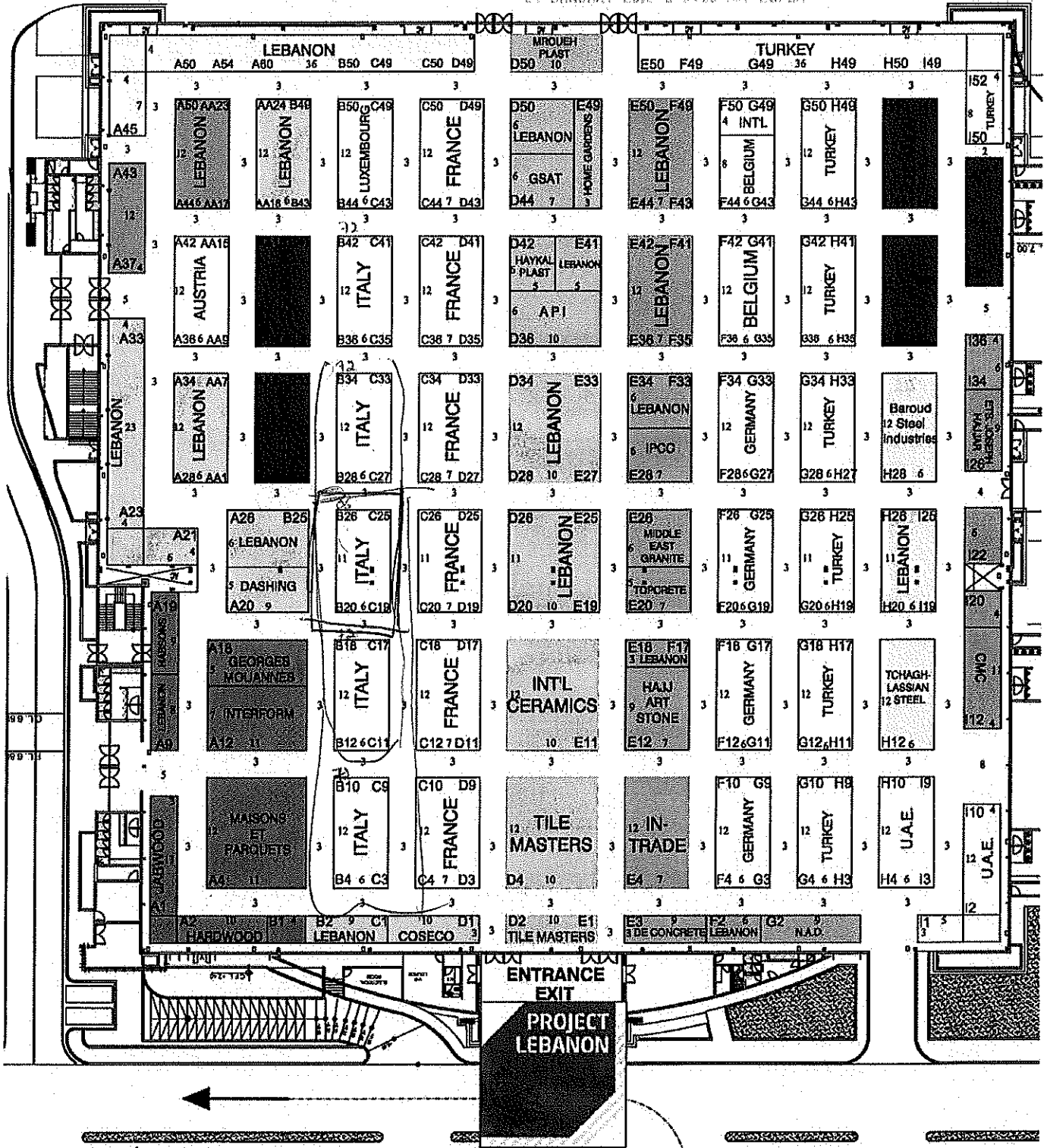
This floor plan is not indicative of the final layout of the show. Alterations and final adjustments will be implemented as required or deemed necessary by the organizers.

Organized by:



www.ilexpo.com

04 JANUARY 2012 R 0400 PM LS/EM



Total: 354 sqm
ITALIA

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 2012.**

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 17TH INTERNATIONAL CONSTRUCTION TRADE EXHIBITION FOR LEBANON AND THE MIDDLE EAST



5 - 8 JUNE 2012

BIEL - BEIRUT INTERNATIONAL EXHIBITION AND LEISURE CENTER

SPECIAL PACKAGE (A) FOR THE COLLECTIVE ITALIAN PAVILION

INSIDE AREA				
Space Type	Price in US\$ / SQM	Space Requested	Total SQM	Total Price US\$
Design A	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, 56th 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 exhibitions opening date	70% OF TOTAL AMOUNT
- If within 30 days prior to the exhibitions 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.