



MENA PROJECT EXPO

FEBRUARY 2025

BENGAZI- LIBYA



About Exhibition

The exhibition provides a platform for local and international companies specialized in the construction field to showcase their latest products and services. The exhibition also aims to enhance innovation, cooperation, knowledge exchange and networking between companies participating in the field of construction. The exhibition will bring together decision-makers, specialists and managers of private and public institutions by participating in workshops and seminars to discuss the most important developments in the construction sector, which creates an opportunity for companies to display the latest technologies in this field. A wide range of targeted people can benefit from these advanced products.

MENA Project Exhibition is set to be a transformative event in the local and regional building and construction sector through:

- **Attracting major local and international exhibitors.**
- **Providing a place to display the latest developments in the field of construction**
- **Providing a scientific climate for information exchange**



WHY MENA PROJECT?

- **Highlight your products and services:**
Opportunity for greater interaction with visitors and potential buyers: Showcase the benefits of your products and services and explain how to use them correctly.
- **Stay ahead of the curve:**
Keep up with the latest trends and developments in the construction industry: Develop and build customer relationships to strengthen relationships with existing customers and generate new ones.
- **Outshine your competitors:**
Take advantage of visitor traffic by designing your booth to be attractive and innovative: Focus on presenting information clearly and displaying your products and services in an engaging way.
- **Gain market insights:**
The exhibition gives you the opportunity to see what your competitors are doing and understand how you can improve your projects to be more attractive in the market.
- **Increase brand awareness:**
Mena Construction Expo provides a great opportunity for companies to raise brand awareness and enhance their position in the construction industry.
- **Effectively market your projects:**
A unique platform to market and showcase your projects to a wide audience of visitors, including industry professionals and potential customers.
- **Expand your professional network:**
Meet a lot of companies and individuals in your industry and build business relationships and potential partnerships.
Opportunities for deals and contracts:**
Exhibition participation opportunities can be used to sign partnership and cooperation agreements with professionals in the construction and construction sector.



MENA PROJECT GOALS

Scientific Objectives:

- Contribute to development and innovation: Provide a platform to showcase and discuss the latest technologies and innovations in the construction field.
- Highlight engineering research: Disseminate research findings and scientific studies related to the field of construction.
- Networking between experts and engineering institutions: Promote collaboration and knowledge exchange between relevant experts and institutions.
- Provide opportunities for learning and development: Offer learning and development opportunities for students and young professionals in the field of engineering and construction.

Societal Objectives:

- Promote diversity in engineering: Support diversity and representation in the field of engineering and encourage participation from all segments of society.
- Stimulate entrepreneurship: Encourage entrepreneurship and support small and medium-sized enterprises in the field of engineering and construction.
- Highlight social achievements: Highlight social and environmental projects implemented by companies and engineers within their social responsibility framework.
- Provide engineering solutions to social problems: Encourage the development of engineering solutions to improve infrastructure and meet the needs of society.

Business Objectives:

- Sign contracts and deals: Provide an opportunity for companies and exhibitors to sign contracts to sell their products and services.
- Provide a database: Provide contact information for companies and professionals in the construction industry to facilitate direct communication, showcase services and products, and implement joint projects.
- Opportunities for contracting and partnerships: Provide opportunities to conclude new deals, cooperation agreements, and integrations between companies.
- Guide market strategy: Understand market trends and customer needs through direct interaction.
- Increase market share: Strengthen the company's position in the local and global market.
- Improve relationships with existing customers: Opportunity for direct communication with existing customers and improve relationships with them by providing support and listening to their needs.

MENA PROJECT VISITORS

- Architects and civil engineers.
- Businessmen and real estate investors.
Contractors.
- Real estate developers.
- Interior designers.
- Engineering consultants.
- Suppliers of construction materials and technologies.
- Consultants and project management experts.
- Suppliers and manufacturers in the construction industry.
- Researchers and academics in the field of architecture.
- Government officials.
- CEOs of institutions and companies specialized in the field
- Construction and real estate investment.
- Citizens with small projects looking for construction ideas
for their projects.
- Civil society organizations and engineering unions.
- Companies and entities responsible for implementing reconstruction
projects.
- The general public.



Targeted Sectors:

- Architectural and civil engineering companies and offices
- Construction and contracting companies
- Real estate marketing and project development companies and offices
- Interior design companies and offices.
- Companies, offices and engineering consultancies.
- Companies manufacturing and supplying construction materials.
- Project management experts and consultants.
- Businessmen and investment people.
- Companies importing and manufacturing building materials.
- Real estate insurance companies.
- Smart Building Systems Company.
- Companies importing construction equipment.
- Air conditioning and refrigeration systems companies.
- Indoor and outdoor lighting companies.
- Companies specializing in infrastructure materials and supplies.
- Companies and factories specialized in thermal insulation materials and technologies And water insulation.
- Companies and factories specialized in restoration and maintenance materials.
- Construction companies specializing in building dams, roads and bridges.
- Renewable energy companies.
- Prefabricated building and metalwork companies.
- Iron and steel factories.
- Marble and ceramic factories and quarries.
- Firefighting companies, fire early warning systems, and systems
- Surveillance cameras.



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