

POST SHOW REPORT

SIGN OF A BOOM IN LEBANON & THE REGION

THE LARGEST EDITION AND
PARTICIPATION SINCE 1999
“FULLY BOOKED EXHIBITION”



PROJECT LEBANON 2009

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

SHOW REPORT

The show was inaugurated by H.E. the Minister of Environment, Mr. Antoine Karam, representing H.E. the President of the Council of Ministers, Mr. Fuad Siniora, on 16 June 2009, at 17h:00, at BIEL, Beirut - Lebanon.

The opening ceremony featured a distinguished high level diplomatic attendance & leaders of the economic organization and trade associations of Lebanon.



SHOW REPORT



Total number of participating countries:

9 National Pavilions from:

- Cyprus
- France
- Germany
- Iran
- Italy
- Poland
- Lebanon
- Switzerland
- Turkey

Other international participating companies came from:

- Australia
- Brazil
- China
- Greece
- Jordan
- Kuwait
- Oman
- Kingdom of Saudi Arabia
- Spain
- United Arab Emirates



Exhibition total Space:
Exhibition total net Space:
Direct Exhibitors:
Indirect Exhibitors:

16,000 square meters
7,500 square meters
370
536



SHOW REPORT

Events

Sustainability Week Conference:



Program

- Launching of the Renewable Energy Contest by LSES
By Mr. Walid el Baba
- Sustainability of the built environment - The path for Success
By Dr. Sadek Owainati – UAE

Material selection: The Integration of the Sustainable Design Process:

- Define Green Building/Sustainability
By Ms. Suzanne Mondello – USA
- Conceptual Tools for the Design of Bioclimatic Buildings
By Mr. Mohamad Trigui – Tunisia
- Thermal Standards for Buildings: Strategies for Development, Implementation and Compliance
By Dr. Adel Mourtada – Lebanon
- Waste Recycling Process, National & International Trends for Recycling
By Ms. Arwa Zein and Ms. Nisrine Hougeiri – Lebanon
- Setting Sustainability Targets in a Global Market: What does Best Mean
By Ms. Karin Giefer – USA
- Round Table Discussion: Why Go Green?
Panelists: Dr. Georges Abou Jaoude, Dr. Tobias Bube, Ms. Karin Giefer, Ms. Suzanne Mondello, Dr. Sadek Owainati and Mr. Mohamed Trigui.
- Integrated Solar Architecture in Switzerland
By Dr. Georges Abou Jaoude – Switzerland/Lebanon
- PlusEnergy Buildings: The Rolf Disch Experience
By Dr. Tobias Bube – Germany
- The Tunisian Experience in Solar Water Heaters: The Prosol Success Story
By Mr. Sami Marrouki – Tunisia

The Italian Stone and Marble showcase and presentations

Held for the first time in the Middle East, the "Italian Marble Show" with more than 60 types of marbles and coverings covered presentations by Arch. Marco Piva from Studio Marco Piva and Engineer Piero Primavori, the expert in the field of marble technology.



SHOW REPORT

Total number of Trade visitors: 17,472
Total number of International Trade visitors: 3,140



Trade visitors came from:

81% from the Middle East & Levant Area:

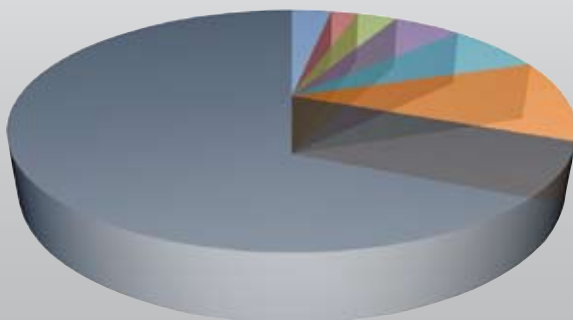
Jordan, Iran, Iraq, Kuwait, Lebanon, Palestine, Qatar, Saudi Arabia, Sultanate of Oman, Syria, Tunisia, UAE, and Yemen.



19% from other Countries:

Armenia, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Cyprus, Czech Republic, Egypt, France, Germany, Greece, Holland, Hungary, Italy, Korea "South", Luxembourg, Malaysia, Maroc, Nigeria, Poland, Portugal, Romania, Russia, Senegal, Singapore, Spain, Sudan, Sweden, Switzerland, Turkey, UK, Uruguay and USA.

Trade Visitors attendance by continent / region:



- 3% Africa
- 2% North and South America
- 3% Asia
- 5% Europe
- 7% Iran, Iraq
- 11% Oman, Bahrain, Kuwait, KSA, Qatar, UAE
- 69% Jordan, Lebanon, Palestine, Syria

SHOW REPORT

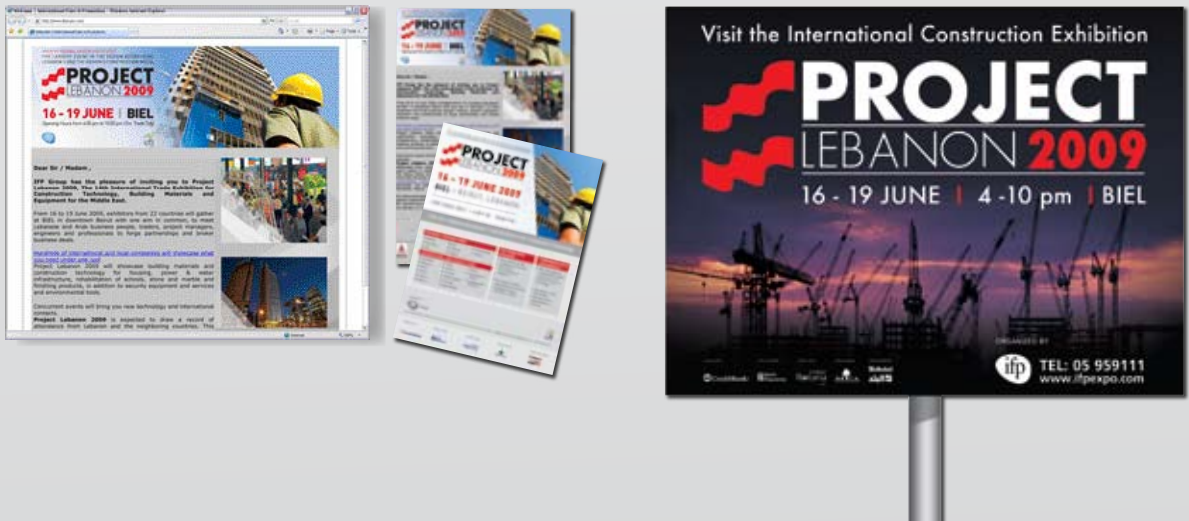


Media coverage

Billboards
Magazines

Newspapers
Radio & SMS

Web Banners
E-mail campaigns



SHOW REPORT

Professional trade officials, trade associations & organizations and International Supporters



ASCER Spanish Ceramic Tile
Manufactures' Association

Ambassade de France - Mission Economique

Association Libanaise pour la Maîtrise de l'Energie
et pour l'Environnement- ALMEE

Association of Renewable Energy Enterprises
of Cyprus (SEAPEK)

Chambre de Commerce et d'Industrie de Paris (CCIP)

Chambre de Commerce et d'Industrie
de Strasbourg et du Bas- Rhin

Chambre de Commerce Franco-libanaise

Italian Trade Commission - ICE
Trade Promotion Section of the Italian Embassy

Lebanese Center for Energy Conservation L.C.E.C.

Lebanese Solar Energy Society - LSES

Lebanon Green Building Council LGBC

Ministry of Commerce Trade Promotion
Organization of Iran

Ministry of Electricity and Power of Iran

Ministry of Industries and Mines of Iran

Orders of Engineers and Architects - Beirut

Swiss Embassy

Swiss Business Council Lebanon SBC-L

Syndicate of Security and Safety
Professionals in Lebanon

The Lebanese Chapter of the American
Society of Heating, Refrigerating &
Air-conditioning Engineers
(Lebanese Chapter of ASHARE)

Ubi France

UISF: Union Internationale des Ingénieurs
et des Scientifiques utilisant la langue Française

ORGANIZED BY:



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