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### **Objectives met at Libya's infrastructure and oil & gas exhibitions.**

Two major international exhibitions addressing Libya's infrastructure and oil & gas sectors, **Infrastructure Libya 2009** and **Oil & Gas Libya 2009**, attracted 4,156 registered visitors during the four day period of the event which ran from 16 to 19 February at the Tripoli International Fairground.

The event was officially opened by Libya's Minister of Trade, Mr Ali Abdul Aziz Alasawi.

Visitors included government and private sector planners, specifiers and procurement officials, engineers of all disciplines, specialist contractors, consultants and trading agents all providing the essential contacts necessary for the exhibiting companies to secure a part in Libya's economic development programme.

204 companies from 21 countries, including national groups from Canada, China, Egypt, Italy, Malta, Poland, UK and the USA, participated in the event, all demonstrating their commitment to the market and ready to further their trading links within Libya's public and private sector business communities.

**Infrastructure Libya 2009** provided a unique international showcase targeted at organisations and companies involved in Libya's infrastructure planning and project implementation.

- Displays included equipment, materials, products, technology, consultancy services and management expertise across prime sectors important to Libya's modernisation programme and economic progress, including: civil engineering; building and construction; housing; environment; transport and communications; water and irrigation; power and electricity; commerce; and education and training.

- The biggest national display was from Germany with 10 companies participating under the auspices of the German Federal Ministry of Economics and Technology. Products on display ranged from micro-tunnelling systems to water treatment technology. Also participating was an Italian group of 13 companies under the auspices of the Siracusa Chamber of Commerce, showing technology and equipment from Sicily.

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**Oil & Gas Libya 2009** provided a major showcase of petroleum industry expertise reflecting the importance of this vital sector to Libya's economy by bringing together oil exploration, production, service and supply companies from the world's leading oil technology companies. They demonstrated support and solutions to assist with the expansion and upgrading of the upstream and downstream sectors of the country's petroleum sector - Libya's most important economy activity.

- China headed the national group line-up in **Oil & Gas Libya** with nine exhibitors, including a major participation by Kerui Petroleum Equipment Company highlighting their drilling technology. Another significant group participated from the USA with six exporters including Tejas Research & Engineering exhibiting their platform fabrication technology for the first time in Libya.

Joining the international exhibitors at **Infrastructure Libya 2009** and **Oil & Gas Libya 2009** was a host of Libyan companies including manufacturers, service organisations and trading agencies, all of which act as a conduit to the market and play a vital role in developing the country's economy.

A number of Libya's leading public sector organisations put on impressive displays demonstrating their pivotal roles within the country's strategic plans and highlighting the opportunities open to companies from the world's leading technology export nations. These were led by the Great Man-Made River Authority (GMMR), responsible for the world's biggest engineering project to provide water security for the country's population and to support agricultural development.

Many exhibitors at both **Infrastructure Libya 2009** and **Oil & Gas Libya 2009** reported that they had achieved their aims and that their objectives had been met. The objectives were varied and included market research, locating an agent, supporting an agent, maintaining a market position, and direct selling.

- Heinz Schorn representing Germany's Association of Steel and Metal Processing Industry commented: "A very well organised exhibition. Our ten exhibitors in the German Pavilion had a very worthwhile participation and made excellent contacts from the high quality visitor attendance. We plan to return with a German Pavilion again next year".

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- Muamar Omar of Vermeer Steinbruck Export said: "We were delighted with our participation in Infrastructure Libya. On the first day alone we received an order from a new customer for six of our trenching machines for a new 1,000km project. We also made many new contacts as well as seeing many of our existing customers".

- General Manager Jim Blackwood of Al Mansoori Specialised Engineering said: "We achieved our objective which was to seek exposure to the maximum number of existing and potential customers in the shortest possible time. The visitor attendance was high in technical quality and we were very pleased with our participation.

- Trouvay & Cauvin's Commercial Manager Gary Lumley said: "An excellent and well organised exhibition which provided us with a marketing platform whereby we could demonstrate our capabilities. We have been dealing with the market for 35 years and met a number of our existing customers as well as making valuable new contacts, especially end users who are very important to us. A most worthwhile experience and we are already contemplating our participation for next year".

**Infrastructure Libya 2009** and **Oil & Gas Libya 2009** provided a unique and effective platform for international companies seeking to develop a relationship with those involved in implementing the Libya's far reaching development plans.

Many exhibitors are already making their plans to book space in the next show in order to further consolidate their position in the market. Dates for **Infrastructure Libya 2010** and **Oil & Gas Libya 2010**, the fourth event in the series, have been set for 08/11 March 2010.

ENDS.

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