

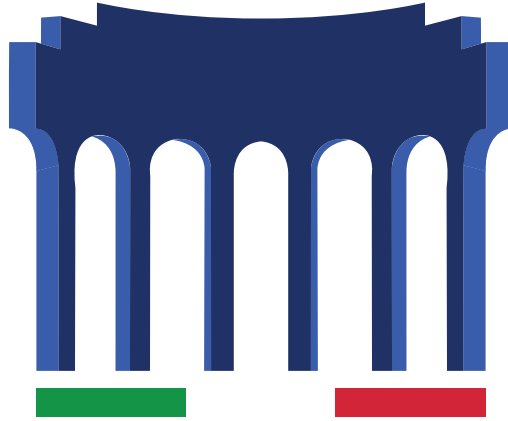
www.alnakhla.ly



الغرفة التجارية الليبية الإيطالية  
Camera di Commercio Libica Italiana



www.cclit.ly



# معرض صنع في إيطاليا

MADE IN ITALY

تنظيم  
Organized



الناكحلا  
المضيفة  
ALNAKHLA  
ALMODIAA



EXPO 14-17  
JANUARY  
2024 | معرض صنع  
في إيطاليا  
MADE IN ITALY



الهيئة العامة  
للمعارض  
GENERAL BOARD OF FAIRS



وزارة الاقتصاد والتجارة



الائتلاف الوطني للغرفة التجارية  
والصناعة والتجارة الليبية  
Libyan National Chamber of Commerce and Industry



P.I.B  
الهيئة العامة للخصخصة والاستثمار  
Privatization and Investment Board

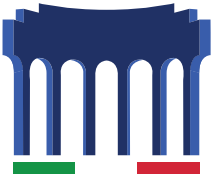


غرفة التجارة والصناعة والزراعة  
طرابلس - ليبيا



معرض طرابلس الدولي  
TRIPOLI INTERNATIONAL FAIR





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# معرض صنع في إيطاليا

— MADE IN ITALY —

## THE INVITATION FIERA DEGLI AGENTI D'INDUSTRIA ITALIANA

Dear Sir/Madam,

The Italian Industries Agents Exhibition is being held in partnership with the Libyan-Italian Chamber of Commerce In the first edition on **30-10-2022** up to **02-11-2022** in Tripoli - that will be organized by Alnakhla Almoddia Co, where it will be a platform through which to introduce the agents and distributors accredited to the Libyan merchant and consumer, and a workshop will be held on the sidelines of the exhibition that includes in its axes (Intra-Libya trade, Italy, prospects and challenges - the parallel market - the transformation from a supplier agent to a co-producer).

Sincerely,  
the organizing committee

# رؤيتنا

التحول من التجارة إلى الصناعة  
تعريف الوكلاء والموزعون المعتمدون  
الاقتصاد المزدهر.

المحاور متكامل وتتناسق مع بعضها في سبيل تحقيق أهدافنا وتعظيم الاستفادة من مرتكزات هدف الرؤية  
من المجتمع وإليه تنتهي

تعتمد رؤيتنا على (3) محاور



## أهدافنا Our purpose

بناء الثقة بين الوكيل والموزع  
المعتمد الحقيقي لتكون هي  
الاختيار الاول للمستهلك.

build and develop an  
outstanding advertising and  
media environment to be the first  
choice to provide support and  
assistance to our costumers  
during all stages of participation  
the exhibition.



## لماذا أنت ؟ Why you ?

صنع حلقة وصل بين الوكلاء  
والموزعون المعتمدون مع غرفة  
التجارة الليبية الإيطالية , لتعزيز صورة  
الوكلاء والترويج لمنتجاتكم بين الزوار  
والشركات المشاركة.

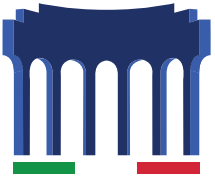
To establish a connection network  
in this sector with industry experts  
To explore and execute fresh  
products contemporary technology  
to benefit from media support.  
To improve the image of your  
company and .  
To promote your products among



## رؤيتنا Our vision

غايتنا أن تكون بلادنا  
نموذجاً ناجحاً ورائداً في  
العالم على كافة الأصعدة  
وسنعمل معكم على تحقيق  
ذلك.

Our main goal is to help our  
country to become a good  
pioneer and model of the  
globe at all levels.



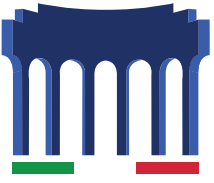
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# THE BENEFITS OF PARTICIPATING IN AN EXHIBITION

- 1 add a database of new clients customers and suppliers and find local and international agents and distributors.
- 2 Participation gives you a chance to understand the market trends and get more information about the competing companies as well as other values.
- 3 the opportunity to look for real partners local and international to develop and market your company brand.
- 4 you get the opportunity to advertise/sell/ showcase your products and services directly to the visitors and get the customers opinions face to face.
- 5 Exhibitions are suitable environment to showcase and prove your products, in order to create innovations and introduce them.
- 6 Localization of industry and transfer of knowledge and experience.
- 7 Exhibitions give you the opportunity to make people familiar with your brand guideline and visual identity.
- 8 The exhibitions saves you time and money by getting to know a large segment of top professionals and visitors during the exhibition.
- 9 Exhibitions attracts many businessmen and important people in all sectors and fields of business which gives the opportunity to conclude deals and agreements with clients internationally and locally.



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## Aspects :

- Setting and transferring the targeted industries to Libya, creating the appropriate climate, obstacles in this field.
- The field of investment and the opening of investment horizons and the vision of the banks and the facilities available in the field of loans and guarantees.
- The viewpoint of the Italian Chamber of Commerce and the Italian investor on the issue of investment in Libya in the current situation.

## Workshop Aspects

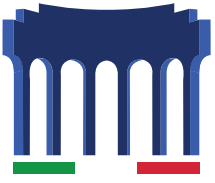
- Libya-Italy Trade, prospects and challenges.
- Transit trade parallel market.
- Switching from an agent or distributor to producer (transfer technical knowledge and real participation).

## Invitation Institutes to participate in the workshop:

- The ministry of Economy.
- The ministry of Industry.
- Industrial Areas.
- Director of industrial Register.
- Free Zones.
- General Syndicate of Chamber of Commerce and Industry.
- Italian Commercial Attaché.
- The Libyan Italian Chamber of commerce.
- General Authority For Investment promotion.
- Commercial Agencies Office at the Ministry of Economy.
- The Trademark Office of the Ministry of Economy.







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# TARGETED



- business men
- Manufacturers and brokers
- Agents of related trade industries
- Manufacturers and suppliers of manufacturing and production equipment.
- Retailers and Manufacturing Specialists
- Machinery importers ,traders ,distributors and agents
- manufacturers and suppliers .
- Direct marketing specialists and agencies.



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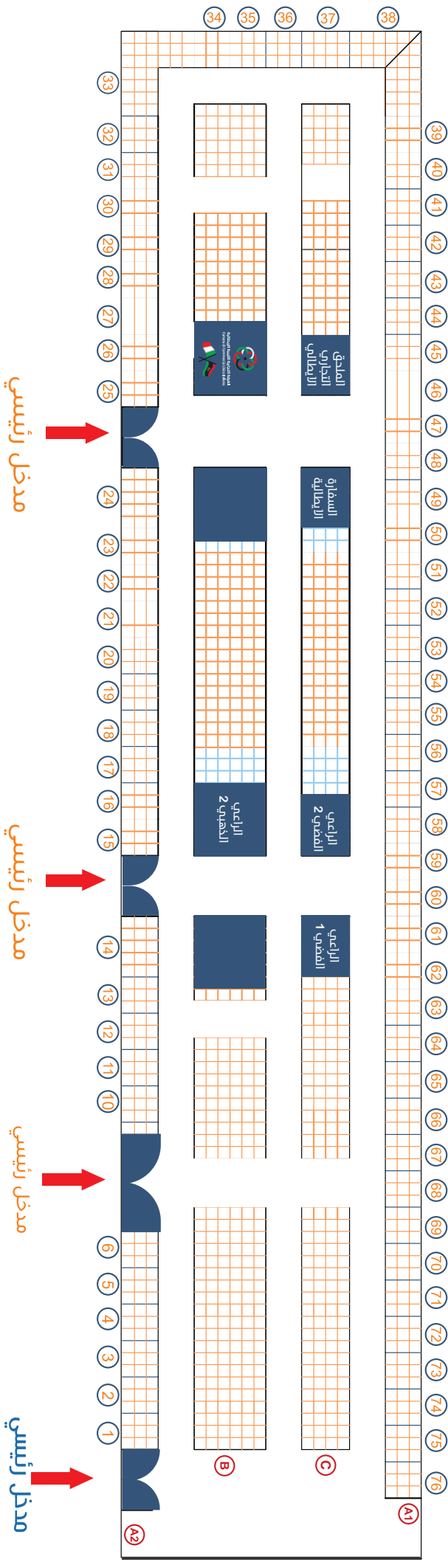
النخلة  
AMNAKHLA  
المضيفة  
ALMODIAA



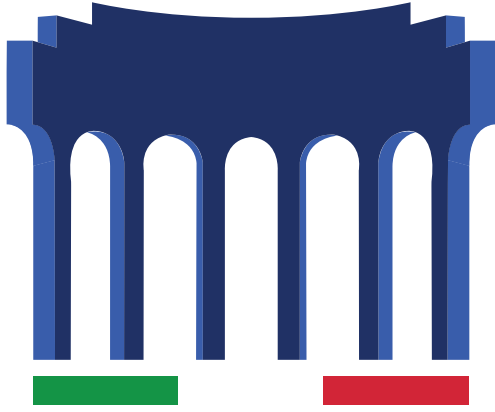
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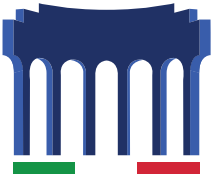


# معرض صنع في إيطاليا

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**SPONSORSHIP  
PACKAGES**

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# ADVANTAGES OF A STRATEGIC PARTNER

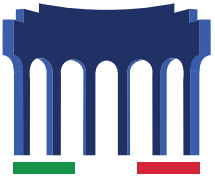
## Actual benefits for the partner

- Special thanks at the official opening ceremony
- Speech at the official opening.
- Hosting company representatives in the exhibition's educational workshops.
- Allocating a pavilion for the partner with a space in the exhibition.
- Obtaining a 50-second promotional promo that will be shown in a scheduled manner on the displays inside the exhibition halls.
- Honoring at the closing ceremony with a shield and a certificate of appreciation.
- Obtaining a table for b2b business meetings and meetings with the government sector B2G throughout the exhibition period.
- Allocating one seat in the first row to a person from the company with senior officials.
- Placing the logo in a distinctive way in the cover page of exhibition guide.

## invitation cards

- 5 invitation cards for a formal dinner party.
- 10 invitation cards for the official opening
- Post-show benefits
- A luxurious album of photos about the exhibition's activities, in addition to a documentary file of all that was circulated in the exhibition.
- A flash memory that contains the exhibition's documentary film.

**PARTICIPATION PRICE :**  
**22,000 USD**



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## Privileges of the official sponsor

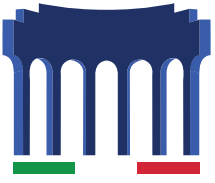
### Marketing and Promotion

- Placing the company logo and name in all advertising campaigns for the exhibition.
- Placing the company logo in the main background for the official opening.
- Placing the company logo in the official opening invitation card.
- Placing the company logo on the main page of the exhibition.
- Placing the company logo in the exhibition guide.
- Placing the company brochures on the visitors' registration desk for the exhibition.
- Take advantage of the electronic promotion on the website of the exhibition.
- Providing advertising space in the outer foyer of the showroom in the exhibition.
- Obtaining a distinctive display space in the exhibition hall.

### Actual benefits for the sponsor

- Special thanks at the official opening ceremony.
- Speech at the official opening.
- Hosting company representatives in the exhibition's workshops, and the poster will be in the workshop.
- Obtaining a 30-second promotional promo that will be shown in a scheduled manner on the displays inside the exhibition halls.
- Honoring at the closing ceremony with a shield and a certificate of appreciation.
- Obtaining a table for b2b business meetings and meetings with the government sector B2G throughout and B2C meeting the exhibition period.
- Allocating three seats in the first row to senior company officials
- Grant the sponsor an advertising page in the exhibition guide.

**PARTICIPATION PRICE :**  
**20,000 USD**



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## Golden Sponsor Privileges 3

### Marketing and Promotion

- Placing the company logo and name in all advertising campaigns for the exhibition.
- Placing the company logo in the main background for the official opening.
- Placing the company brochures on the visitors' registration desk for the exhibition.
- Take advantage of the electronic promotion on the website of the exhibition.

### Actual benefits for the sponsor

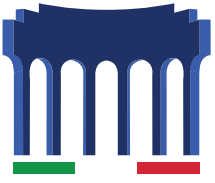
- Special thanks at the official opening ceremony.
- Speech at the official opening.
- Hosting representatives from the company in the exhibition's workshops, and the company's logo is present in the work poster.
- Honoring at the closing ceremony with a shield and a certificate of appreciation.
- Obtaining a table for b2b business meetings and meetings with the government sector B2G throughout the exhibition period.
- Allocating two seats in the first row to senior company officials.
- Grant the sponsor an advertising page in the exhibition file.

### invitation cards

- 2 invitation cards for a formal dinner party.
- 6 invitation cards for the official opening.
- Post-show benefits.
- A luxurious album of photos of the exhibition's activities, in addition to a documentary file of all that was circulated in the exhibition.
- Benefiting from electronic promotion for a full year on the exhibition's website.

**PARTICIPATION PRICE :**  
**18,000 USD**

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## Silver Sponsor Privileges 2

### Marketing and Promotion

- Placing the company logo and name in advertising campaigns for the exhibition.
- Placing the company logo in the main background for the official opening.
- Placing the company brochures on the visitors' registration desk for the exhibition.
- Take advantage of the electronic promotion on the website of the exhibition.

### Actual benefits for the sponsor

- Special thanks at the official opening ceremony.
- Hosting representatives from the company in the exhibition's workshops, and the company's logo is present in the work poster.
- Honoring at the closing ceremony with a shield and a certificate of appreciation.
- Obtaining a table for b2b business meetings and meetings with the government sector B2G throughout the exhibition period.
- Allocating one seat in the first row to a person from the company with senior officials.
- Grant the sponsor an advertising page in the exhibition file.

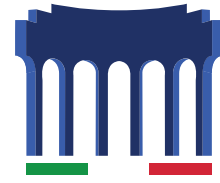
### invitation cards

- 1 invitation cards for a formal dinner party.
- 4 invitation cards for the official opening.
- Post-show benefits.
- A luxurious album of photos of the exhibition's activities, in addition to a documentary file of all that was circulated in the exhibition.
- Flash memory containing the exhibition's documentary film.
- Benefiting from electronic promotion for a full year on the exhibition's website.

**PARTICIPATION PRICE :**  
**11,000 USD**



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# EXHIBITION CATALOGUE

exhibition catalogue form

company name : .....  
contact person : .....  
telephone : .....  
E-mail : .....  
website : .....

please write the company's activity  
and please do not exceed 50 words

.....  
.....

In the event that the company requests to add an  
advertisement in the exhibition brochure.

A full page in the cover of the brochure= .....

A full page inside of the brochure= .....

A half page inside of the brochure= .....

A quarter of a page inside the exhibition brochure= .....

Exhibitors Names : .....

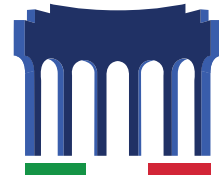
.....

please send the company logos on CD  
or via e-mail : [marketing@alnakhla.ly](mailto:marketing@alnakhla.ly)





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# SPEAKERS FORM

full name : .....  
Last name : .....  
first name : .....  
Nationality : .....  
home university or institution : .....  
E-mail : .....  
bio : .....

photo (500 or more pixels wide)

please send it to subject [info@alnakhla.ly](mailto:info@alnakhla.ly)

Title of subject : .....  
description of subject : .....  
.....  
.....  
.....

workshop paper (pdf or word) .....

location : .....

hall : .....

date & Time : .....

how many seats in the venue : .....





# BOOKING FORM



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## please fill the from below in BLOCK CAPITALS

company name:

Nationality of company :  contact person:

position:  mob:

tel:  fax:

address:

E-mail:  website :

## Your choice of stand for (foreign company)

I would like to book the following stand (please tick all appropriate boxes and indicate the size of stand you required )

Space only (minimum 24m)  m @180\$ per m<sup>2</sup> =  \$

Includes : space, aisle cleaning and pavilion security .

EQUIPPED STAND (minimum 12m)  m @220\$ per m<sup>2</sup> =  \$

EQUIPPED STAND (minimum 9m)  m @240\$ per m<sup>2</sup> =  \$

Includes: carpet, rear & side walls, fascia panel with company name and logo in English / Arabic , 3 chairs and 1 table,1 wastebasket, 2 light flashes, exhibition catalogue entry. daily cleaning, electric source (220v)

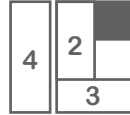
## The location of your stand ( please tick )

The financial value is added if any of the following values are selected

( open on 2 aisles – min.18m+5%) 2 on space rate  =  \$

( open on 3 aisles – min.36m+10 %) 2 on space rate  =  \$

( open on 4 aisles – min.60m+15%)2 on space rate  =  \$



## Payment Method

Payment should be paid signing of official space application contract and recetion of invoice from the organizer .

We hereby confirm our participation an FIERA DEGLI AGENTI PER L' INDUSTRIA ITALIANA and we have been supplied with the organiser's terms and conditions and confirm our acceptance of these , the execution of this contract and its receipt by organizer is Evidence of the applicant's Agreement to pay the full fees due.

Site name :

signatures And Stamp

Date:

# SPONSOR PACKAGE SELECTION FORM



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Please fill out the form below in all capital letters:

Company Name :.....

Company Nationality :.....

Company Address :.....

Authorized person's name :.....

Phone No : 1 .....2 .....

E-mail address:.....

Please put a tick (✓) on the selected package.

strategic partner ( )

Official Sponsor ( )

golden sponsor ( )

silver sponsor ( )

service partner ( )

tech sponsor ( )

radio sponsor ( )

media partner ( )



## Methods of payment

Payment must be made against signing the sponsor application and receiving the invoice from the organizer.

We hereby confirm our participation in the Fiera degli agenti per l'industria italiana, we have been provided with the terms and conditions of the organizer, and our acceptance of it is an implementation of this contract, its receipt by the organizer is evidence of the applicant's agreement to pay the full fees due.

Company Name

Authorized person's name

Stamp and Sign

Date

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# TERMS AND CONDITIONS



2024 EXPO  
معرض صنع  
في إيطاليا  
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- The exhibitor must follow the Libyan laws and regulations on allowing the supply of exhibits, the organizing company shall not be liable for any breach.
- The exhibitor has the right to insure their own goods as well as insurance for workers against all dangers as well as the third party against any damages to the employees or contractors The organizing company is not responsible for that.
- The organizing company does not bear any responsibility towards the exhibitor or a third party in the event of postpone or cancellation of the exhibition; the organizing company shall refund the value paid.
- 50 % of the total value must be paid immediately after signing this contract and 50% of the remaining value must be paid within 15 days of signing this contract.
- The exhibitor shall be responsible for his exhibits and personal belongings during the opening hours of the exhibition, and the organizing company shall bear in mind the responsibility during the closing hours throughout the days of the exhibition.
- The exhibitor has the right to request or increase any additions of furniture or supplies from the organizing company no later than one month before the date of the exhibition and according to the prices shown in the additions form and after paying the value.
- The exhibitor shall evacuate the pavilion of the goods and materials used by him after the end of the exhibition within 48 hours, according to the closing hours schedule.

Site Name:

Date:

Signatures And Stamp:



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Description	Date	time
The exhibitor must provide the logo and the name of the company on a CD or by e-mail.	Before 30 / 12 / 2022	11:00
Company's general activities should be by CD or e-mail not more than 70 words.	Before 30 / 12 / 2022	11:00
For an entry visa to Libya please fill in the attached form and send a copy of the passport by e-mail to <a href="mailto:info@alnaghla.ly">info@alnaghla.ly</a>	Before 01 / 12 / 2022	10:00
In case of any shipments, please provide us with all details .	Before 15 / 12 / 2022	10:00
For advertisements in the expiation book.	Before 10 / 12 / 2022	09:00 – 03:00
for extra furniture or equipment in your suite, please confirm your request.	Before 20 / 12 / 2022	09:00
Please provide us the names of your exhibitors for exhibitors badges.	Before 20 / 12 / 2022	09:00 – 03:00
Shell scheme suite available to exhibitors for dressing.	on 18 / 01 / 2023	09:00
All exhibits and suite must be completed by.	on 21 / 01 / 2023	17:00
Opening ceremony.	on 23 / 01 / 2023	04:30
Open days – exhibition.	on 23 / 01 / 2023	06:00
Removal of portable exhibits and displays and all suite fittings.	on 27 - 28 / 01 / 2023	09:00 – 07:00

- The Organizing Committee will not be a responsible to provide the services in case of not respecting the mentioned dates.

- Services ( Accommodation + Transportation)
- Visa Issue procedures
- Co-sponsorship
- Temporary Staff, Hostess, Interpreters & Additional suite Accessories
- Exhibition & display Graphics, Shell scheme

091 604 66 00 ☎  
Marking@alnakhla.ly ✉

091 604 66 00 ☎  
Info@alnakhla.ly ✉

092 320 23 58 ☎

22

italia@alnakhla.ly ✉



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**THANK  
YOU**

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النخلة  
ALMODIAA  
المضيئة



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