

# GLOBAL REPORT



## LIMEX 2008 OVERVIEW

The First Libya Maritime Exhibition - LIMEX 2008, has taken place from 13 to 15 / 10 / 2008 at the Tripoli Naval Base of Abusetta, - Tripoli, Libya.

LIMEX 2008 was organized by Jerma International, a leading Libyan fairs organizer, under the auspices of the Libyan Navy and the sponsorship of MBDA.

Companies attending LIMEX 2008 came from 11 countries, including France, Germany, United Kingdom, USA, The Philippines, Australia, Italy, Turkey, Tunisia, Malta and Libya.



## INAUGURAL CEREMONY

The exhibition was inaugurated by the Chief of the Libyan Naval Forces, Admiral Hamdy Swehly.

The inaugural ceremony was graced by the presence of the Head of the Libyan Ports and Maritime Transport Authority Captain Ramadan Boumedyan, Head of the General Board of Fairs Dr. Jamal Lamouchi, high rank officers of the Libyan army, and several European Arab countries' ambassadors.

The inaugural ceremony was largely attended by prominent decisions-makers as well as managers big state companies working in the maritime sector, managers of important shipping companies, as well as head of important projects under implementation in the maritime field.



## SHOW HIGHLIGHTS

LIMEX 2008 was attended by 71 local and international companies from naval industry, commercial maritime sector, sea communication, sea and coastal safety and security, oil and gas, environmental, fishing and coastal tourism industry.

Libya Maritime Exhibition 2008 was spread over a gross exhibit area of 3120 sq. M. Including indoor area, outdoor on-land area and sea-area.

3 days' exhibition offered a big sea demonstration under the control of the Libyan Navy, as well several sessions of business to business meetings attended by Libyan decisions-makers.

Over than 15 412 visitors paid visit to the exhibition in 3 days, including almost 2500 governmental decisions-makers, more than 82 managers from the oil and gas sector, as well as 3000 various business visitors.

## MEDIA COVERAGE

LIMEX 2008 was covered by important international and Libyan media, including Aljazeera TV channel, the Jamahiriyah TV channel (The first Libyan official TV), the Shabbabiyah TV channel, shabbabiyah radion, Al-Mussallah (the national defense magazine) Tripoli Post (the most important English newspaper issued in Libya) Al-Shams (the national newspaper), as well as several important web-sites

The intensive media campaign started by the publishing of the exhibition official banner in 8 billboards located in strategic places along Tripoli main streets and highways and the distribution of 10.000 flyers informing about the exhibition.





## THE B2B Meetings

Several B2B meetings were organized under the auspices of the Head of the Maritime Authority, respectively on 14th October 2008 for foreign participants and 15th October 2008 for national participants. Also attended B2B meetings, invited decisions-makers from the army, from the oil and gas companies and from state's companies and projects.

Each company has been given the opportunity to present its products and explain what it can offer. Following the workshop sessions, several contacts have been established between exhibitors and state bodies, as well as with important companies.

## THE CLOSING CEREMONY

The exhibition was closed on October 15th, 2008 at 20:00, with the effective presence of the Head of the Libyan Maritime Authority. Each exhibiting companies received a certificate of attendance as well as a trophy from the representative of the Libyan Chief of Navy as a souvenir.

Following the closing ceremony, the organizing company, Jerma International for Exhibitions, has offered the maritime night which was a big dinner gathering once again exhibitors with decisions-makers and businessmen.



## WHAT THEY HAVE SAID

"LIMEX 2008 success is a big surprise for us, as it is the very first edition. We did not really expect the show to be so big and so animated. we will be back next year for sure."

Mr. Piero Sebastianelli  
MBDA  
Italian Branch.

"I have the conviction that other exhibitors are satisfied. As for me, LIMEX 200 has been a good occasion to get in contact with our targeted decisions-makers and I'm over excited to come back for next edition."

Dr. Jazien Kizaoui  
Kirow Ardel, Germany



## CONTACT US

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