

Under the patronage of
The General People's Committee



معرض مشاريع ليبيا

2007 PROJEX LIBYA

Incorporating

INFRASTRUCTURE LIBYA

The International Exhibition and Forum
for Libya's Infrastructure and Economic Development

+

ENERGY LIBYA

The Libyan International Petroleum Exploration, Production,
Refining and Petrochemicals Exhibition and Forum

Projex Libya is supported by

National Oil Corporation (NOC)

The Authority for Infrastructure and Building Projects

General People's Committee for Manpower, Training and Employment

Great Man-Made River Project Authority

General Union of Chambers of Commerce and Industry

10-13 December 2007

Tripoli International Fairground

Jointly organised by



Montgomery Libya
Limited

معرض مشاريع ليبيا 2007 PROJEX LIBYA

THE VISITORS

A targeted visitor promotion campaign aimed at Libya's infrastructure and energy sectors will be launched to attract the widest qualified attendance possible.

Of particular importance will be public and private sector planners, specifiers and procurement officials relevant to Libya's short and medium term priorities. Also engineers of all disciplines, specialist contractors and consultancies and trading agencies.

The campaign will include:

- liaison with all PROJEX LIBYA's supporting ministries and public and private sector organisations

- dedicated promotion activity with a personal visit programme and personalised invitations to identified key officials and personnel in ministries, municipalities, state owned corporations, private companies and consultancies and major trading agencies

- targeted direct marketing advertising and PR support
- poster and display advertising

Libyan business practices demand a high level of protocol, therefore personal invitations to public sector officials and also key decision makers in the private sector will be an important part of the visitor promotion campaign.



— the unique international showcase for Libya's Infrastructure and Energy Sectors

PROJEX LIBYA addresses Libya's immediate priorities in terms of technological needs for the country's national planning and future progress.

PROJEX LIBYA's all embracing exhibit profile includes equipment, materials, products, technology, consultancy services, management capability and financial expertise for the expansion, upgrading and modernisation of Libya's prime sectors, including:

Building and construction:

housing; schools; hospitals; municipal projects

Transport and communications:

airports; ports; highways; bridges

Water and environment:

desalination; water treatment; sewerage and waste water systems and management

Power and electricity:

power generation, transmission and distribution

Oil and gas:

exploration and production

Refining and petrochemicals:

upgrading and expansion of refineries and petrochemical plant

Telecommunications:

fixed and mobile networks

Agri-industry:

irrigation; crop and livestock farming; horticulture; food-processing

Healthcare:

turnkey hospital projects; hospital equipment and supplies

Commerce:

business and professional services; information technology

Tourism:

hotel construction and refurbishment; tourism, heritage and cultural projects

Education:

training; human resources development

TRIPOLI INTERNATIONAL FAIRGROUND – venue for PROJEX LIBYA

PROJEX LIBYA will take place at the Tripoli International Fairground located in the heart of the city's business and commercial district.

It is recognised by the Union of International Fairs and provides a comprehensive range of exhibitor and visitor facilities to international standards.

Services include:

- 40,000sqm of exhibition halls
- fully customs bonded
- catering
- travel and accommodation services
- show management, stand contractors, customs, shipping and security offices on site
- ample visitor parking

THE FORUM

PROJEX LIBYA will be supported by a high profile forum programme, drawing on expertise from around the world, to present and discuss topics linked to the modernisation of Libya's infrastructure.

The programme will be drawn up in close consultation with the Infrastructure, Transport, Environment, Oil, Power and Tourism authorities and other relevant bodies and will provide a structured dialogue between purchasing authorities and international suppliers.



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and Industry

Energy – the key to Libya's economic progress

Libya recognises that to achieve its ambitious infrastructure and economic development plans, its energy sector has a crucial role to play. Oil and gas production is not only important as a foreign currency earner for Libya but is also vital for the country's electrical power generation and feedstock for its downstream refining and petrochemical industries.

The energy sector in general is set to see very significant investment aimed at increasing output to keep up with growing demand.

Oil

The oil industry is the key to the overall economy of Libya. With its reserves of 39 billion barrels of proven crude oil (OPEC figures) Libya has the largest reserve base in Africa (42%) and 3% of world reserves. The sale of oil, natural gas and refined products generates export earnings of US\$12 billion per year accounting for 95% of Libya's foreign currency earnings and 75% of Government revenues.

Libya aims to boost oil production from its current 1.6 million b/d to 2 million b/d by 2008/10 and 3million b/d by 2015. It is estimated that this will require investment of around US\$30 billion. Much of this will be spent on exploration, new field development and the maintenance of existing fields.

Gas

Libya has vast gas reserves and is looking to increase significantly its exports, particularly to Europe. There is also a high priority to expand natural gas production for domestic consumption to free more crude oil for export. Agreements have been signed to upgrade and expand the capacity of country's LNG plant from 0.7 million tons per annum (mtpa) to 3.2 mtpa by the year 2010.

Pipelines

Libya's geographic size means that it already has a network of more than 9500 km of pipelines carrying crude oil, natural gas and petroleum product which offer contractors significant opportunities in the supply of maintenance services, corrosion prevention, pigging and instrumentation.

As field development progresses there are plans on the drawing board for at least 650km of new pipeline projects which

will offer opportunities for engineering, procurement and construction contractors.

Refining and Petrochemicals

Libya is working on the upgrade and expansion of all its refineries, which serve both the domestic and export markets, and NOC estimates that a total investment of around US\$3.5 billion will be needed over the next 5-8 years. NOC has also identified US\$800 million of investment needed for the development of petrochemical plant to produce polypropylene, butadiene, benzene and high- and low-density polyethylene.

Training

More than 80% of Libya's budget for education and training is spent in the petroleum sector. Major opportunities exist for providers of training services and facilities as Libya develops its own own human resources potential.





SHOW REPORT 2006

Success for Libya's first dedicated infrastructure and energy exhibition

PROJEX LIBYA follows the highly successful inaugural event in this series which took place 4/7 December 2006.

The event was attended by 2585 business professionals including government, public and private sector planners, specifiers and procurement officials; engineers of all disciplines; specialist contractors; consultancies and trading agencies.

141 companies from 21 countries, including major presentations from Britain, Italy, Russia, South Africa, Spain and the USA, displayed wide ranges of technology and expertise appropriate to Libya's economic development needs.

Steve Chesters, General Manager of UK company Genesys International, commented: *'The exhibition exceeded all our expectations and our participation was well justified. This was our first exposure to the market and we made excellent business contacts and have done real business. We expect to conclude a major deal for our water treatment products directly as a result of our presence in the exhibition. We will definitely return again next year.'*

Product Specialist for Horizontal Direct Drilling, Daniel Mertens, of Germany's Tracto-Technik said: *'There are huge opportunities for our technology in Libya and the exhibition provided us with a first class introduction to the market. Our participation generated many strong enquiries and we are appointing an agent to assist with our business development. A well organised exhibition and we will definitely return again next year.'*

US exhibitor Solar Turbines' Regional Director Jasper Powell said: *'The exhibition was a worthwhile show for us and played an important part in our development plans.'*

'The General People's Committee sees PROJEX LIBYA as an event which will bring much needed technology and management skills to assist with the development of Libya's infrastructure and energy sectors'

The General People's Committee,
Patron of PROJEX LIBYA

A major international export opportunity

The developments in these key elements of Libya's economic sector will present international exporters with significant opportunities as Libya looks to overseas joint venture partners to provide not only capital investment but also the transfer of technology, improvement of management and marketing techniques and manpower training and development. PROJEX LIBYA presents such exporters with a unique platform for their products and services.





TRAVEL, ACCOMMODATION AND VISAS

Over 20 international airlines connect Tripoli to Europe, North Africa and the Middle East as well as internally within Libya. European carriers include Alitalia, Austrian Airlines, British Airways, KLM and Lufthansa. Middle East carriers include Emirates and Qatar Airways. Tripoli International Airport is hub for Afriqiyah Airways and Libyan Arab Airlines.

There is a good selection of four and five star hotels in Tripoli and many others offering high quality accommodation.

Exhibitors needing assistance with flights, accommodation and visas are advised to contact the organisers' officially appointed international travel coordinator:

Mercian Travel Centre Ltd

Contact: Mr John Downing
T: +44 1562 883795 • F: +44 1562 886944
E: JDowning@merciantravel.co.uk

Full details in the Exhibitor's Manual.

THE ORGANISERS

PROJEX LIBYA is jointly organised
by Montgomery Libya Ltd and Dar Alarab

Montgomery Libya Ltd is a company within the Andry Montgomery Group of organisers, managers and consultants in exhibitions. Established in 1895, Montgomery companies have created exhibition initiatives and opportunities across a diverse range of industries and disciplines in Europe, USA, Africa and Asia. They have unique experience and expertise and an innovative approach to developing exhibitions in new and challenging markets.

Dar Alarab is a member of the Alarab Media Group (AMG), one of Libya's leading media and communications companies. The AMG flagship publication is Al Arab newspaper, which has an international profile and is Libya's leading independent daily. AMG has established a number of international companies specialising in media and communications, including International Publicity Services, a London based advertising agency for the Middle East and North Africa, and Arab International Publicity Services, its sister agency based in Tripoli for Libya and the Mahgreb.

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NEXT STEP

In line with strong market interest, demand for space at PROJEX LIBYA is expected to be high. For further information regarding space/stand availability or to book your space/stand, please contact the PROJEX LIBYA Organisers or your national representative as follows.

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