

 **libyabuild**

22 - 25 May 2023

Tripoli International Fair, Libya

2023
POST SHOW
REPORT

**Innovating North Africa's Emerging
Construction Industry**


Approved
Event

Show Overview

The 13th edition of Libya Build took place from 22-25 May 2023 at the Tripoli International Fair which hosted 220+ local and international exhibitors in just 4 days.

Libya Build has once again proven to be the leading event for build, design and construction in North Africa attracting 14,000 + industry professionals, experts, buyers, distributors and key decision makers in the public and private sectors to come together and do business.

Benefit from the upsurge in the construction industry of North Africa and reap the rewards of unparalleled exposure to key decision makers from the industry.

Be a part of the 14th edition of Libya Build which will premier in Benghazi on 2-5 October 2023, at the Benina International Airport, Benghazi, Libya.



234
exhibitors



13
exhibiting
countries



5
country
pavilions



11,278
visitors



1000+
products



250+
VIPs



120+
media & press

Digital Audience



54,212,705
Total Impressions



2,994,530
Total Reach



94,809
Social Media
Page Visits



42,432
Website Visit



34,171
Unique Visitors



51,091
Likes & Shares

With an active social media and digital presence, Libya Build generated over 50 million impressions in its social media platforms and digital campaigns making it possible to reach thousands of key decision makers and industry professionals in North Africa.



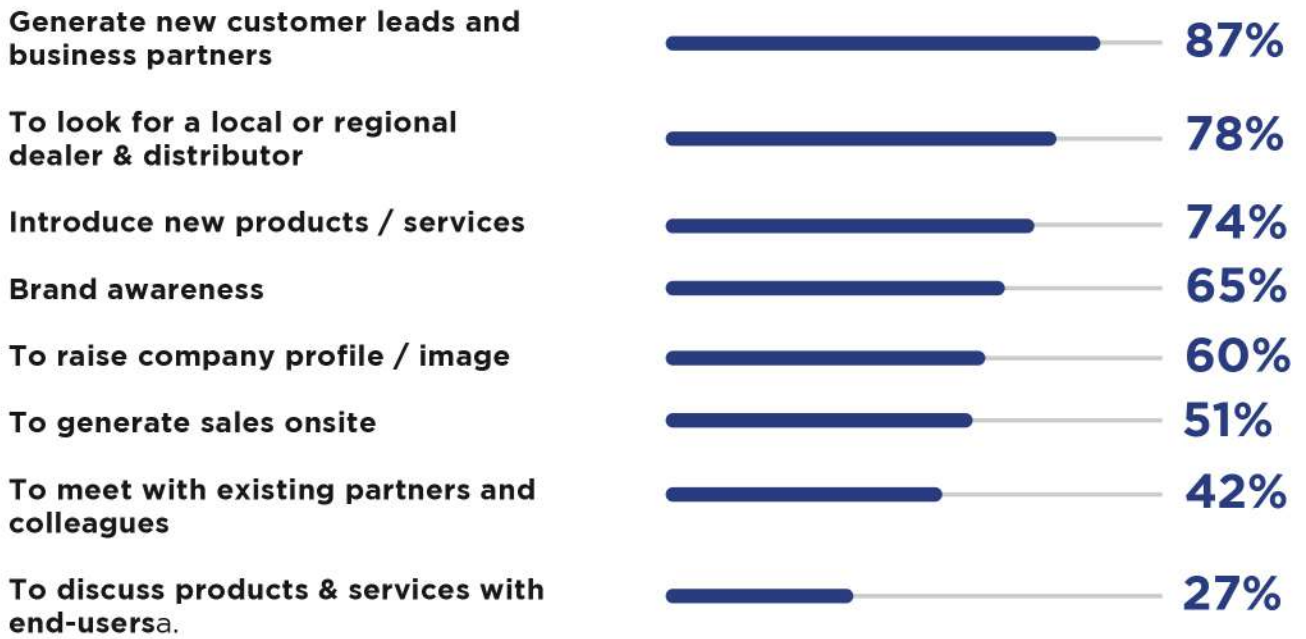
We are very pleased to be at Libya Build which provided opportunities meet high-quality decision makers and grow our presence in North Africa. We look forward to participating again in the next edition.

Georg Krenn
Austrian Commercial Counsellor
Advantage Austria

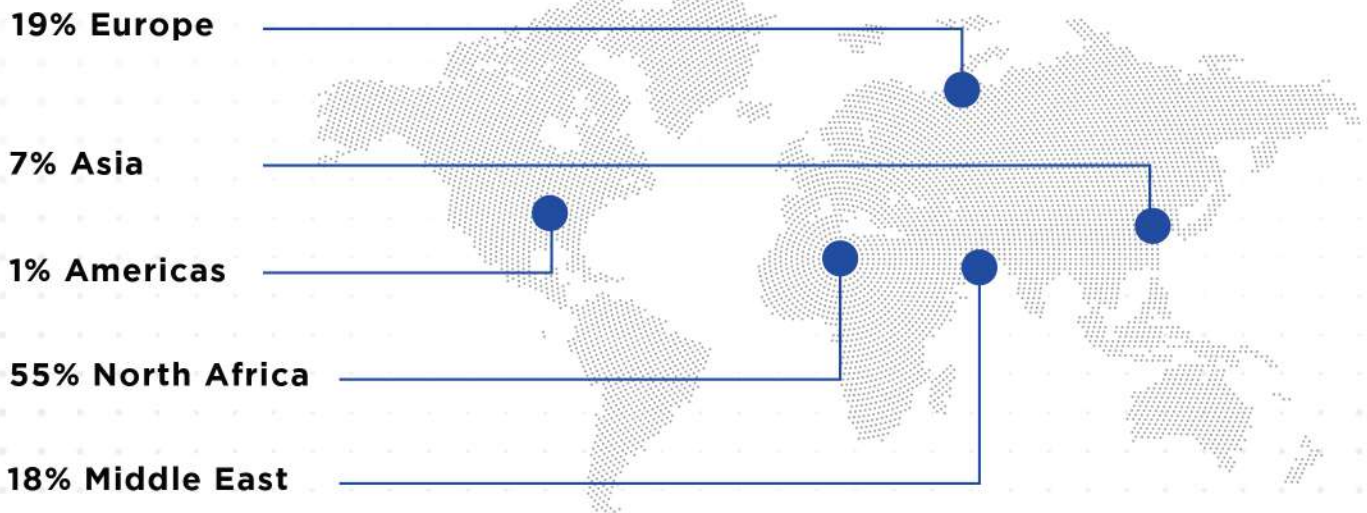


Exhibitor

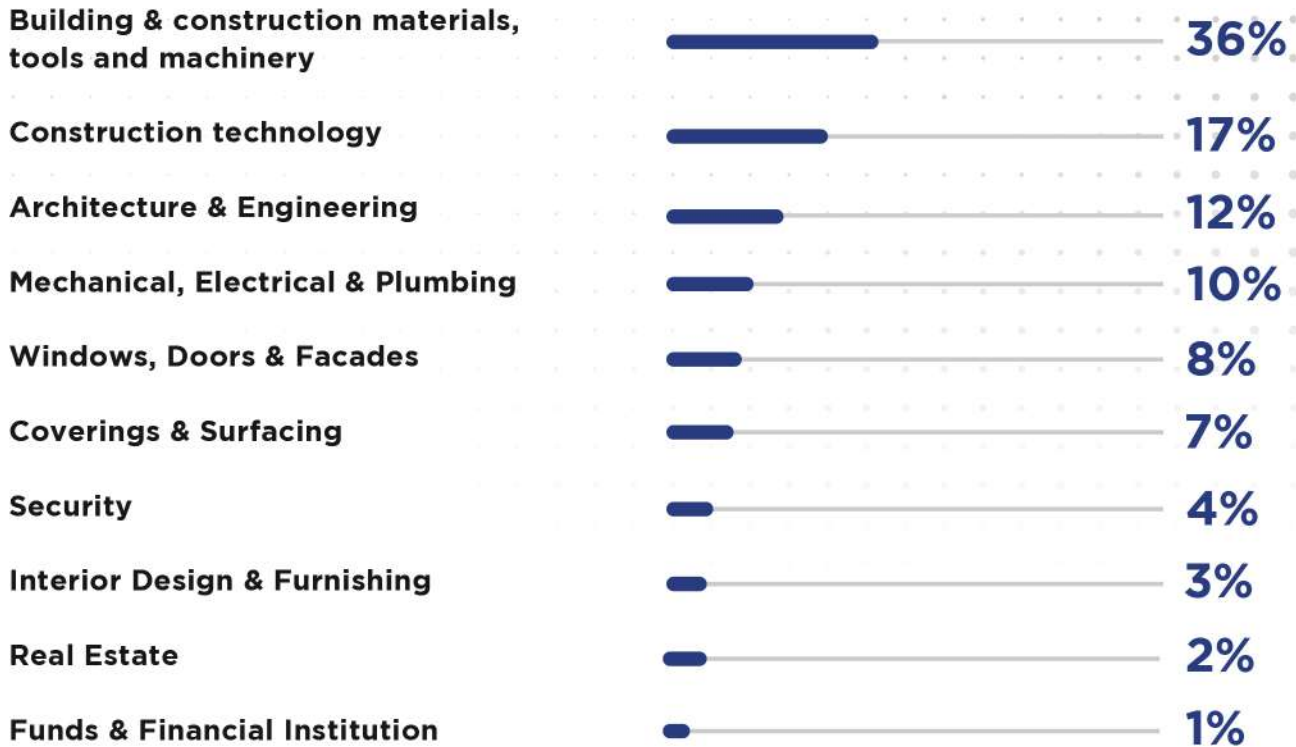
Reasons for Exhibiting



Exhibitors by Country



Product Breakdown



As a leader in grating production, we are very happy to take part of Libya Build and meet professionals dedicated to our industry, we will definitely exhibit again.

Michele Lanave
Export Manager
Emmegi Spa - Italy

Exhibitor Survey

91%

of the exhibitors rebooked onsite during the event

87%

said that the visitor quality of visitors are good to excellent

89%

said that the event managed to meet their expected outcome

88%

said that the event in an important platform for their business

87%

said that the event was well represented with global companies from the industry

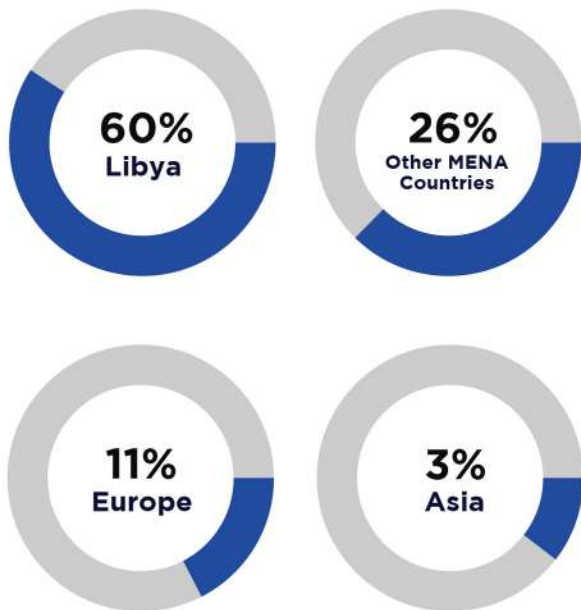
76%

said that they managed to sell or sign contracts onsite



Visitors

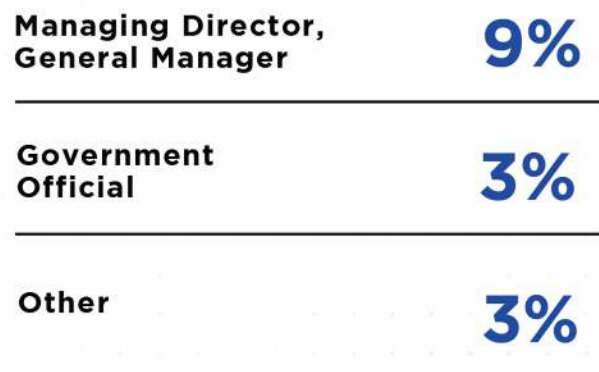
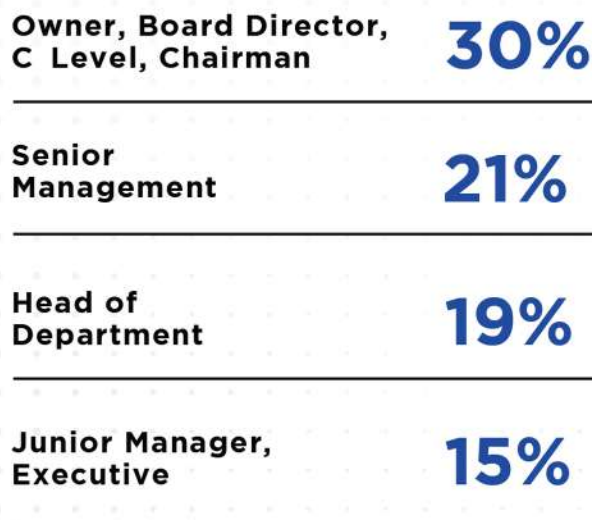
Visitors by Region



Libya Build has been a very strong event that we participate in every year, the 2023 edition exceeding our expectations and will definitely plan for a much bigger participating for the next show.

Suliman Ben Nsr
General Manager
Almedina Misurata Paints

Visitor Profile



Visitors by Industry



36%

Building & Construction Sectors



31%

Engineering Sector



25%

Power, Water & Real Estate Sectors



5%

Government & Associations



3%

Others

Visitors Survey

88%

of the visitors successfully to meet with potential suppliers, manufacturers and business partners

82%

of the visitors said that the event was an effective platform to do business

79%

of the visitors successfully to sourced products / services for ongoing and future construction projects

75%

of the visitors learned about latest trends through live product demonstrations and service presentations

90%

of the visitors said that they will attend the event again



Press & Marketing



Email Campaigns

Email campaigns to over 30,000+ visitor and exhibitor database

Online Advertising

Monthly advertisements on leading newspapers, radios, press and magazines

Press Release

100+ Press Releases on leading industry websites, newspapers, press and magazines

Radio

Partnership with local and international radio and podcast stations to cover the event

Social Media

Over 50 million reach on Facebook, YouTube, Twitter, Instagram and LinkedIn

Media Partnership

Media coverage during the event across major English and Arabic TVs, Radios and Publications

Personal Invitation

Personalised invitation cards sent to potential attendees by post

Print Advertising

71 billboards, street banners and posters

SMS / Whatsapp

SMS and WhatsApp notifications and invitations to potential attendees in the region

TV & Online Channels

Partnership with relevant TV and online channels to cover the event

Gallery



Don't miss the opportunity
to be part of the next
Libya Build.

Book your stand today!

 **libyabuild**

2 - 5 October 2023

Benina International Airport Benghazi, Libya

For more information about Libya Build 2023,
contact us at libyabuild@atexinternational.com

www.libyabuild.com

Organised by
