



4th-7th December 2017
Palais des Expositions, SAFEX
Algiers, Algeria

NORTH AFRICA'S PREMIER BUILDING & CONSTRUCTION EVENT

2017

**EVENT
BROCHURE**

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Organised by



WELCOME TO ALGERIA BUILD 2017

Dear Industry Colleagues,

From the organisers of North Africa's largest building and construction event – Libya Build, we are pleased to launch **Algeria Build** on **4th-7th December 2017** at the **Palais des Expositions, SAFEX, Algiers, Algeria**

Algeria Build is the North Africa's premier event for local and international manufacturers, suppliers, distributors and service providers in the building and construction industry. Alongside will be conferences focusing on the vast building and construction sectors aiming to bring industry leaders and experts together.

A new five-year investment plan for the period 2015-2019 worth US\$ 258.48 billion was approved by the government in late 2014 to build upon the achievements of the first plan for the 2005-2009 period, which was worth US\$ 197.32 billion, and the 2010-2014 plan worth US\$ 282.15 billion.

For companies looking to be part of the billion dollar market, meet new or existing customers, showcase your products and services or re-affirm your position as an industry leader, Algeria Build Exhibition & Conference is the platform for you.

If you would like to be part of Algeria Build Exhibition & Conference 2017, please contact us at algeriabuild@atexinternational.com or **+971 4 424 9988**

We look forward to seeing you at the event.

Sincerely,



Jeano Pangan
Group Director – Middle East & Africa

10,000+
Industry
Professionals

3,000+
Sq.m Exhibition
Space

300+
Exhibiting
Companies

25+
Countries represented

4
CPD
Conferences



NORTH AFRICA'S PREMIER **BUILDING & CONSTRUCTION** EVENT

Algeria Build Exhibition & Conference will feature over 300+ local and international companies in the building and construction sector showcasing the latest products and services in residential and commercial property infrastructure in a business platform of over 5,00sqm of exhibition space in just 4 days.

At Algeria Build 2017, attendees can benefit from meeting new or existing partners for major construction projects in the region, source new products and services for distribution, learn from key-note speakers at the conference and generate sales leads to grow their business in one of the region's emerging markets.

Why Algeria?

Algeria is the 2nd largest country in the African continent. With a population of 35million, Algeria continues to be one of countries with the highest number of mega projects in the region.

Market Overview

- A new five-year investment plan for the period 2015-2019 worth US\$ 258.48 billion
- New construction throughout Algeria including 1000+ new hotels with 400,000 bed capacity by 2019
- Over 2,500 new projects including malls and recreation centres to drive tourism
- Construction of new private and public hospitals & healthcare facilities worth \$70bn
- Public funding of \$65bn to build 1.6m new homes by 2019, in addition to the 650,000 units that were already in progress in 2014
- Development of new office spaces and properties worth \$56bn to assist on Algeria's booming business



YOUR GATEWAY TO THE **BILLION DOLLAR** SECTOR

Algeria Build is your gateway to one of the region's emerging building & construction market! The event offers a business-to-business platform for companies who are looking to tap in Algeria's billion dollar sector. The exhibition welcomes local and international companies to showcase your latest innovating products and services to over 10,000 industry professionals and decision makers during the event.



NETWORK

Over 10,000+ decision maker from the building & construction sectors to do business with



RE-AFFIRM

Your position as a leading product manufacturer or service provider in the region



LAUNCH

Introduce new products or services to professionals within the industry



GENERATE SALES

Close long term deals there and then during the event

Who Exhibits?

- Air Conditioning & Refrigeration
- Bathroom & Sanitary Wares
- Building & Construction
- Construction Tools & Applications
- Doors & Windows
- Engineering Consulting
- Flooring & Wall Claddings
- Insulation Materials
- Lifts & Mechanical Systems
- Machinery & Heavy Equipment
- Paints & Pastes
- Power & Electrical Systems
- Water systems & Sanitation
- Real Estate Developers
- Designers, Furnishing & Landscaping
- Contractors
- Project Management Companies
- Real Estate Advisors
- Real Estate Solution Providers
- Property Developers
- Urban Planners

Reasons to Exhibit?

93% Penetrate the North African market

90% Launch new products or services in the region

87% Brand awareness

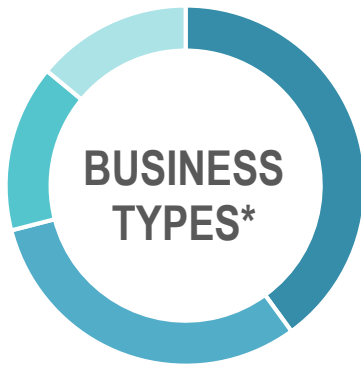
86% Generate new customer leads and business partners within the region

70% Re-affirm position as a leading product manufacturer or service provider in the region

35% Catch up with existing clients and re-establish relationships

THOUSANDS OF ATTENDEES FROM **NORTH AFRICA AND BEYOND**

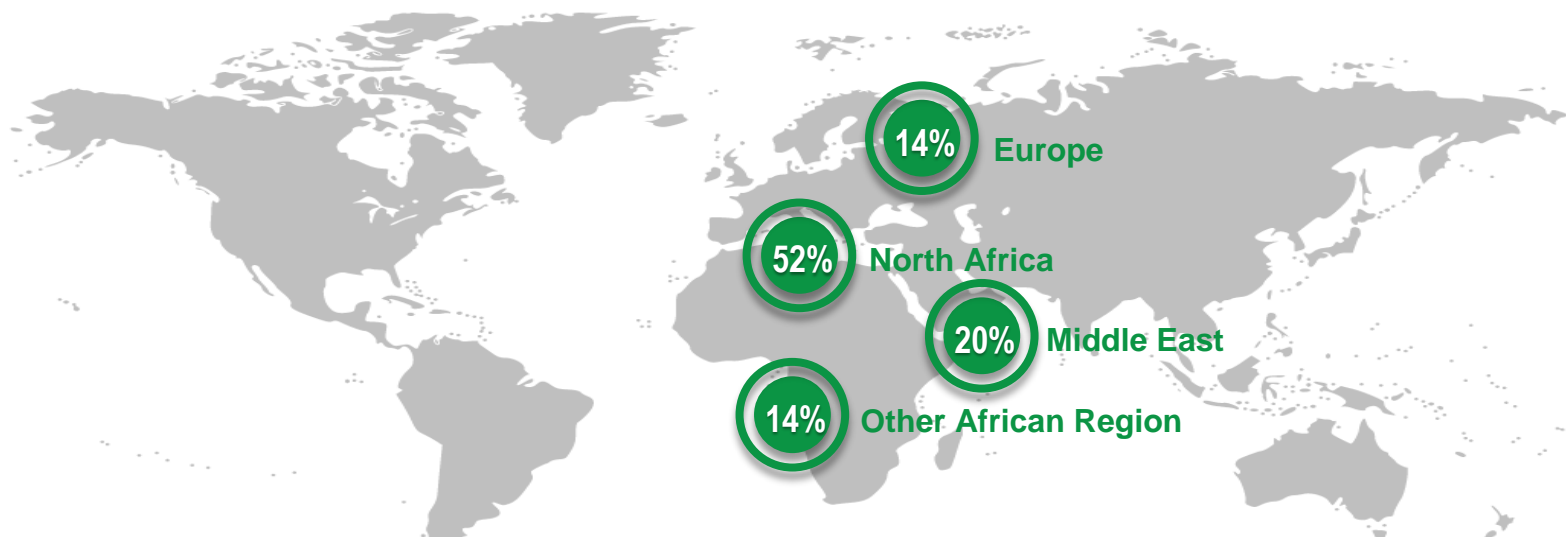
Algeria Build 2017 offers visitors from various industry professionals in the building and construction sector the opportunity to conduct business to over 300+ local and international exhibitors under one roof.



- 40% Building & Construction, Real Estate
- 31% Retail, Architecture & Design, Engineering
- 15% Facility Management, Investment
- 14% Government Organisations & Others

- 53% CEOs, Owners, Directors, Investors, Distributors
- 26% Contactors, Operators, Architects, Engineers, Project Managers, Interior Designers
- 14% Architects, Engineers, Project Managers
- 7% Government Officials, Other

Visitors by region*



4 CPD ACCREDITED CONFERENCES

Algeria Build will present two outstanding conferences featuring a variety of topics addressing a number of industries within the vast building and construction sector. The aim of the Conference is to bring thousands of industry leaders and experts together and give them a platform to connect, collaborate, share knowledge, build partnerships and create solutions for their respective industries.

The conferences will be the definitive meeting place for speakers and delegates from regional governments, ministries, industry leaders, organisations, agencies, regulators, operators, project managers, consultants, contractors, as well as technology, infrastructure and material providers to learn the latest on projects and opportunities as part of Algeria's five-year investment plan worth US\$ 258.48 billion.

Leaders of Government and industry will make up the speaking faculty. Over two comprehensive days our key note speakers will guide you through the ever changing landscape of the highly competitive building and construction industry. They will explore the opportunities available to you and your organisation, as well as educate on advancements in building practices and technology. Their knowledge, experience, insight and practical know how will prove invaluable information for any organisation targeting this region and its huge growth potential.

Why attend the conference?

Conferences are one of the most powerful industry specific educational tools. You can learn from keynote speakers who have exceptional knowledge and experience in both theory and practice.

- Connect, collaborate, share knowledge, build partnerships and create solutions within the building and construction industry.
- Network with government and industry leaders, and build your own profile within this sector.
- Dedicate yourself to continual learning and stand out from your peers.
- Earn CPD points

If you would like to attend the conference or find out more information then please email conferences@atexinternational.com or call **+971 4 424 9988**



SPONSORSHIP & BRANDING OPPORTUNITIES

Unparalleled Branding & Marketing Opportunities

By sponsoring at Algeria Build 2017 or by taking advantage of the various branding opportunities, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

Sponsorship	Platinum Sponsor US\$ 20,000.00	Gold Sponsor US\$ 15,000.00	Silver Sponsor US\$ 10,000.00
Exhibition Stand	36sqm	18sqm	12sqm
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Floor tile	2pax	1pax	-
Conference speaking opportunity	Yes	-	-
Conference passes	10pax	5pax	3pax

Branding Opportunities

Lanyards **

Logo on all visitor and exhibitor lanyards

\$7,000.00

Visitor Bags **

Logo on all visitor and exhibitor bags

\$7,000.00

Registration Area **

Logo on the registration desks with pens and uniforms

\$7,000.00

Badges

Logo on all visitor and exhibitor badges

\$7,000.00

Dedicated E-shot

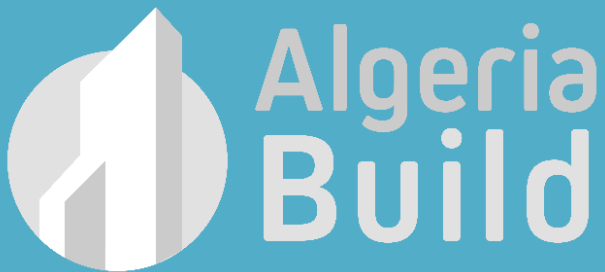
Targeted email marketing campaign

\$2,000.00

Floor Tiles

Logo and stand number on directional floor tiles

\$1,000.00



Algeria Build

4th-7th December 2017

Palais des Expositions, SAFEX, Algiers, Algeria

If you are interested to know more about Algeria Build 2017, please contact us at **+971 4 424 9988** or **algeriabuild@atexinternational.com** or get in touch with:

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BOOK YOUR STAND TODAY

* INFORMATION SOURCES: The information contained in this summary was gathered from the Algeria Build pre-registration visitor and exhibitor data

atex International[®]
Exhibitions

ATEX is an international exhibitions & events company that has evolved into one of the leading organisers of exhibitions, conferences and events in the Middle East & Africa. A full member of UFI, the Global Association of the exhibition industry, in the category of exhibition organisers, also received a certificate from UFI for Libya Build, one of the largest International Building & Construction Exhibition in the North African region. Now operating in Algeria and UAE as the headquarters for the North African and Middle East regions.

Our events attract over thousands of participants every year and provide unique platforms to do business, network and learn. For more information about us and our events, please visit **www.atexinternational.com**

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