

Conference Program

تنظيم المعارض في العالم العربي بين تحديات الواقع واهميته في جلب الاستثمار

First Arab Conference for Exhibition Industry
Concorde Hôtel Les Berges du Lac, Tunis, Tunisia
10-12 October 2018 Tunis, Tunisia



Real challenges and investment potentials

Exhibition sector is one of the most important driving forces for investment and export chances, tapping new markets and reinforcing business relations.

The Arab Union of International Exhibitions and Conferences (AUIEC) is launching this event to re-unify the Arab industry professionals and suppliers under one umbrella, joining their efforts to better economic and investment chances.

This meeting is the first step to support the sector on the pan-Arab level, taking into consideration the very important role exhibition industry plays in economy, by creating platforms for different sectors to showcase their products and services, exchange information and experiences, and enhance quality.

www.arabexpoconference.com



Wednesday, October 10, 2018

20:00 -22:00 Reception at Arena Space for all participants and guests

Thursday, October 11, 2018

09:00 Official Opening

09:20 Speech by HE Minister of Trade in Tunisia

09:45 Speech by Mr Mohamed Rabii HE Secretary General of Arab Economic Unity Council

10:00 AUIEC, Role and Activities by Mr Mahmoud Al Jarrah, Secretary General of AUIEC

10:30 Coffee Break

10:45 Arab exhibition industry challenges

- 1- Arab revolutions and global crisis and their effects by Ms Hmaid Besma (Stiexpo)
- 2- Foreign participations and their impact. Are Arabic participations considered foreign?
And is a tradeshow only successful by foreign participations? by Ms Ikram Makni
(Sfax Chamber of commerce)
- 3- Organizers'challenges

11:30 How to Maximize participation at a Tradeshow....Managing the visitor engagement and Lead Generation by Mr Senthil Gopinath (Regional Director Middle East - ICCA)

11:45 Investment potentials

- 1- The role of industry in investment potentials by Ms Martine Renault (GLEvents)
- 2- Value of investment coming from foreign participations in Arabic exhibitions 2010-2017
(Statistics) by FIPA Tunisia / CEPEX Tunisia

13:30 Business Lunch

15:00 Demonstration of major Arab Exhibitions (video)

16:30 Closing session

21:00 Conference Dinner at Saraya Restaurent in the old city

Friday, October 12, 2018

09:00 AUIEC General Assembly meeting

12:00 Lunch

15:00 Optional tour in Sidi Bu Said city.

Company:.....
Street:.....
Postal code:.....
City:
PO Box:
Country:
Phone:
Fax:
E-mail:
Website:
Owner / Managing Director:
.....

Participation fees

AUIEC adherent 350 \$

AUIEC non-adherent 420 \$

CONTACT PERSON FOR THE SHOW:

Name:
Phone:
Fax:
E-mail:
Function:.....

AMOUNT

.....

Signature & Corporate stamp