



2022 Post Show Report

30 May to 2 June 2022
Tripoli International Fair, Libya

Connecting the Construction Industry
in North Africa



Show Overview

Libya Build returned in 2022 as the largest and leading event for the building, design and construction sections in North Africa. Libya Build brought together industry professionals, experts, buyers, distributors and key decision makers in the public and private sectors of North Africa and the Middle East.

The 12th edition of Libya Build with a theme of “Connecting the construction industry in North Africa” took place from 30 May to 2 June 2022 at the Tripoli International Fair hosting 200+ exhibitors and brands from around 15 countries across the globe.

Over 10,000 high-spending decision-makers, dealers, distributors, resellers, administrators, head of departments, purchasing managers and industry professionals came to look for the best products and services for their business.



259

exhibitors



9

exhibiting countries



4

country pavilions



10,426

visitors



1,000+

products



250+

VIPs



120+

Media & Press

Digital Audience



4,065,140

page views



1,323,090

views



540,081

likes & shares



9,272

likes & retweets



6,685

likes & shares

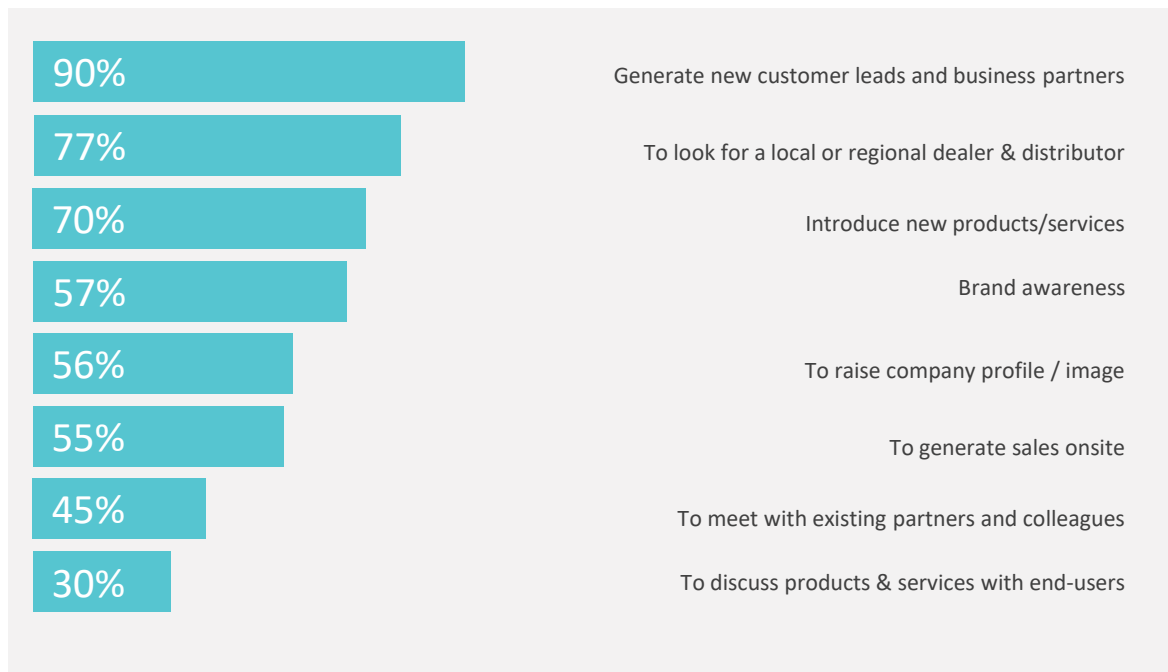


52,352

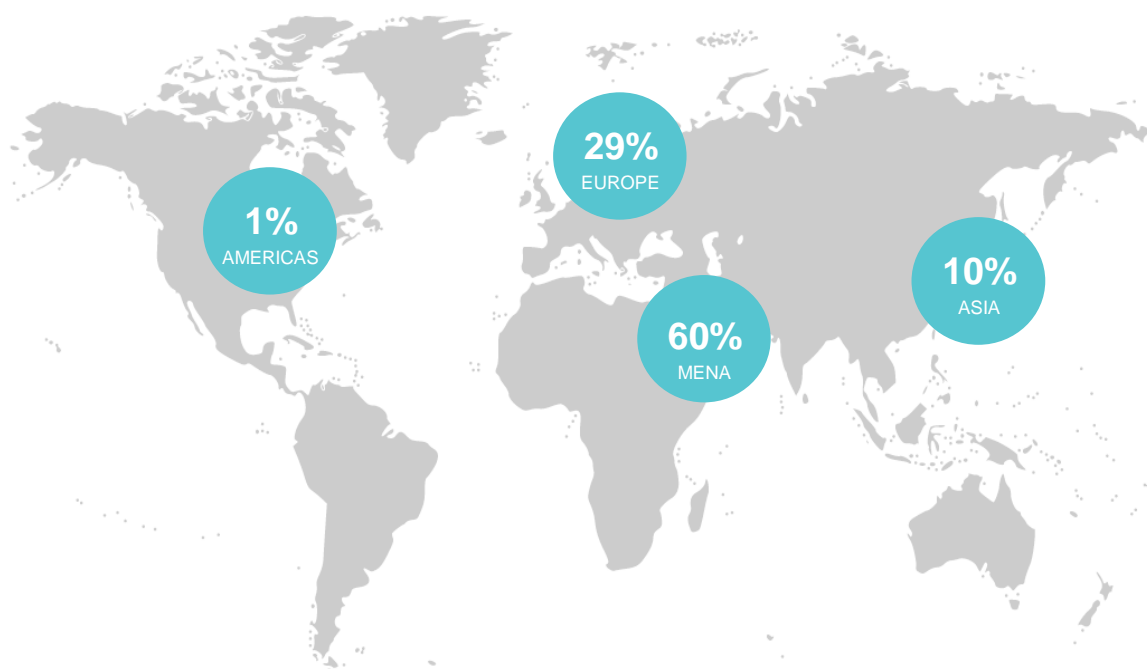
likes & follows

Exhibitor

Reasons for Exhibiting

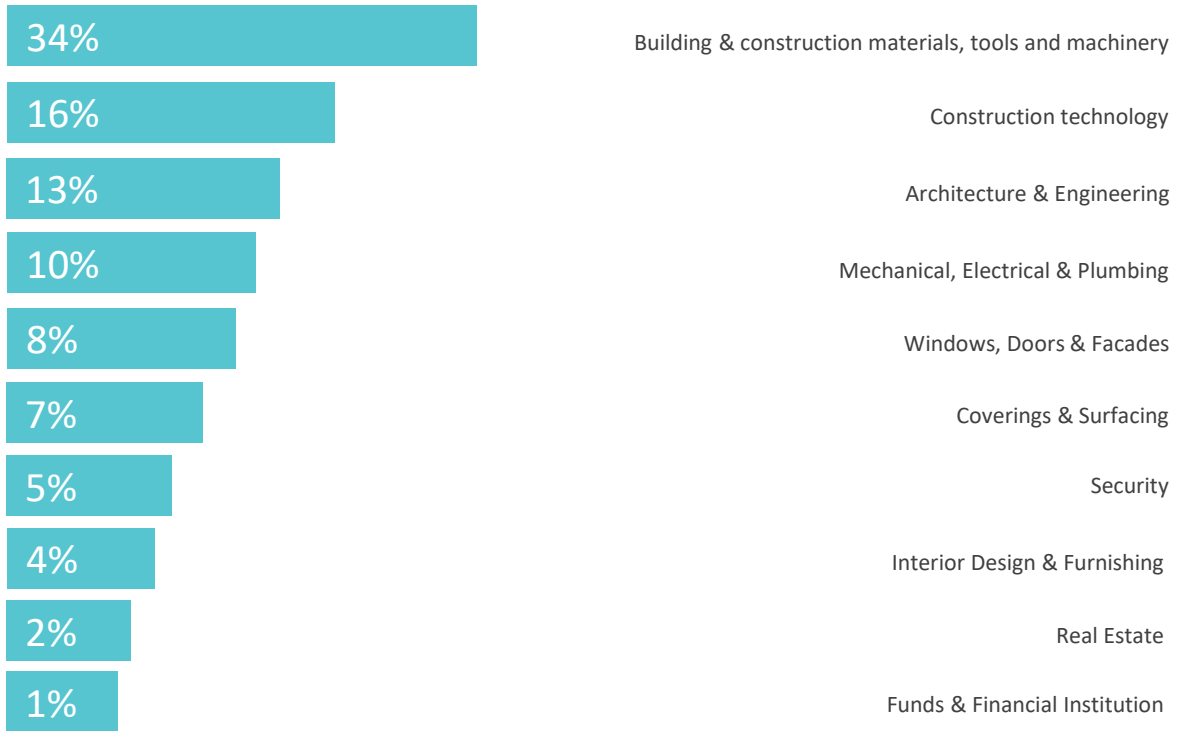


Exhibitors by Country

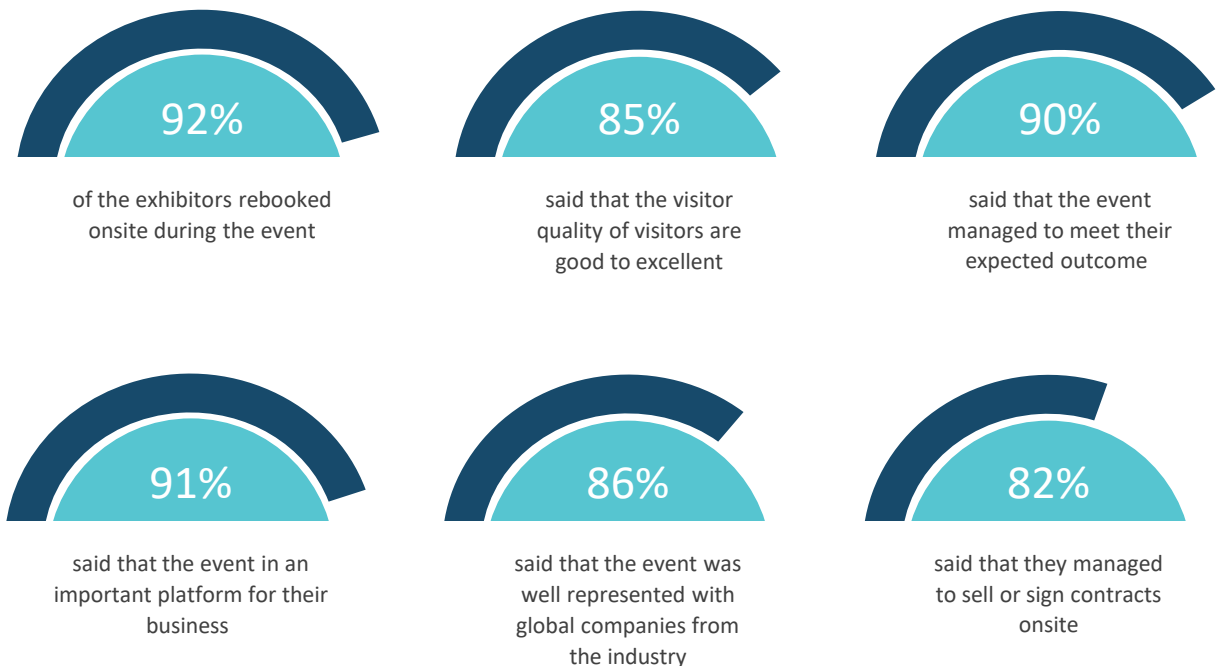


Exhibitors

Product Breakdown

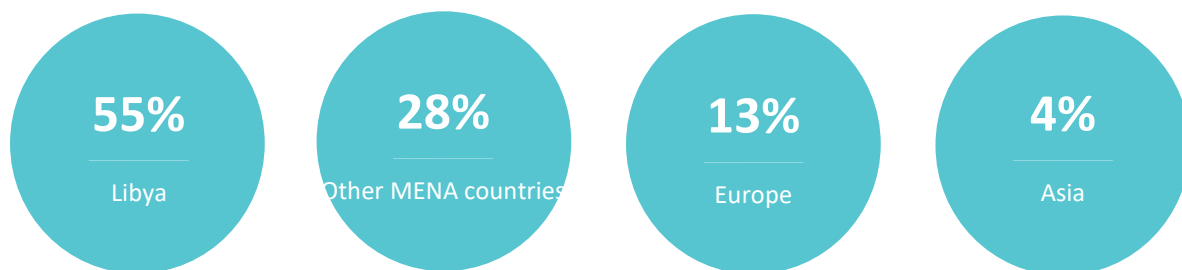


Exhibitor Survey



Visitors

Visitors by Region



Visitor Profile



32%

Owner, Board Director, C-Level, Chairman



22%

Senior Management



19%

Head of Department



14%

Junior Manager, Executive



8%

Managing Director, General Manager



2%

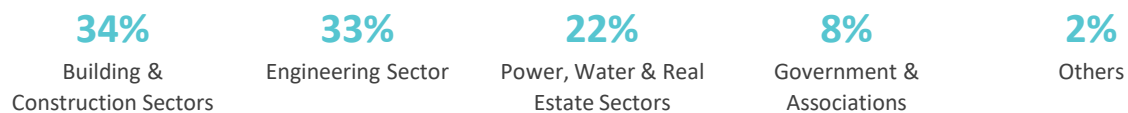
Government Official



3%

Other

Visitors by Industry



Visitors

Visitors Survey

89%

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

83%

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

81%

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

88%

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

97%

of the visitors said that they will attend the event again

Press & Marketing



Emails

Email campaigns to over 6,000+ visitor and exhibitor database



Press Release

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



Adverts

Monthly advertisements on leading newspapers, radios, press and magazines



Signage

71 billboards, street banners and posters



Social Media

Over 5 million reach on Facebook, YouTube, Twitter, Instagram and LinkedIn



Media

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





Start planning for your participation at the North Africa's biggest construction expo

22 - 25 May 2023

Tripoli International Fair, Libya

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

www.libyabuild.com

Organised by

 **atex**
International Exhibitions