

Franco-Foire Beyrouth 2009

25 June - 28 June

The Exhibition for the French products

Exhibition Overview **GAMES SPEAK FRENCH!**

Thousands of young people under one roof

Rewarded for its exceptional sense of hospitality and first-class organization, after the Francophone Summit held in 2002, Lebanon has to meet a new challenge in 2009: the VI francophone Games that will be held in Beirut from September 27th to October 6th, 2009. More than 3000 talented young people and athletes are to participate in this international event. They will compete individually or in teams to win the medal gold in 8 multi sports disciplines and 8 cultural competitions. Held every 4 years, these games underscore the uniqueness and originality of the Francophone culture and the excellent talents of francophone nations in a festive environment allowing interaction and exchanges between young people.

LEBANON AS THE CROSSROADS OF CIVILIZATIONS AND CULTURES

An unparalleled showcase for French products

Prior to the sixth edition of the games, IFP sal organizes in close collaboration with NCFG and the ICFG, Franco Foire Beyrouth 2009, from June 25th to 28, 2009 at the Martyrs square - Beirut, Lebanon. The fair addresses firms and companies from the five continents and constitutes a unique opportunity to showcase the French industry products.

THE IDEAL PLATFORM TO DISCUSS BUSINESS AND INVESTMENT OPPORTUNITIES

Excellence, Performance And Diversity

The world is facing new challenges; hence Franco-Foire Beyrouth 2009 will fuel dynamism and development. The show has received an overwhelming support from the Ministry of Culture, the Ministry of Youth and Sport, the Ministry of Commerce and Industry and numerous Francophone organizations and unions. It provides a unique opportunity for traders, producers and specialists to discuss business, and network with French products market leaders representing a wide array of products and services: electronics, construction, counseling, food, ...

IFP has chosen a proven venue the prestigious Martyr square, downtown Beirut cradle of cultures and civilizations. A state-of-the-art structure purpose made especially for this event will host sports competitions, ceremonies, cultural events, musical concerts and many other animations and attractions. The Francophone culture, its uniqueness and characteristics will be highlighted in this unprecedented sport and culture event and IFP will endeavor to make of it a success story.

OVER (number) COMPANIES FROM 50 COUNTRIES PRESENT

Be a player in the region's most promising mobilization

DON'T MISS THIS EVENT HELD IN LEBANON!

MANY REASONS TO PARTICIPATE IN FRANCO-FAIRE BEYROUTH 2009

Extensive publicity and promotion to attract visitors

A stand is not only you get! Exhibitors will benefit from a comprehensive media and publicity coverage campaign designed to maximize the business opportunities of the exhibitors. The event will be covered in form of editorial or advertisement in our two prestigious magazines targeting 30,000 high-end readers as well as in French tongue newspapers and media. Concurrently, IFP has planned conferences, meetings and round tables. The fair will be promoted extensively across the region. Invitations will be sent to key decision makers, officials, heads of departments, professionals, trade unions and the database of IFP.

THE ORGANIZERS

IFP connecting world trade and Middle East market

Franco-Foire Beyrouth 2009 is organized by IFP Group one of the leading exhibition and conference organizer in the Middle East region. With a record of over 340 International fair and conferences in the past 27 years, the Group is positioned as a major actor maximizing the development and performance of companies in the region. The client base of IFP Group includes governments and official agencies and scores multinational companies representing every economical sector. All the events are certified by the UFI and other international accreditation organisms. Nothing is left to hazard as IFP offers exhibitors full international and logistics support, furniture hire, lettering and graphics, accommodation, transport, press center, etc... For up-to-date information, visit IFP's website www.ifpexpo.com