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**Konu:** Etkinlik Duyurusu (Tunus)

Mersin, 11/10/2021

**Sayın Üyemiz,**

Ticaret Bakanlığı'ndan alınan bir yazıda, Uluslararası Anlaşmalar ve Avrupa Birliği Genel Müdürlüğü'nden iletilen bir yazıya atıfla, Afrika'da özel yatırımların artırılması amacıyla iş çevrelerinin bir araya gelmesine imkan tanınacak "**Infrastructure Development in Africa**" isimli online ticaret fuarının 15 Kasım 2021 tarihinde düzenlenmesinin planlandığı belirtilmektedir.

Bilgilerini rica ederim.

**Mehmet Ali ERKAN**  
**Genel Sekreter**

**Ek:** Tanıtım Broşürü



# INFRASTRUCTURE DEVELOPMENT AFRICA

Special Focus   
**Reconstruct Libya**  
Together  
With  **AL-SUSTAN HOLDING  
COMPANY**

15 Nov. 2021

→ [www.infrastructuredevelopment.africa](http://www.infrastructuredevelopment.africa)

**ITIDA**



Germany



Tunisia

# Welcome to IDA 2021

International Trade Fair for the Development of the African Infrastructure Market

The International Transfer Center for Infrastructure Development in Africa (ITIDA) is the organizer of IDA 2021. ITIDA is an association of infrastructure developers that seeks to promote and enable to improve infrastructure development activities in Africa with the expertise of European and international companies, by creating a network that will foster continuous dialogue amongst its members.

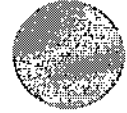
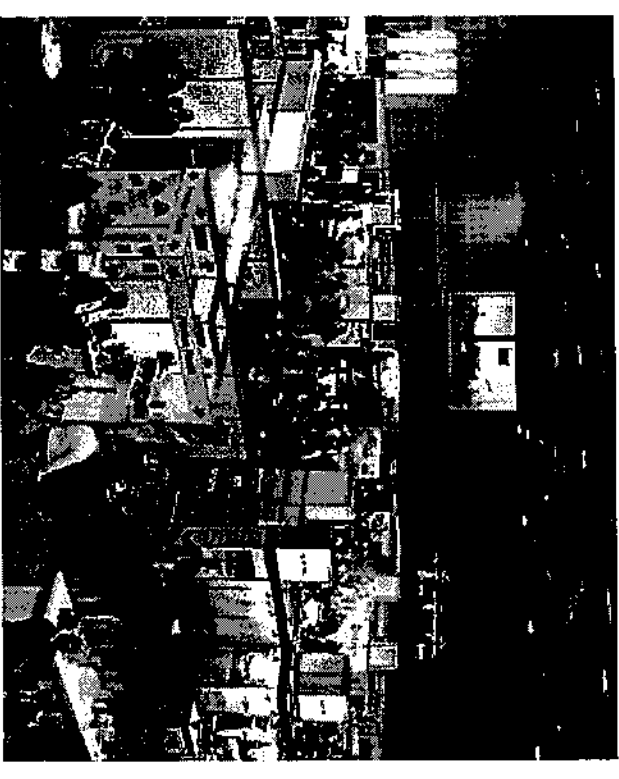
IDA will bring together business to discover new trading prospects, launch additional business networks, build partnerships tackling some of the continent's needs.

ITIDA was incorporated in January 2020 by its founding members:

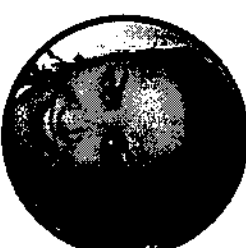
EITEP Institute, (Euro Institute for Information and Technology Transfer in Environmental Protection), Germany

TEAM Academy (Training and Education in Africa and Middle East), Tunisia

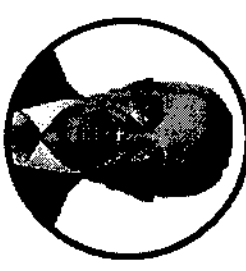
Get the full picture and join IDA 2021!



**Dr. Klaus Ritter**  
President EITEP Institute  
CEO ITIDA



**Rana Alhasir-Boulos**  
Director EITEP Institute  
Director IDA



**Fethi Mechri**  
CEO Team Academy  
CEO ITIDA



# Portfolio of International Trade Fairs

The EITEP Institute is organizer of International Trade Shows and Conferences in Europe and beyond

Some examples of EITEP Institute's events:

Pipeline Technology Conference,  
Infrastructure

Water  
Infrastructure

# Key Technical Infrastructure Topics

Infrastructure development is a crucial driver for growth

IDA 2021 focuses on the development of technical infrastructure in Africa.

## TRANSPORTATION & LOGISTICS

Roads, Railways, Waterways, Ports, Airports  
Logistics, guidance, interconnection, security, etc.

## ENERGY & WATER

Water, Electricity, Hydrogen, Oil, Gas, Renewables  
Production facilities, pipelines, supply networks, isolated systems, etc.

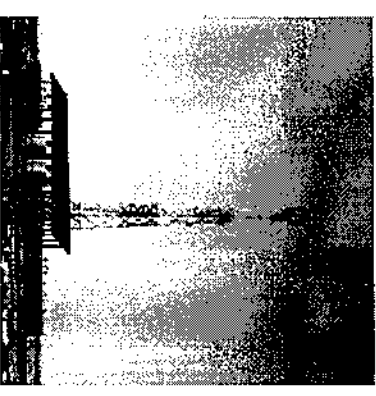
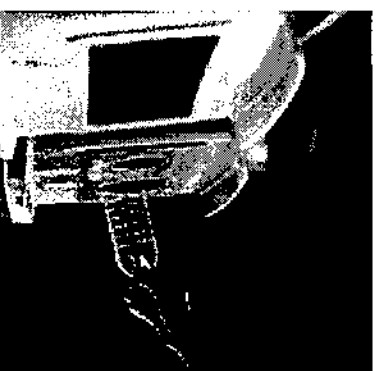
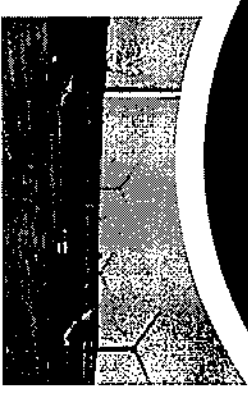
## WASTE & WASTE WATER

Solid Waste, Waste Water  
Collection & disposal, recycling, abatement strategies, closed loop systems, etc.

## COMMUNICATION & INFORMATION

Data  
Receiving and transmitting stations, digitalization, 5G, cyber security, etc.

We expect exhibitors  
in the fields of financing,  
banking, planning,  
construction, operation  
and maintenance.



# We reach your audience

With our Marketing Portfolio and contacts we address global players



## Explanation

- Interested parties
- Decision makers
- Producers
- Service providers

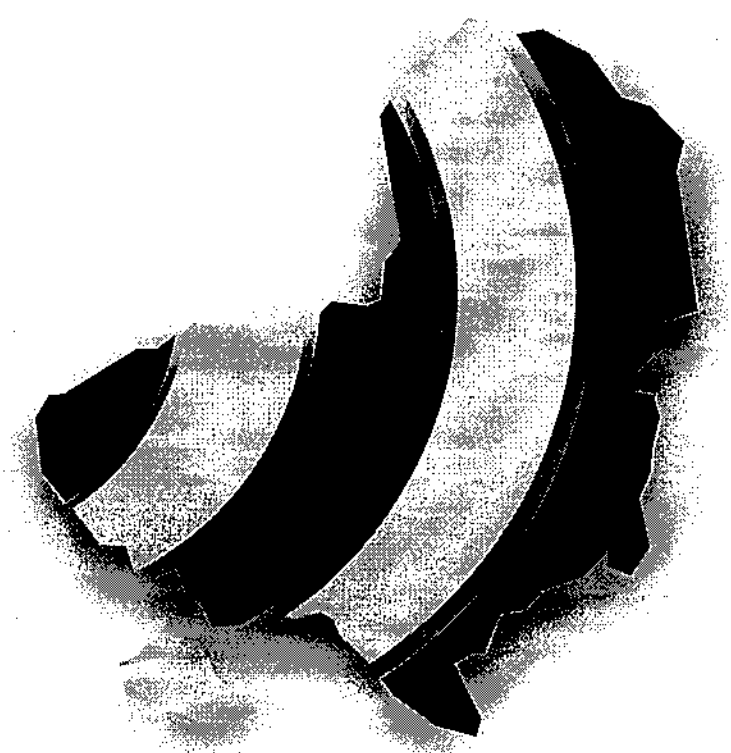
• The size of the flag means the number of customers

For IDA 2021, we invite African organizations from transportation, water, energy, environment, communication as well as chambers of industry and commerce. We are coordinating closely with the governments of African states, AUDA-NEPAD, PIDA, the African Development Bank and with European programs for the development of African countries.

# Why Africa?

The Continent of Opportunities Africa - The Next Asia is Africa

- 55 African states are on their way to foster a confident African Industrialization.
- The story of Africa's expansion is developing. Six of the world's quickest developing economies are located in Africa. Democratic governance has been improved over the past five decades, facilitating a platform for reliable progress and prosperity in most parts of the continent.
- Even if wars, upheavals, religious struggles, autocracies and other inequities are still effecting some of the progress, it is unmistakable that there are more and more areas in this beautiful continent that show solid development.
- The signs that we can see today show high population growth, economic prosperity, a significant increase in the quality of life, and stabilization of the political systems.
- This development, however, requires more and more a functioning infrastructure in all areas. This is the only way to exploit potential and meet the high expectations of the population for life quality in their home country.
- An engagement from industrialised countries not only helps the people and the states in Africa and reduces the tendency to emigrate, it also helps to keep production in the industrialised countries.
- At IDA 2021, we are expecting global entrepreneurs and decision makers who will work with African counterparts to find solutions to the great tasks that lie ahead.

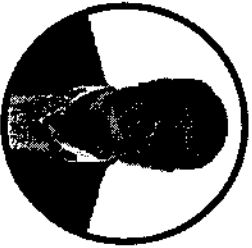


**Based on our members and contacts ITIDA motivates African governments to send their specialists looking for the enterprises of their interest. The same applies to all professional organizations from Africa.**

# Why Libya?

## Natural resources & deregulation policies encourage new market entries

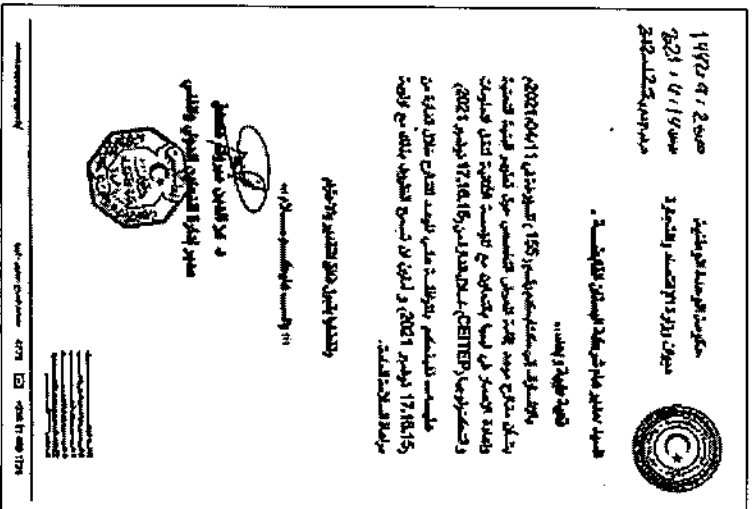
- ✔ The State of Libya has various advantages and natural resources like natural gas, oil, solar and wind power that help in the reconstruction and diversification of the economy.
- ✔ The large territory that stretches from the Mediterranean coast down to the center of the continent, its proximity to large markets such as the European Union are all attractive factors to turn Libya into an industrial and commercial hub.
- ✔ Despite these incentives, Libya's economy has been severely weakened over the course of constant unrest over the past decade.
- ✔ With the help of the international community, the Libyan transitional government has begun to rebuild society, the economy and the industry.



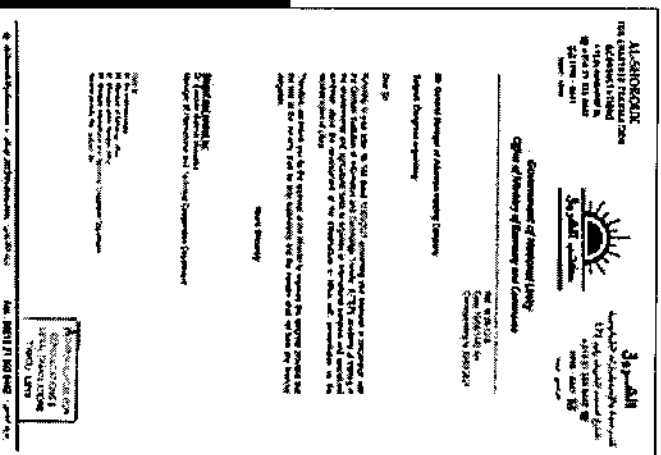
Rida Khalifa ESSID  
CEO, Al Bustan Holding Company, Libya

"First IDA 2021 is planned to focus on **LIBYA** as the country urgently needs a reconstruction after 10 years of conflict."

ITIDA has been invited by the Libyan Government to concentrate its first online trade fair on "Reconstruct Libya". Many Libyan companies and decision makers will be obliged to visit the trade fair.



invitation letter by the Libyan Government





# IDA 2021 Online Event

Connecting the world virtually

IDA 2021 will open its doors online with an Opening Ceremony.

The prime minister of Libya (tbc) and Tunisia (tbc) as well as other senior members of African and European governments and institutions are expected to attend and speak at the opening. The keynotes will cover topics of the technical infrastructure of the African continent.

The opening will be followed by technical presentations by sponsors and exhibitors of IDA 2021.

IDA 2021 offers companies that are already active internationally in the infrastructure sectors the opportunity to present themselves prominently directly on site. For small and medium-sized companies that have not yet gained a foothold in the international market, this online event offers an effective presence both online and on site, e.g. by displaying brochures or business cards.

**Based on the many  
discussions, we expect  
several states from North  
Africa and the  
Mediterranean to visit the  
online trade fair**



# IDA 2021 for Visitors

Online

Many visitors from Libya and the countries of North Africa attend Infrastructure Development Africa Trade Fair. The decision makers, which come from ministries, authorities and companies will have the opportunities to meet IDA 2021 exhibitors and sponsors online free of charge.

We also expect visitors from all over Africa, the Middle East, Asia and Europe as well as the rest of the world, where IDA is also being promoted.

Access to IDA, is free after a simple online registration.

## Contact us now

for more details: [ida@eitep.de](mailto:ida@eitep.de)

## Book an online exhibition booth

directly online: [www.infrastructuredevelopment.africa](http://www.infrastructuredevelopment.africa)

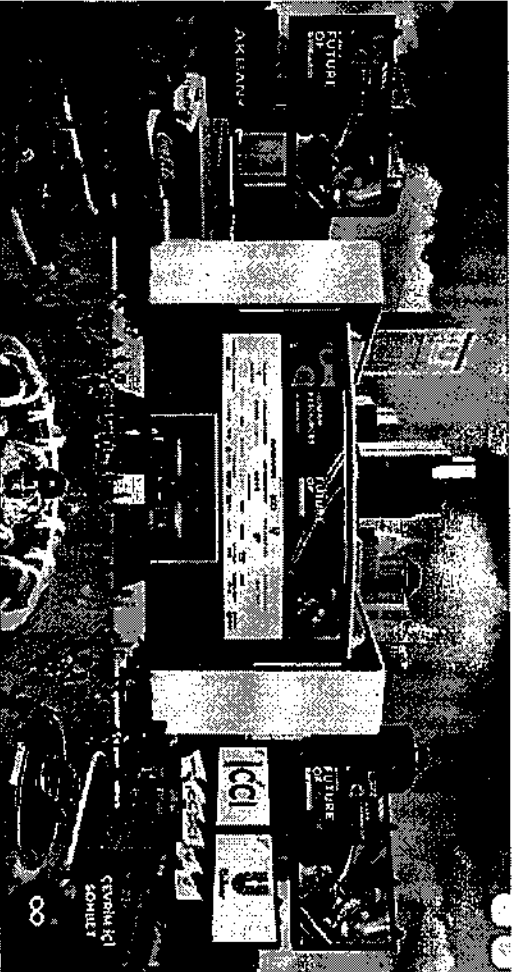
**Entrance to the IDA 2021 is free of charge.  
Decision makers from Ministries and authorities already have  
confirmed their participation at IDA 2021.**

# Exhibition Pricing and Setup

online exhibition

Virtual Exhibition stand: 1500 EUR

- **Customizable Content:**  
inside the stand you can create buttons such as Photo Gallery, Video Gallery, Catalog, etc
- **Lead generation / Access Data and Statistics:**  
Easy access to all data-visitor and cartilage data, virtual bag, survey, etc.- are downloadable in Excel format. Stand, chat and conference statistics can be viewed instantly
- **Online Chat & Video Call**  
Create private survey at your booth and get feedback from your visitors. Visitors can leave you their business cards with contact information at your stand



IDA 2021 main landing page with sponsor logos (example)



IDA 2021 Online Exhibition Hall (example)

Please get in touch if you are interested in one of our sponsorship packages with additional pre-event, event and post-event marketing measures.

# The Program

online exhibition

**Welcome speech / Opening Ceremony**  
**by African & European political representatives**

Banking and financing

Technical Keynotes

Transportation & Logistics  
Energy & Water  
Wastewater & Waste  
Communication & Information

**Closing remarks**

VIRTUAL TRADE FAIR

# Supporters and Media Partners up to now

## SUPPORTERS

الجمعية المغربية للتجارة الإلكترونية  
Moroccan Association for E-commerce



## MEDIA PARTNERS



energie/wasser-praxis  
energie/wasser-praxis

Protective  
Coatings



International Trade Fair

for the Development of the African

Infrastructure Market

## Contact Us

✉ [ida@eitp.de](mailto:ida@eitp.de)

🌐 [www.infrastructuredevelopment.africa](http://www.infrastructuredevelopment.africa)

20.07.2021