



# ICPFZ2

THE 2ND NORTH AFRICA  
INTERNATIONAL EXHIBITION & CONFERENCE  
FOR PORTS & FREE ZONES 2024

**Seamless Connections,  
Boundless Opportunities**

[ICPFZ.COM](http://ICPFZ.COM)

**JOIN  
US!**



**16 - 19  
NOVEMBER  
2024**



**MISURATA  
MISURATA  
FREE ZONE**

**Information  
Brochure**







# ICPFZA

INTERNATIONAL EXHIBITION & CONFERENCE  
FOR PORTS & FREE ZONES 2024

## Connect us



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# ICPFZ 2024: Navigating Opportunities, Shaping Tomorrow

Welcome to the 2nd North Africa International Conference & Exhibition for Ports & Free Zones (**ICPFZ 2024**)! As we gather in the vibrant city of Misrata, we embark on a journey to unlock a world brimming with opportunities.





# Why Misurata?





# 1 Economic Powerhouse on the Mediterranean Coast

- Misurata thrives as Libya's third-largest city, fueled by economic vitality. Its bustling port and the Misurata Free Zone (MFZ) serve as crucial trade and innovation hubs.
- With strategic expansion plans, Misurata is well-prepared to meet global market demands. The city's economic dynamism contributes significantly to its prominence in the region

# 2 Gateway to Sustainable Prosperity

- Proudly hosting **ICPFZ 2024**, Misurata has become the hub of African trade and commerce
- Economic commitment converges with sustainable growth, illuminating vast investment potential. Industry leaders and professionals gather in Misurata during **ICPFZ 2024** to discuss global trends, challenges, and solutions. Real partnerships and cooperation emerge from these interactions.

# 3 Investment Hub

- Misurata actively seeks growth and progress. By embracing **ICPFZ 2024**, the city opens doors to extensive investment opportunities, connecting itself with the world.
- Investors and businesses recognize Misurata's potential, making it an attractive destination for those seeking to participate in its economic development.





**JOIN  
US!**

## Unleashing Potential

Our inaugural event in 2023's remarkable achievements paved the way for an even more influential gathering this year. ICPFZ 2024 shines a spotlight on the lucrative investment prospects within the thriving ports and free zones of North Africa and beyond. Whether you're a seasoned professional, a forward-thinking business, or a government representative, this conference is your beacon—a guiding light toward navigating the vast potential in our rapidly growing port and free zone sectors.

## Beyond Conventional Boundaries

ICPFZ 2024 transcends the ordinary. It's more than a conference; it's a crucible of innovation, a hub for networking, and a marketplace of ideas. Here, the brightest minds unite to share insights, explore innovative strategies, and embrace cutting-edge technologies. Together, we'll chart the course for the future of our industries.

**Join us** at the crossroads of change, where opportunities converge and tomorrow takes shape. Let's navigate the seas of possibility and shape a brighter future for North Africa and beyond.



# Key Participants and Stakeholders



Free zones



Port authorities, container terminals, and oil ports



Investors and intrapreneurs



transport and logistics companies



Shipping and port services companies



Gas and oil sector



Banking sector



Technical and vocational training and education sector



Industry professional academic experts and researchers



Export and import companies



International economic and trade organizations



Government representatives



Customs and tax agencies



## Key Topics

**01**

Global  
Investment  
Trends

**02**

Infrastructure  
Investment

**03**

Trade Facilitation  
& Regulation

**04**

Supply Chain  
Optimization

**05**

Sustainable  
Investments

**06**

Technologies &  
Innovations



**Elevate Your Economic Impact** the forefront of economic transformation at the ICPFZ 2024.

**Dive into discussions** on global trade trends, investment in infrastructure, & the latest in supply chain optimization.

**JOIN US!**







**JOIN  
US!**

### **Engage with experts**

on sustainable investments and witness the unveiling of groundbreaking technologies and innovations.

### **Meet the Visionaries**

Keynote Speakers at the 2nd North Africa International Conference.





## Leading Voices, Global Insights

Our conference brings together some of the most influential voices in the ports and free zones sector. These industry leaders will share their strategic visions, innovative approaches, and insights on global trends that are shaping the future of trade and investment.





## Speakers at the Forefront



### Global Trend Analysts:

Experts who will dissect the current trade trends and their implications for future investments.



### Infrastructure Pioneers:

Visionaries who have led significant infrastructure projects, offering a wealth of knowledge on development and investment



### Regulatory Specialists:

Authorities on trade facilitation & regulatory harmonization, guiding smoother operations across borders.



### Supply Chain Strategists:

Professionals who have optimized supply chains for investment, sharing strategies for efficiency & profitability.



### Sustainability Advocates:

Leaders committed to eco-friendly investments, discussing how to integrate sustainability into business models.



### Technology Innovators:

Innovators at the cutting edge of technology, showcasing the latest advancements driving the industry forward.





## A Glimpse into the Future

Our speakers will not only address the current landscape but also offer a glimpse into the future of the ports and free zones sector. They will show how green transitions, digitalization, sustainable infrastructure, and innovation are not just trends, but investment avenues that promise substantial returns.





# Why Their Words Matter?



**Experience & Expertise**  
Learn from the best in the business with years of experience and a track record of success.



**Diverse Perspectives:**  
Gain a broad understanding of the sector from different geographical and professional backgrounds.



**Actionable Insights:**  
Take away practical knowledge and strategies that you can implement in your projects and investments.





## Join the Conversation

Engage with our keynote speakers in lively discussions, Q&A sessions, and networking opportunities. Their sessions are designed to be interactive, allowing for a rich exchange of ideas & experiences.

## Don't Miss Out This is your chance

to hear from the experts who are driving change and innovation in the ports and free zones sector. Secure your spot at the conference today.



### Introduction About The Presenter

- **Research Area:** Human Factors, Training Methods, Virtual Reality Training Simulators, Learning Processes, Complex socio-technical systems and Situational Awareness.
- Leads the Training and Assessment Research Group (TARG)
- Scientific Leader of the Centre of Excellence in Maritime Simulator Training and Assessment (COMAST)
- EU Project Leader, [ENHANCE](#)



# Why Attend This Conference?





**1 Extensive Networking Opportunities:** Connect with industry leaders, investors, & decision-makers from around the world.

**2 Learning from Experts:** Benefit from the insights and successful strategies keynote speakers share

**3 Exploring Innovations:** Discover the latest innovations and technologies driving the ports and free zones sector.

**4 Expanding Your Professional Network:** Build new relationships and strategic partnerships to enhance your business growth.

**5 Regulatory Updates:** Get information on regulatory changes & new laws affecting the sector.

**6 Interactive Workshops:** Participate in interactive workshops that provide hands-on learning and idea exchange opportunities.

**7 Investing in the Future:** Explore new investment opportunities that can yield significant long-term returns.



## Connect with the Pioneers

Prepare to be part of an exclusive gathering of

# 100 leading exhibitors

from around the globe. This exhibition is not just an event; it's a nexus of innovation, showcasing the latest advancements and investment opportunities within the ports and free zones sectors.







# Why This Exhibition Stands Out?





## Extensive Network

Engage with a wide array of exhibitors, each bringing unique insights & offerings to the table.



## Diverse Showcase

From cutting-edge technologies to transformative projects, witness a comprehensive display of what the future holds.



## Investment Hotspot

Discover lucrative investment opportunities & forge partnerships that can redefine the economic landscape.

## Maximize Your Experience

**Tailored Connections:** With a focus on quality over quantity, our exhibition facilitates meaningful interactions tailored to your business needs.

**Insightful Interactions:** Gain valuable insights from industry leaders and decision-makers in an environment designed for exchange and collaboration.

**Strategic Alliances:** Form strategic alliances that can accelerate your business goals and contribute to the region's economic growth.





**JOIN  
US!**

**Be Part of the Change** Your presence at this exhibition is more than just participation; it's an active step towards shaping the future of North Africa's ports and free zones. Join us and be at the center of an economic revolution.

**Join Us** Don't miss this important event. Register now and be part of shaping the economic landscape of North Africa.





## ICPFZ 2024 PROGRAM

The 2nd North Africa International Conference and Exhibition for Ports and Free Zones (ICPFZ) 2024 brings together industry experts, thought leaders and stakeholders to explore investment opportunities within thriving ports and free zones. Our program is designed to foster cooperation, promote growth, and address the challenges faced by this dynamic sector.





## Conference Sessions

### Interactive Panel Discussions

- Engage in lively conversations with experts from various markets. These panels delve into critical topics such as infrastructure development, regulatory frameworks, and sustainable practices.
- Explore investment strategies and learn from successful case studies.
- Audience participation is encouraged through Q&A sessions.

### Informative Presentations

- Dive deep into trends and developments across different ports and free zones industry segments.
- Discover the latest innovations, best practices, and success stories.
- Gain insights into market dynamics and investment potential.

### Productive Workshops

- Participate in hands-on workshops led by industry professionals.
- Acquire practical skills, explore new technologies, and learn about efficient port management.
- Workshops cover areas such as logistics, digital transformation, and sustainable operations.



# Matchmaking

## Roundtables

Connect like-minded individuals, potential partners, and investors

- o Participants express their interests and expertise during registration.
- o Our matchmaking pairs participants based on shared interests, industry sectors, and goals.
- o Roundtables are organized around the main event
- o Facilitators guide discussions, ensuring productive exchanges.
- o Participants can explore collaboration possibilities, exchange business cards, and schedule follow-up meetings.



## One-on-One Meetings

Enable personalized interactions between participants.

- o Participants can request one-on-one meetings through our conference app.
- o Specify your preferred meeting topics and availability.
- o Our system schedules meetings based on mutual availability.
- o Meet with industry experts, potential clients, or partners.
- o Use these focused sessions to discuss specific projects, explore business possibilities, and build lasting relationships.



## Square Sessions

Connect directly with influential investors, industry leaders, and stakeholders and learn firsthand about their services, products, experiences, strategies, and vision for the sector.

- o Each square hosts an interview with a prominent investor or stakeholder.
- o Facilitators guide the conversation allowing participants to ask questions.
- o Topics may include market trends, risk management, sustainable practices, and future-proofing investments.







# Testimonials





"Representing Orkin Libya, which has been operating for three years, we are proud to collaborate with MFZ, our premier international client. MFZ has a clear vision of becoming a global leader by adopting the highest international practices and standards for pest control, which is essential for business success. We are pleased to participate in this event and support the MFZ's ongoing efforts. As also the President of the American Chamber of Commerce in Libya, I have been a matchmaker between the MFZ and various entities, all of whom have been impressed by its international caliber." - Deborah Hurst, Orkin Libya Representative & AmCham President "

**Deborah Hirst,**

Orkin Libya Representative and AmCham Libya President.



"The organization of the event was nothing short of impressive. Despite the organizers having a mere six weeks to bring everything together, they efficiently executed the task. The event's success is evident in its seamless operation and the caliber of speakers and companies it managed to attract. It stands as a testament to the dedication and skill of the organizing team."

**Dr. Martin Schram,**

Partner at HPC Hamburg Port Consulting GmbH





"The exhibition in Libya was not just an event; it was a cultural phenomenon that brought together a lot of visitors from diverse backgrounds. The variety in pricing ensured accessibility for all, making it a hub of activity and exchange. The impact was palpable, leaving a lasting impression of Libya's hospitality and business potential. I am thoroughly impressed and look forward to rejoining this influential gathering in the future."

**Mr. Tong Lichoa,**  
SANY Global Representative.



"Attending the North African International Conference in Libya was an insightful experience, where safety and progress were evident. This event not only showcased Libya's advancements in ports and free zones but also provided exceptional networking opportunities with experts and leaders from 25 countries. The meticulous organization reflected Libya's resurgence, and the airport's world-class standards affirmed the nation's governance. Such events are crucial for establishing global partnerships and encouraging investment."

**Hani Amara,**  
Journalist, Al-Ahram, Egypt.





" I was impressed by the conference's insightful discussions and engaging sessions. The platform it provided for industry leaders to delve into port-centric logistics, supply chain efficiency, and integrated investment plans was truly unique. The commitment to sustainable growth and innovation was evident throughout the event. Moreover, the networking opportunities facilitated valuable exchanges of ideas and exploration of potential collaborations. These connections made during ICPFZ 2023 have resulted in fruitful cooperation and partnerships with the Misurata Free Zone (MFZ). "

**Mr. Stefan Cassimon,**  
Director, Port of Antwerp-Bruges international





# Organizers



## Misurata Free Zone (MFZ)

Established in 2000, the Misurata Free Zone stands as Libya's premier gateway to Africa and beyond. Strategically located on the Mediterranean coast, MFZ unites major trade routes, offering investors seamless access to global markets. Home to Libya's largest commercial seaport, MFZ is a beacon of trade, providing a tax-free, unrestricted business haven for local and international investors alike. Committed to fostering international trade and investment, MFZ extends unlimited incentives, ensuring its position as a pivotal transit hub with world-class services.







## The Organizing Committee

ICPFZ 2024 springs to life through the tireless efforts of an organizing committee, meticulously selected by the Misurata Free Zone Board. Comprising exceptional professionals, this committee is the cornerstone of the event's success. Their collective expertise spans diverse domains, guaranteeing high-quality service throughout the event days. Months of meticulous planning and unwavering dedication have culminated in this momentous event. Driven by a shared vision, our committee members have curated a program that transcends mere information-sharing—it's transformative. Every detail, from securing world-class speakers to facilitating invaluable networking opportunities, has been crafted to ensure a productive and unforgettable experience for all attendees.

"MFZ is not just a free zone; it's a launchpad for global trade. Our vision for this event is to open doors to new business possibilities and to cement Libya's role as a pivotal trade hub."

– **Aladdin R Baba**, MFZ Marketing Director & General Chair of the Organizing Committee





# مؤتمر شمال أفريقيا الدولي للموانئ والمناطق الحرة



المنطقة الحرة بمصراتة  
MISURATA FREE ZONE



Around  
**200**  
exhibitors



more than  
**30**  
Speakers



over  
**10,000**  
Visitors



# Participation Options



## Visitor

o Explore the Future: Join us as a visitor at ICPFZ 2024 and immerse yourself in the cutting-edge world of ports and free zones. Discover the latest trends, network with industry leaders, and gain insights into shaping the future.

o Unlock Opportunities: Whether you're a seasoned professional or just starting out, our conference offers a unique platform to connect, learn, and explore. Be part of the conversation that drives growth and innovation.

Register Now at  
[icpfz.com/ICPFZ2](https://icpfz.com/ICPFZ2)



## Exhibitor

o Showcase Your Solutions: As an exhibitor, showcase your products, services, and innovations. Connect with potential clients, partners, and investors who are eager to explore what you offer

o Network with Decision-Makers: Our exhibition floor is where deals happen. Network with decision-makers, forge partnerships and position your brand at the forefront of the industry.

o Secure Your Spot: **Join us** in November 2024 and make your mark!



## Sponsor

o Elevate Your Brand: Become a sponsor and elevate your brand's visibility. Gain recognition as a key player in the industry and align your name with excellence.

o Exclusive Benefits: Sponsors enjoy exclusive perks, including prime exhibition space, speaking opportunities, and targeted marketing. Be where it matters most.

o Partner with Us: Learn more about our sponsorship opportunities and let's create a powerful partnership.





**JOIN  
US!**

Our exhibition hall provides extensive exhibition possibilities for interested companies. Besides, visitors and exhibitors can expect a spacious conference area, state-of-the-art bookable meeting rooms, an exclusive Business Lounge, matchmaking sessions, networking tables, and networking drinks.

By exhibiting at the ICPFZ 2024 Exhibition & Conference, your company is visible at the heart of ports and free zones industry. You have the opportunity to showcase your products & services, expand your network, and connect with experts and professionals across global markets.

## Exhibitor packages

**ICPFZ 2024** offers various packages, from full service to space only customized to meet your specific needs.





# Standard Offer

## Shell scheme stand

At the ICPFZ 2024, we understand that your time and resources are valuable. That's why we offer meticulously planned and professionally constructed Shell Scheme Stands to help you make the most of your participation. Whether you're showcasing products, networking with industry leaders, or seeking investment opportunities, our stands provide the perfect backdrop for your success.

### Features:

- ✓ Walls
- ✓ Signage
- ✓ Electricity
- ✓ Light
- ✓ Carpet



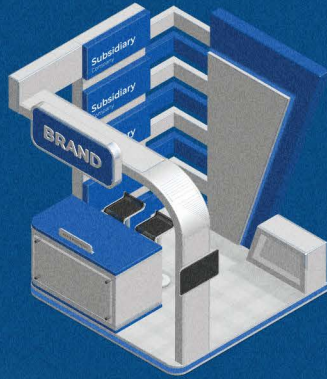
## Space-only

You are free to design your own stand according to your needs. ICPFZ has large space-only areas available on premium positions.



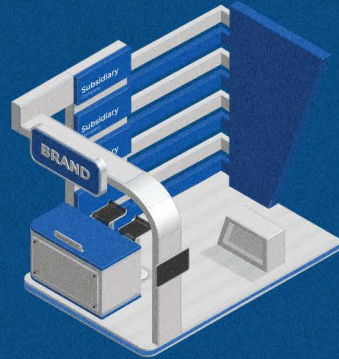
# Special design package

We offer you a ready-made booth that combines elegance and professionalism, specifically designed to meet your needs and attract visitors' attention. Our ready-made booth provides everything you need to showcase your products and services in the best possible light, allowing you to focus on connecting with potential customers and partners.



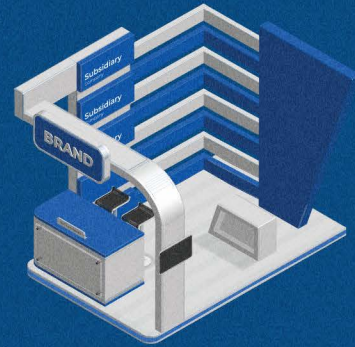
L Shaped Stand

- Wooden structure ✓
- Painted MDF boards ✓
- Reception Desk ✓
- Plant ✓
- 3 Chairs & 1 Table ✓
- TV screen ✓
- Platform 5 cm ✓
- Flooring Carpet ✓
- 3 Shelves ✓
- Posters ✓
- Light & signage ✓



L Shaped Stand + Extra space

- Wooden structure ✓
- Painted MDF boards ✓
- Storage 110/170cm ✓
- Reception Desk ✓
- Plant ✓
- 3 Chairs & 1 Table ✓
- TV screen ✓
- Platform 5 cm ✓
- Flooring Carpet ✓
- Posters ✓
- Light & signage ✓



U Shaped Stand

- Wooden structure ✓
- Painted MDF boards ✓
- Storage 110 / 170cm ✓
- Reception Desk ✓
- Plant ✓
- 3 Chairs & 1 Table ✓
- TV screen ✓
- Platform 5 cm ✓
- Flooring Carpet ✓
- Posters ✓
- Light & signage ✓





# **Sponsorship Opportunities**



Sponsorship Benefits	PLATINUM 50,000 USD	GOLD 30,000 USD
Number of slots available	2	3
Showcase the sponsor's brand in all printed materials and advertisements before and during the conference	✓	✓
Thank sponsors during the press conference on the official opening and closing day	✓	✓
Present the sponsor's logo in the official event guide	✓	✓
Allocate a Full-page advertisement in the official event guide	2	1
Display sponsor's logos on the conference website and app	✓	✓
Include the sponsor's promotional materials in the conference bags	✓	✓
Feature the sponsor's logo on promotional boards	✓	
Advertise the sponsor's logo in press advertisements	✓	✓
Display the sponsor logo at the registration desk and media wall	✓	✓
Provide opportunities for the sponsor to give a press release to journalists	✓	
Arrange press and TV interviews with channels	✓	✓

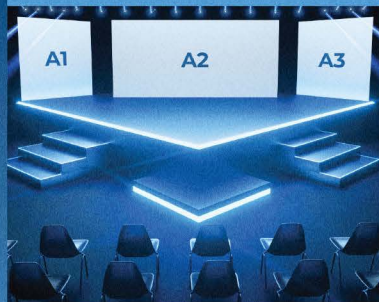


Sponsorship Benefits	PLATINUM 50,000 USD	GOLD 30,000 USD
Number of slots available	2	3
Show a 2 min- promotional video about the sponsor at the conference and exhibition hall	✓	
Provide dedicated social media shout-outs and features on the event's social media channels before, during, and after the conference.	✓	✓
Allocate seats within the VIP list on the opening day	1	1
Receive conference delegate and guest passes	10	5
Allocate space for the sponsor's booth in a prime location at the accompanying exhibition	60m <sup>2</sup>	48m <sup>2</sup>
Display the sponsor's logo on the main screens and all printed materials distributed inside the conference hall.	✓	✓
Present the sponsor's logo on registration cards	✓	✓
Receive speaking opportunities during the conference sessions	✓	
Allocate seats to attend intensive training programs and workshops	4	2
Receive Recognition and honors from the conference organizer on the closing day	✓	✓
Invite the sponsor to a VIP dinner and special tours to some of our most attractive locations.	✓	✓



# Marketing Tips for more Visibility

Conference Scene



Bag, Lanyard, Jacket, Note-book



Main Entrance Separation Arche



Totoms







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