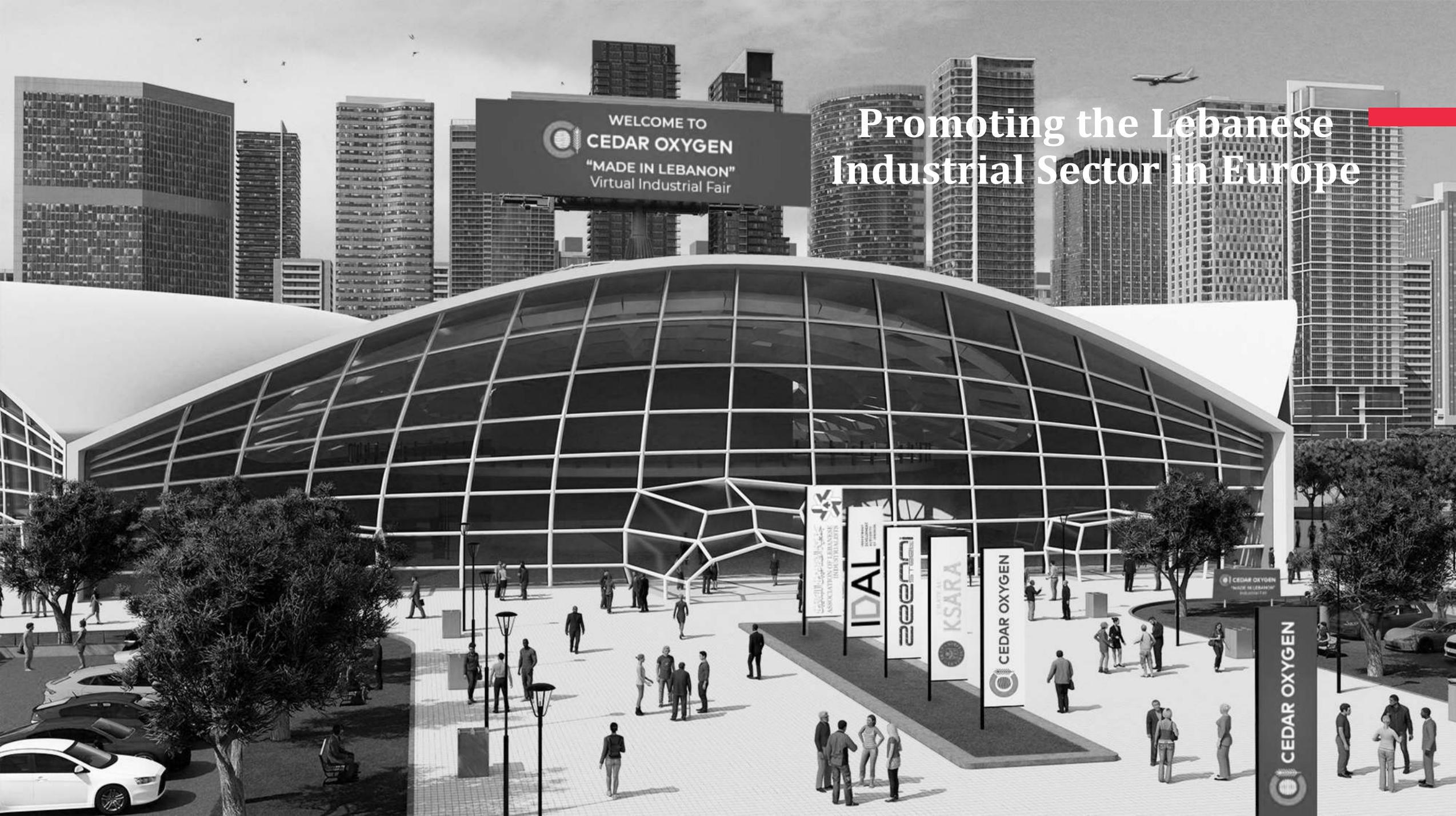


Promoting the Lebanese Industrial Sector in Europe

WELCOME TO
CEDAR OXYGEN
"MADE IN LEBANON"
Virtual Industrial Fair



The Virtual Industrial Fair At a Glance

- The objective of the Virtual Industrial Fair is to promote Lebanese products and savoir faire on the European market, and increase industrial trade and exchange between both regions.
- This initiative aims to support the value-creator industries to respond to the current disruption to Lebanon's economic underpinnings and further exacerbated by the COVID-19 pandemic and the tragic Beirut port explosion that occurred a few months ago.
- The Industrial Fair will bring together Lebanese manufacturers, European raw materials providers and buyers of finished products, Chambers of commerce and impact investors.



«Les Libanais, libres et fiers, ont été le seul peuple dans l'histoire du monde, à travers les siècles, quels qu'aient été les péripéties, les malheurs, les bonheurs, les destins, le seul peuple dont jamais le cœur n'a cessé de battre au rythme du cœur de la France...» Le Général Charles De Gaulle, Beyrouth, 1941

The Virtual Industrial Fair in Numbers



+400

expected visitors, buyers, raw material suppliers & media



+40

expected exhibitors, mainly manufacturers



+10

expected keynote speakers



5

Industrial sectors represented:

- Agri-food
- Chemical Products (paints, cosmetics, Homecare & Personal care)
- Industrial & Electrical Machines
- Textile & Clothing
- Paper & Packaging

Save the Date



Where?

From the
comfort of your
home or office.
You just have to
connect to the
virtual fair
powered by
V-fair



When?

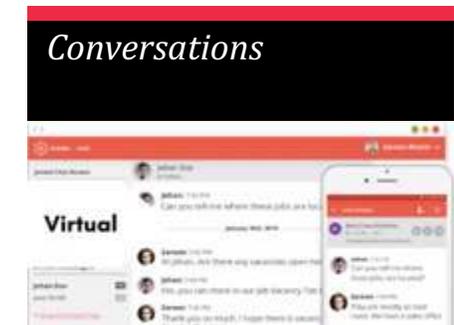
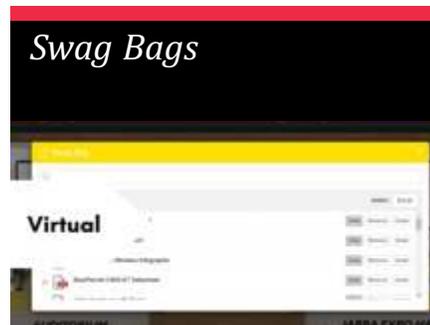
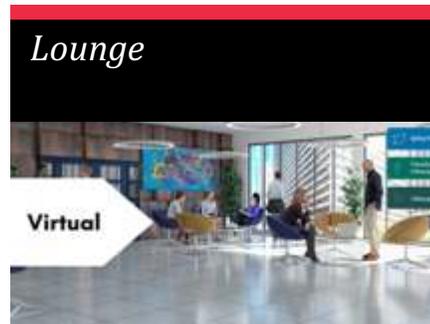
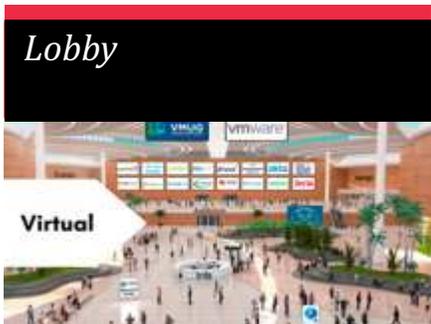
Thursday 29th
April 2021
from 9am to
5pm



The Platform: An Interactive Virtual Showcase for Next-Level Lead Generation



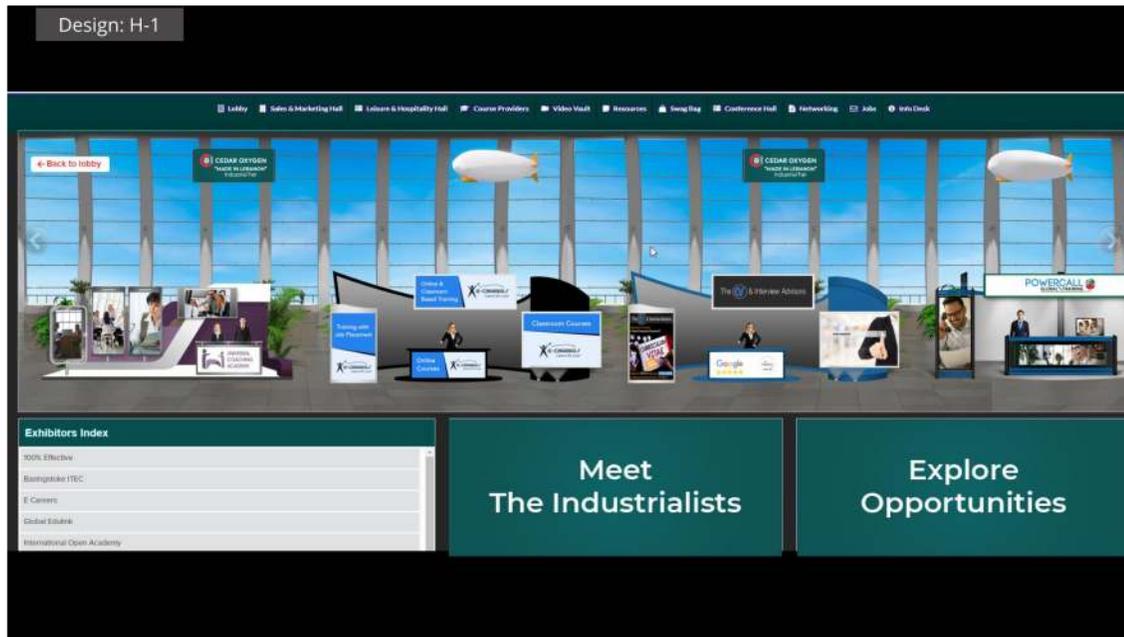
-  Easy navigation in the virtual exhibit hall
-  Empowered exhibitors with beautiful, customizable virtual booths for a modern promotional experience
-  Gamified event to boost engagement and visitor experience
-  Facilitated meaningful, real-time conversations with webinars and chat tools



The Platform: The Virtual Exhibition Hall



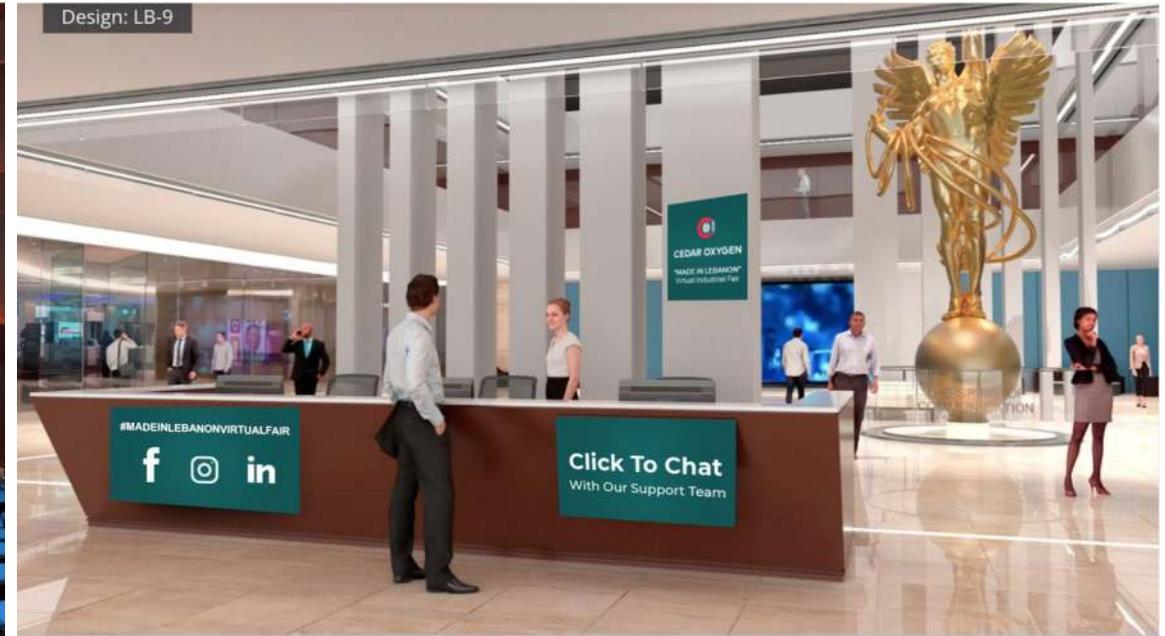
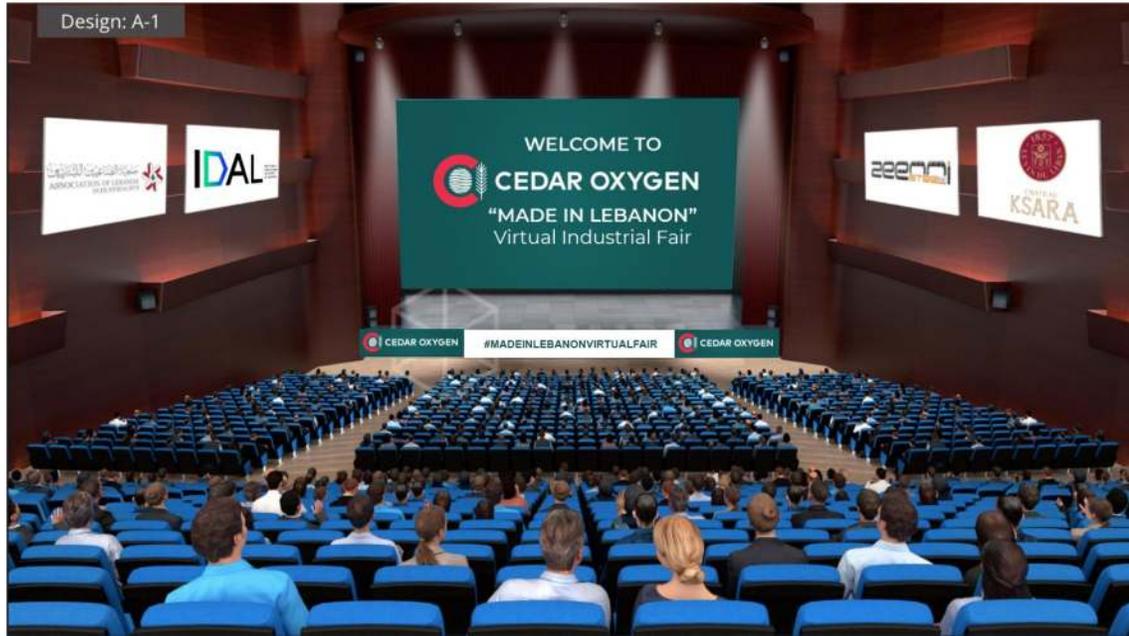
- Easy navigation in the virtual exhibit hall
- Empowered exhibitors with beautiful, customizable virtual booths for a modern promotional experience
- Ability for exhibitors to upload all their branding, website, product catalogue, as well as booking video meetings with interested parties ahead and during the fair
- Free exhibition booth provided to industrialists pre-selected and onboarded on the Cedar Oxygen platform



The Platform: The Virtual Auditorium



- Ability to run both live and pre-recorded speakers sessions, following pre-set agenda shared with attendees
- Live and pre-recorded sessions will be available on the platform up to 30 days post event
- Unlimited amount of attendees allowed in the Auditorium



The Platform: The Virtual Lounge



- Ability to run private networking sessions with invitation only participants
- Ability to name and brand your lounge
- Assistance for the lounge and planned networking sessions can be provided by Cedar Oxygen and partners

Virtual Lounge Example



Why you don't want to miss out



Sponsors

- 1 Be part of getting the country out of the crisis and strengthen the historical relationship between France and Lebanon.
- 2 Visibility pre, during and post event via all platforms: newsletter, registration page, SM channels, conference and depending on sponsorship package chosen.
- 3 Limited budget compared to in person events, with maximum reach, recognition and impact supplemented with access to a free virtual exhibition booth.
- 4 Networking opportunities with potential clients.



Exhibitors

- 1 Grow your business by generating leads before the event starts. Search, connect and set up virtual coffees with attendees, speakers, partners and investors alike.
- 2 Come to collaborate via the networking lounge and scheduled events, as well as our exclusive platform which connects all attendees.
- 3 Free virtual booth for the pre-selected companies, and assistance provided for the booth set up.
- 4 Join virtually from the comfort of your office/home, while decreasing your traveling time and cost. Enjoy a full virtual event experience.



Visitors

- 1 Familiarize yourself with the value add Lebanese industry and their products
- 2 Source top of the line “Made in Lebanon” products that have been preselected amongst hundreds of companies
- 3 Find new buyers for your raw materials
- 4 Be part of getting the country out of the crisis and strengthen the historical relationship between France and Lebanon



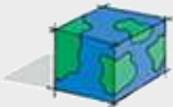
zeenni
STEEL



CHATEAU
KSARA



Association des
Industriels Libanais



IDAL
INVEST IN LEBANON

Our Partners & Sponsors

with the Support of:



Ambassade du
Liban en France

step



What comes post-Virtual Industrial Fair

- 1 Access to the event platform for 30 days with all recorded Auditorium talks and data.
- 2 Matchmaking: Cedar Oxygen will collect interest from different parties and facilitate potential business deals.
- 3 Exhibitors that develop business deals (import of raw materials and/or export of finished goods) would receive assistance and trade financing from Cedar Oxygen.

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