M.I.C.E Lebanon s.a.r.l
Exhibitions & Conferences



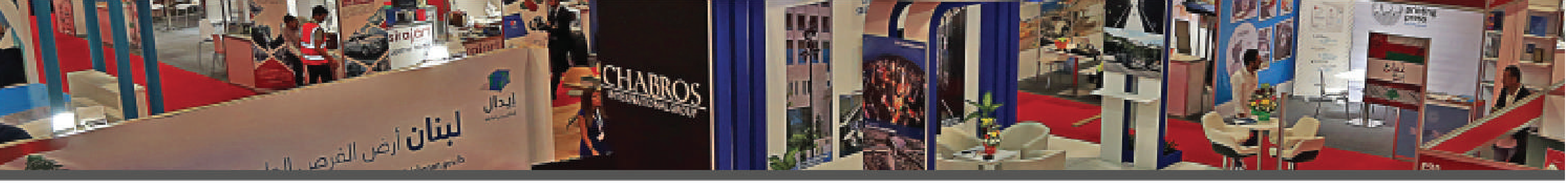


SmartEx
Innovation's Platform

EXPLORE
THE GREAT OUTDOORS

جدة
أسبوع لبنان

OMAN
Lebanese Week
In Muscat





Ours is a truly **Global Commercial Vision** combined with unique strengths, creative insights and long lasting relationships that few exhibition organizers can offer. In a challenging market where our clients have the highest of expectations, **MAG** exceeds those expectations with confidence and ease. Above all, we are passionate and excited about what we do. Each team member is chosen and developed with care, commitment and the MAG team passion for greatness-the same qualities we bring to every project and every client.

My team and I look forward to welcoming you as a new client in the near future.

Mr.Elie Rizk, C.E.O



M.I.C.E Arabia Group was founded in 2007 by **Elie Rizk**,
with a vision of introducing new international concepts to the event and exhibition industry.

Since then, M.I.C.E has worked with the Supreme Commission of Tourism and Antiquities (SCTA), Ministry of Labor, and the Ministry of Environment along with the Jeddah Chamber of Commerce and Industries (JCCI), and the Saudi Council of Chambers in promoting local tourism in Saudi Arabia, Saudization, and a green environment.
In 2010, **M.I.C.E Arabia** signed a partnership agreement with DMG Events, a publicly traded world leading international exhibition organizer based in the UK and introduced the Big 5 Saudi in 2011 in Jeddah.
The Big 5 KSA launch was a great success and won the Best Launch in the Middle East award in 2011. Ever since, M.I.C.E Arabia has introduced many other international exhibition brands like the INDEX, the Hotel Show and the HVAC R Expo that presented Saudi Arabia to an unprecedented international standard in trade shows.



M.I.C.E Arabia is proud to say that its international exhibitions help build a stronger M.I.C.E industry in the Kingdom, create tremendous job opportunities for Saudis, and develop local talent.

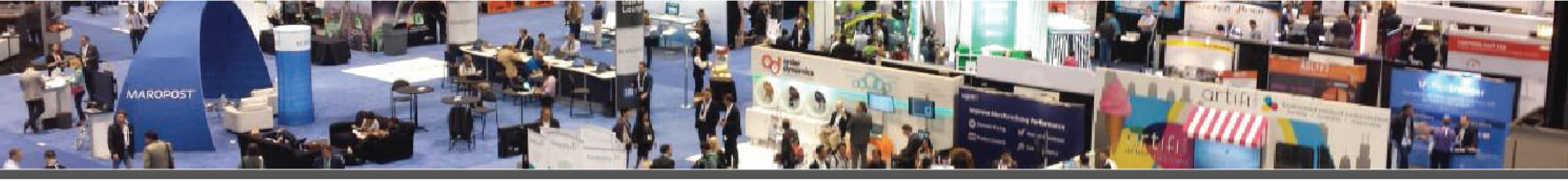
Today **MICE Arabia Group** has a diversified portfolio of exhibitions in the Kingdom.

The Big 5 Saudi being the biggest exhibition for the construction industry in Saudi Arabia, The Hotel Show the leading hospitality profile. And the recently launched The HVAC R expo, which in it's first edition's earned it a spot on the shortlist at the annual AEO Excellence Awards as the Best Trade Show Launch Worldwide.

THE BIG 5 SAUDI
International Building & Construction Show

the hotel show
SAUDI ARABIA

HVAC R
EXPO SAUDI



About Us



M.I.C.E Lebanon was founded in 2013 by Elie Rizk, with a vision of introducing new international concepts to the event and exhibition industry.

Vision



Enhance the local exhibition industry through constant innovation and international know-how, to ultimately transform our local markets into one of the leading exhibition destinations in the region.

Mission



To provide **world-class exhibitions**, that Meet international standards, Influence industry players, Create market opportunities, and Enhance business relations.



OMAN
Lebanese Week
In Muscat

The Lebanese week was held at the Oman Convention and Exhibition Centre (OCEC) from 23rd to 25th October 2016. The exhibition specifically aimed to connect businesses from the sultanate and Lebanon in order to improve the overall economic ties between both countries.

The three-day exhibition was held under the patronage of H.E. Said bin Saleh Al Kiyumi, Chairman of the Oman Chamber of Commerce and Industry, and showcased the variety of investment opportunities in Lebanon open to Omani investors. Organised by the Lebanon Chamber of Commerce, Industry and Agriculture with the cooperation of the Oman Chamber of Commerce and Industry, the exhibition built on the strong relationship between the two countries.

The Lebanese Week Exhibition saw the participation of 100 exhibitors from Lebanon; a variety of sectors were present, highlighting the scope of investments available, including food and agricultural industries, the banking sector, real estate, construction and building materials, as well as arts and fashion.



جدة
أسبوع لبنان
في المملكة العربية السعودية

In an effort to strengthen ties between Lebanon and Saudi Arabia and support Lebanese expatriates residing there, The Lebanese Week in Jeddah was organized by the Chamber of Commerce and Industry and Agriculture in Beirut and Mount Lebanon in collaboration with the Chamber of Commerce in Jeddah and under the patronage of Economy and Trade Minister, Alain Hakim, in a bid to promote business relations between Saudi Arabia and Lebanon which was held from 5 to 8 April 2013 at Jeddah Center for Forums and Events in Saudi Arabia.

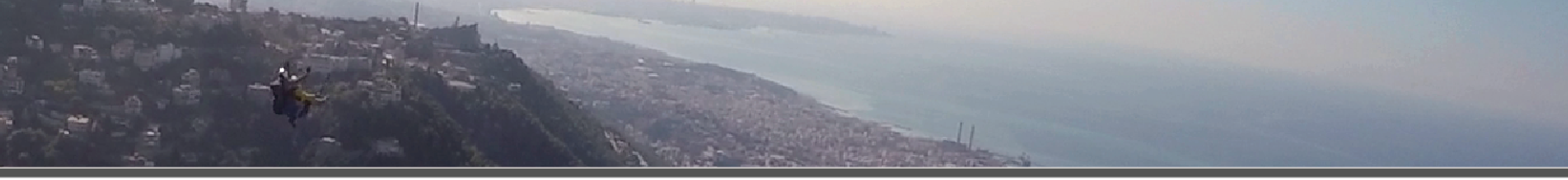
The 4 days exhibition aimed to enhance the economical, commercial and investments relations between the two countries. It also activated cooperation between the Saudi and Lebanese Businessmen and promoted Lebanon at all levels including industries, services, real estate, bankers, and the Lebanese cuisine.



SmartEx
Innovation's Platform

M.I.C.E Lebanon with the collaboration of the Chamber of Commerce, Industry and Agriculture of Beirut & Mount-Lebanon, the Professional Computer Association (PCA) and our strategic partner the Investment Development Authority of Lebanon (IDAL), are pleased to launch the 1st Edition of SmartEx Exhibition which is a dedicated show for the Security, MIS, Automation, Retail, Technology & Telecom industries, as well as, International and Start-up Companies, which will be happening from the 11th till the 14th of May 2017 at the Forum De Beyrouth.

SmartEx will create a platform for some of the most innovative products and services from leading brands in the region, as well as leading Mobile Operators in Lebanon, to showcase their products and services engaging directly with thousands of key decision makers and buyers in the region.
More than just an exhibition: The event will host a series of educational seminars, conferences and workshops discussing latest trends and technologies in the region, which is bound to attract thousands of the Stockholders and industry professionals in the region. i.e.: Growing trends in E-signature, E-banking, E-Governments, Cloud computing, Cyber Security, as well as many other topics will be presented.



EXPLORE
THE GREAT OUTDOORS

Under the patronage of the Ministry of Tourism, and in collaboration with the Chamber of Commerce Industry and Agriculture, M.I.C.E Lebanon proudly presents the first edition of Explore the Great Outdoors exhibition.

Explore is Lebanon's only trade fair for all types of outdoor recreations gathering all nature enthusiasts under one roof, and providing them with the opportunity to Explore a wide range of outdoor recreational activities and equipment which complement their life-style.

Through this initiative, Explore also aims at promoting Lebanon and its various breathtaking destinations for outdoor entertainment and tourism.

We look forward to seeing you take part in what is sure to be the ideal platform that guarantees your ROI while exposing your brand to thousands of prospective customers.

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Exhibitions & Conferences



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