



## **North Africa Plast**

**NORTH AFRICA INTERNATIONAL EXHIBITION FOR  
PLASTICS INDUSTRIES, MACHINERY, RUBBER AND  
PETROCHEMICALS**

**11 - 13 May 2026**

**Expo Libya Exhibition  
Grounds, Benghazi**

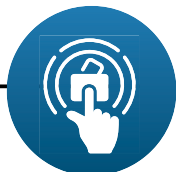


# Why Libya



## Robust Economic Growth

Libya's economy is experiencing a significant rebound, with an estimated GDP growth of 10.2% in 2023. This growth trajectory is projected to continue, with forecasts indicating a 13.7% increase in 2025 and 4.1% in 2026. Such robust growth underscores the country's potential for investment and economic expansion.



### Access To 8 Markets

Egypt, Algeria, Tunisia, Chad, Mali, Niger, Mauritania, Mozambique,



### Growing Foreign Direct Investment

Investments increasing from USD 1.5 billion in 2018 to USD 4.2 billion in 2025.



### Supportive Demographics

Population exceeding 7 million and a median age of 27.1 years



### GDP Growth Potential

The IMF projects GDP growth of over 6% annually

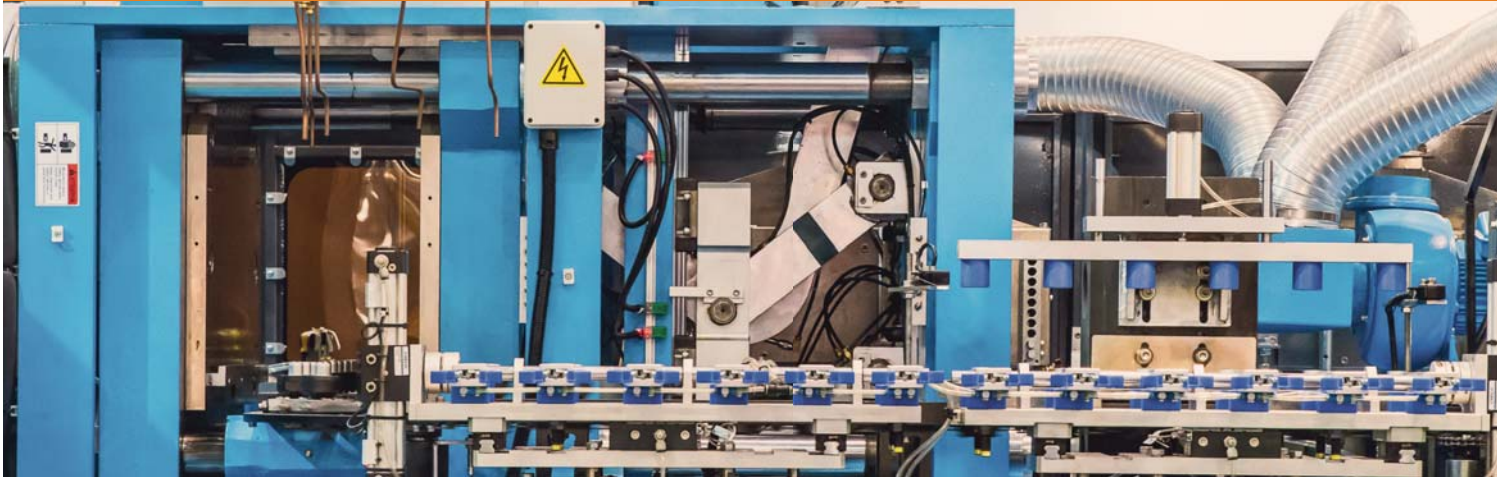


### Massive Trading Opportunities

Libya's imports of goods and services constituted approximately 41.3% of its GDP

# PLASTICS MARKET IN LIBYA...

## RELIABLE BUSINESS OPPORTUNITIES



The plastics and rubber market in Libya has experienced notable developments in recent years, reflecting both growth and challenges across various segments. With an ambitious vision to nationalize the industry to cater to the needs of the local markets.

The Libyan government has allocated special industrial zones to establish plants and factories to cover several strategic industries, giving investors in plastics and packaging special benefits including incentives, exemptions, and government support to start investing immediately in these zones to establish an industrial basis for these sectors to serve mainly the local market and surrounding African countries as well.

In 2023, the Libyan plastics in primary forms market was valued at approximately \$755 million, marking a 6% increase from the previous year. This growth indicates a modest expansion over the past decade, despite fluctuations during the period.

Libya imports a significant portion of its plastic products. Key suppliers include Italy, China, Turkey, Egypt, and France, collectively accounting for a substantial share of total imports. The average import price for plastics in primary forms remained relatively stable in 2023.

Opportunities for expansion in the local plastics market are great, taking into consideration the increasing demand, thanks to the rise of the middle class, current building and construction projects, and annual growth in consumer behavior.



# NORTH AFRICA PLAST: THE PREMIER INTERNATIONAL EXHIBITION FOR PLASTICS & RUBBER INDUSTRIES IN LIBYA



North Africa Plast is set to become a cornerstone event for the plastics and rubber industries in the North African region.

North Africa Plast will showcase the latest technologies, machinery, raw materials in plastics, petrochemicals and rubber manufacturing, making it an essential platform for anyone involved in these rapidly evolving sectors.

For exhibitors, North Africa Plast offers a unique opportunity to connect directly with a highly targeted audience.

Manufacturers, suppliers, and service providers will be able to display their products and solutions to thousands of potential buyers and industry stakeholders. With a strong focus on business development, the exhibition provides an ideal environment for generating quality leads, forging new partnerships, and expanding into emerging markets across North Africa.

The exhibition is expected to attract a vast number of trade visitors and industrialists from Libya and neighboring countries, offering unmatched exposure for brands looking to enhance their regional presence. These attendees include importers, distributors, manufacturers, engineers, and investors who are actively seeking new products and technologies to drive growth in their businesses.

With Libya's strategic location and its growing demand for infrastructure and industrial development, the country is a gateway to wider regional trade. Exhibitors will have the chance to tap into new supply chains, explore local partnerships, and gain first-hand insights into market.

# ADVANTAGES OF EXHIBITING

**Engage high-quality buyers with serious purchasing power.**

**Connect with current and future strategic partners.**

**Showcase and demonstrate products.**

**Target hard-to-reach customers Offer special face-to-face promotions.**

**Explore various business expansion opportunities in 8 Markets.**

**Monitor and observe competitors.**

**Boost sales & export activities.**

**Sign mega business deals.**

**Meet top buyers from Libya and the MENA region.**

**Enhance brand presence.**



A row of clear plastic bottles is shown in a shallow depth of field. The bottles are arranged in a line, receding into the background. The background is filled with warm, out-of-focus lights, creating a bokeh effect. The overall color palette is dominated by warm yellows and oranges, with some cooler tones in the shadows. The image is framed by a thin blue border.

# EXHIBIT PROFILE

- **Plastic Processing Machinery**
- **Raw Materials, Polymers & Resins**
- **Additives**
- **Adhesives & Glue**
- **Auxiliary Equipment & Accessories**
- **Plastic Molding & Injection Machines**
- **Film Making Machines**
- **Film Applications**
- **Thermoforming Technologies**
- **Plastic Pipes Technologies**
- **Formulated Materials/Compounds**
- **Measurement**
- **Control & Testing Equipment**
- **Molds & Casting Molds**
- **Components & Accessories**
- **Packaging & Supply Equipment**
- **Paints & Resin Plastics**
- **Post-Processing Equipment**
- **Base Materials & Catalysts**
- **Semi-Finished Products**
- **Fiber-Reinforced Plastics**
- **Synthetic Rubber & Synthetic Fibers**
- **Preprocessing & Recycling**
- **Consulting, Research & Development**
- **Rubber Processing Machinery**
- **Rubber Products**
- **Rubber Raw Materials**
- **Petrochemicals**



# VISITORS' PROFILE

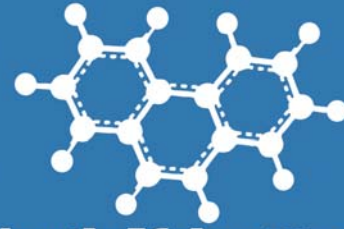


## BY PROFESSION

- Businessmen
- Investors
- Trade Agents
- Buyers & Sellers
- Dealers
- Distributors
- Factory and Store owners
- Importers & Exporters
- Government Officials
- Industry Specialists & Professionals
- Manufacturers
- Mechanical Engineers
- Merchants
- Retailers/ Wholesalers
- Trade Associations

## BY INDUSTRY

- Advertising
- Agriculture
- Automotive
- Furniture
- Pharmaceuticals
- Printing
- Plastics
- Packaging
- Petrochemicals
- Paper & Paperboard
- Chemicals
- Oil & Gas
- Food and Beverage
- Construction



**North Africa Plast**

# Promotion Campaign



## Media Campaigns

With over Three decades of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for **North Africa Plast** through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.

## Online Presence

**North Africa Plast** will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



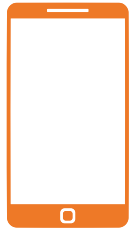
## Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with **North Africa Plast** as the unpatrolled event.



## Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **North Africa Plast** and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.

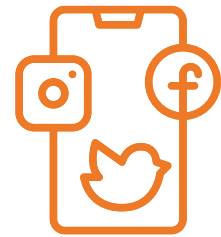


## Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on **North Africa Plast** keeping audiences up-to-date and fully aware on why **North Africa Plast** is the preferred meeting point for the sector.

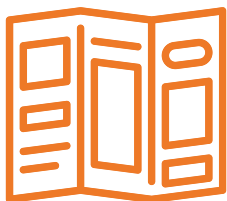
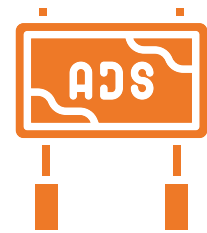
## Social Media

From daily show updates to sponsored posts, **North Africa Plast** news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at **North Africa Plast** this year.



## Outdoor Promotion

The organizers will also ensure that the **North Africa Plast** brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations to ensure that visitors get every incentive to attend the event.



## Targeted Trade Invitations

20,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for **North Africa Plast** and have adequate time to plan their visit in advance and arrange appointments for important discussions.

# The Venue



Expo Libya Exhibition Grounds Is a Dedicated Space for Hosting Exhibitions, Conferences, & Both International & Local Events in The City of Benghazi. It was Inaugurated in September 2024 as a Comprehensive Commercial Hub Aimed at Boosting the National Economy & Fostering Trade Relations Between Local & International Companies.

The Venue Features Modern Facilities, a Strategic Location, & a Vast Area That Facilitates the Organization of International Exhibitions & Conferences. With a Total Gross Space of Around 15,000 Sqm, The Venue has Many Facilities Like a Large Car Park Serving Both Participants & Attendees. Additionally, it Provides an Ideal Environment for Hosting Various Events That Contribute to Driving Economic & Commercial Development Forward.

# ORGANIZED BY :



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