

# Rep- rt

Libyafood  
20223





The exhibition started its first edition in 2014 in the city of Benghazi and achieved much success and many of its goals.

It then moved to the city of Tripoli, the capital of Libya.



It's second edition was launched in 2019 and met with much greater success, and the exhibition continued in its third edition in the year 2022

inside the Tripoli International Fair. This event continued to reach its highest of goals, and it achieved greatest yet success in its fourth edition in the year 2023,

The exhibition was inaugurated by MR. ABDUL HAMED AL DBAIBA, the Libyan Prime Minister, in the presence of ministers of the Libyan Government









In addition to the participation of the Italian trade agency and the presence of the President of the Italian Federation of Industry.

Lectures and workshops were held specializing in healthy nutrition and halal food as well as international standard specifications "ISO/IEC 17025:2017"

And general requirements for the efficiency of testing and calibration laboratories, the Libyan quality mark and conformity certificates, the mechanism and foundations for setting Libyan standards



The exhibition was visited by representatives and ambassadors from foreign countries, such as the Italian ambassador, Spanish ambassador and Spanish trade agency, the Tunisian ambassador, the Algerian ambassador, the French ambassador & French trade agency, the ambassador of Mali, the ambassador of Burkina Faso, and the Arabic German Chamber of Commerce.

The Libyan International Food Fair has proven to be the most prominent, strongest and largest exhibition in the field of food and packaging industry.



The exhibition works to create an opportunity to spin the wheel of the economy and to support and contribute to the development of joint trade among them. Libya plans to be the main link to expand trade and corporations between them and to help introduce local companies and display commercial goods, both local and international.

This exhibition opens a common portal for all participating countries to enter the Libyan local market and to introduce small and large local companies.



# Report

# Libyafood 2023

## Sponsors

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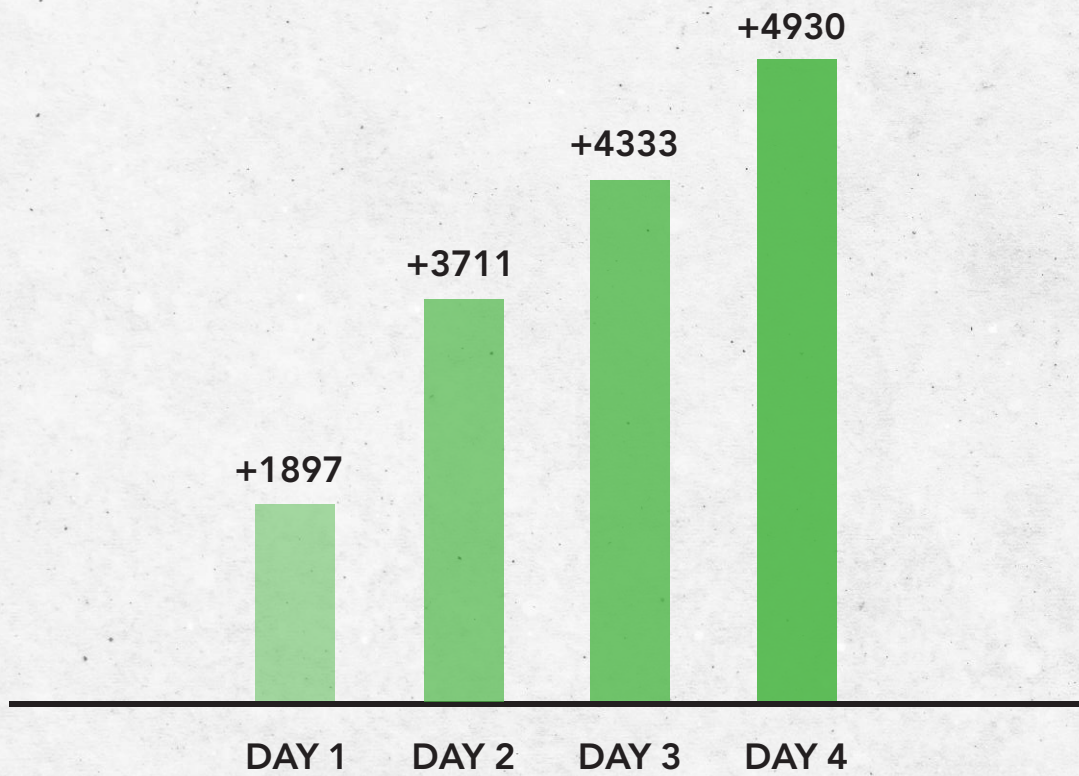
1926  
معرض طرابلس الدولي  
TRIPOLI INTERNATIONAL FAIR



# Report

## Visitors

Total Visitors : 14871





# Rep- ort

## Media Coverage

	Chanel Name	Description
1	LIBYA ALIKTISADIYA	
2	LIBYA ALWATANIYA	
3	LIBYA TV	
4	ALARABIYA	
5	ALARABIYA ALHADATH	
6	ALJAZEERA	
7	SALAM TV	
8	ANADOLU	
9	DO, NASS, MISURATHA FM	LOCAL RADIOS
10	FACEBOOK	SOCIAL MEDIA



# Rep- - rt

## Outdoor Campaign



### Billboards

Size 3\*4

Size 3\*6

Qty 35

Location

Tripoli - Benghazi - Misuratha



### Billboards

Size 1.5\*8

Qty 50

Location

Tripoli



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