

IDA | INFRASTRUCTURE DEVELOPMENT AFRICA

International Trade Fair for the Development of the African Infrastructure Market

Online Event

15 Nov. 2021

→ www.infrastructuredevelopment.africa

Special Focus 
Reconstruct Libya

Together
With  **AL BUSTAN HOLDING
COMPANY**



ITIDA


Euro Institute for Information
and Technology Transfer
Germany


ENVIRONMENTAL
INFRASTRUCTURE
ACADEMY
Tunisia

Welcome to IDA 2021

International Trade Fair for the Development of the African Infrastructure Market

The International Transfer Center for Infrastructure Development in Africa (ITIDA) is the organizer of IDA 2021. ITIDA is an association of infrastructure developers that seeks to promote and enable to improve infrastructure development activities in Africa with the expertise of European and international companies, by creating a network that will foster continuous dialogue amongst its members.

IDA will bring together business to discover new trading prospects, launch additional business networks, build partnerships tackling some of the continent's needs.

ITIDA was incorporated in January 2020 by its founding members:

EITEP Institute, (Euro Institute for Information and Technology Transfer in Environmental Protection), Germany

TEAM Academy (Training and Education in Africa and Middle East), Tunisia

Get the full picture and join IDA 2021!



Dr. Klaus Ritter
President EITEP Institute
CEO ITIDA



Rana Almasir-Boulos
Director EITEP Institute
Director IDA



Fethi Mechri
CEO Team Academy
CEO ITIDA

Portfolio of International Trade Fairs

The EITEP Institute is organizer of international Trade Shows and Conferences in Europe and beyond



Some examples of EITEP Institute's events:

Pipeline Technology Conference, **Germany**
Infrastructure **North Africa, Tunisia**

Water **Middle East, Bahrain**
Infrastructure **Middle East, Bahrain**

Key Technical Infrastructure Topics

Infrastructure development is a crucial driver for growth

IDA 2021 focuses on the development of **technical infrastructure** in Africa.

TRANSPORTATION & LOGISTICS

Roads, Railways, Waterways, Ports, Airports

Logistics, guidance, interconnection, security, etc.

ENERGY & WATER

Water, Electricity, Hydrogen, Oil, Gas, Renewables

Production facilities, pipelines, supply networks, isolated systems, etc.

WASTE & WASTE WATER

Solid Waste, Waste Water

Collection & disposal, recycling, abatement strategies, closed loop systems, etc.

COMMUNICATION & INFORMATION

Data

Receiving and transmitting stations, digitalization, 5G, cyber security, etc.

**We expect exhibitors
in the fields of financing,
banking, planning,
construction, operation
and maintenance.**



We reach your audience

With our Marketing Portfolio and contacts we address global players



Explanation:

- Interested parties
 - Decision makers
 - Producers
 - Service providers
- The size of the flag means the number of customers

For IDA 2021, we invite African organizations from transportation, water, energy, environment, communication as well as chambers of industry and commerce.

We are coordinating closely with the governments of African states, AUDA-NEPAD, PIDA, the African Development Bank and with European programs for the development of African countries.

Why Africa?

The Continent of Opportunities Africa - The Next Asia is Africa

- ✔ 55 African states are on their way to foster a confident African industrialization.
- ✔ The story of Africa's expansion is developing. Six of the world's quickest developing economies are located in Africa. Democratic governance has been improved over the past five decades, facilitating a platform for reliable progress and prosperity in most parts of the continent.
- ✔ Even if wars, upheavals, religious struggles, autocracies and other inequities are still effecting some of the progress, it is unmistakable that there are more and more areas in this beautiful continent that show solid development.
- ✔ The signs that we can see today show high population growth, economic prosperity, a significant increase in the quality of life, and stabilization of the political systems.
- ✔ This development, however, requires more and more a functioning infrastructure in all areas. This is the only way to exploit potential and meet the high expectations of the population for life quality in their home country.

An engagement from industrialised countries not only helps the people and the states in Africa and reduces the tendency to emigrate; it also helps to keep production in the industrialised countries.

- At IDA 2021, we are expecting global entrepreneurs and decision makers who will work with African counterparts to find solutions to the great tasks that lie ahead.



Based on our members and contacts ITIDA motivates African governments to send their specialists looking for the enterprises of their interest. The same applies to all professional organizations from Africa.

Why Libya?

Natural resources & deregulation policies encourage new market entries

- ✔ The State of Libya has various advantages and natural resources like natural gas, oil, solar and wind power that help in the reconstruction and diversification of the economy.
- ✔ The large territory that stretches from the Mediterranean coast down to the center of the continent, its proximity to large markets such as the European Union are all attractive factors to turn Libya into an industrial and commercial hub.
- ✔ Despite these incentives, Libya's economy has been severely weakened over the course of constant unrest over the past decade.
- ✔ With the help of the international community, the Libyan transitional government has begun to rebuild society, the economy and the industry.



Rida Khalifa Essid
CEO, Al Bustan Holding Company, Libya

"First IDA 2021 is planned to focus on **LIBYA** as the country urgently needs a reconstruction after 10 years of conflict."

ITIDA has been invited by the Libyan Government to concentrate its first online trade fair on "Reconstruct Libya". Many Libyan companies and decision makers will be obliged to visit the trade fair.



Invitation letter by the Libyan Government



IDA 2021 Online Event

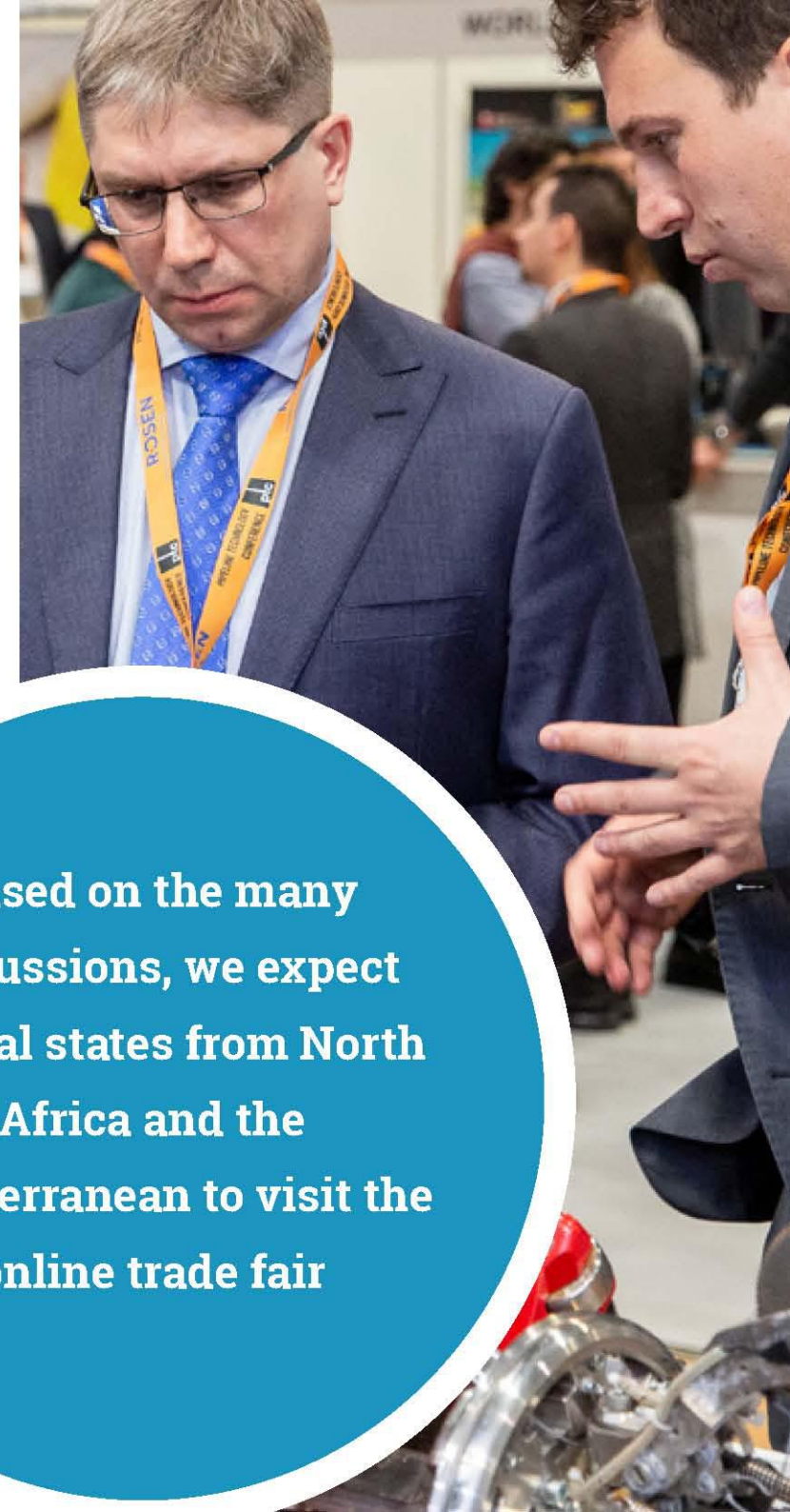
Connecting the world virtually

IDA 2021 will open its doors online with an Opening Ceremony.

The prime minister of Libya (tbc) and Tunisia (tbc) as well as other senior members of African and European governments and institutions are expected to attend and speak at the opening. The keynotes will cover topics of the technical infrastructure of the African continent.

The opening will be followed by technical presentations by sponsors and exhibitors of IDA 2021.

IDA 2021 offers companies that are already active internationally in the infrastructure sectors the opportunity to present themselves prominently directly on site. For small and medium-sized companies that have not yet gained a foothold in the international market, this online event offers an effective presence both online and on site, e.g. by displaying brochures or business cards.



Based on the many discussions, we expect several states from North Africa and the Mediterranean to visit the online trade fair

IDA 2021 for Visitors

Online

Many visitors from Libya and the countries of North Africa attend Infrastructure Development Africa Trade Fair. The decision makers, which come from ministries, authorities and companies will have the opportunities to meet IDA 2021 exhibitors and sponsors online free of charge.

We also expect visitors from all over Africa, the Middle East, Asia and Europe as well as the rest of the world, where IDA is also being promoted.

Access to IDA, is free after a simple online registration.

Contact us now

for more details: ida@eitep.de

Book an online exhibition booth

directly online: www.infrastructuredevelopment.africa

**Entrance to the IDA 2021 is free of charge.
Decision makers from Ministries and authorities already have confirmed their participation at IDA 2021.**



Exhibition Pricing and Setup

online exhibition

Virtual Exhibition stand: 1500 EUR

- **Customizable Content:**
inside the stand you can create buttons such as Photo Gallery, Video Gallery, Catalog, etc
- **Lead generation / Access Data and Statistics:**
Easy access to all data-visitor and cartilage data, virtual bag, survey, etc.- are downloadable in Excel format. Stand, chat and conference statistics can be viewed instantly
- **Online Chat & Video Call**
Create private survey at your booth and get feedback from your visitors. Visitors can leave you their business cards with contact information at your stand



IDA 2021 Online Exhibition Hall (example)



IDA 2021 main landing page with sponsor logos (example)

Please get in touch if you are interested in one of our sponsorship packages with additional pre-event, event and post-event marketing measures.

The Program

online exhibition

**Welcome speech / Opening Ceremony
by African & European political representatives**

Banking and financing

Technical Keynotes

Transportation & Logistics
Energy & Water
Wastewater & Waste
Communication & Information

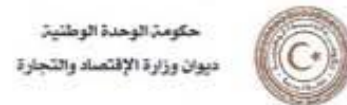
Closing remarks

VIRTUAL TRADE FAIR



Supporters and Media Partners up to now

SUPPORTERS



MEDIA PARTNERS



International Trade Fair
for the Development of the African
Infrastructure Market

Contact Us

 ida@eitp.de

 www.infrastructuredevelopment.africa

20.07.2021

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Dear Excellency,
Dear Ambassador,

With a population expected to roughly double by mid-century, Africa has been recognized as the world's fastest-growing continent. On average, Africa will become the world's fastest growing economy of any continent. Investment is therefore crucial, and China shows how this can be done with state support.

State involvement by donor countries, however, usually involves the interests of these states and is often tied to large, representative projects. In the process, important projects, and initiatives of the private sector in the recipient countries are sometimes neglected.

The private sector helps reduce poverty in Africa by creating employment and generating income, providing essential consumer goods and services, and investing in infrastructure. Although African countries have grown over the past decade at impressive rates, inequality, and unemployment, particularly amongst youth, have increased. The challenge going forward is to promote inclusive and sustainable growth.

Above all, however, is the importance of the development of Technical Infrastructure.

This basic idea is to have:

- The "Euro Institute for Information and Technology Transfer", EITEP, based in Germany, and the
- The Tunisian-based "Institute for Training and Education in Africa and the Middle East", TEAM Academy, in their mind, and founded the "International Transfer Center for Infrastructure Development in Africa ", ITIDA.

After starting with virtual seminars and newsletters, ITIDA is preparing its first international online trade fair "Infrastructure Development Africa, IDA" on the 15th of Nov 2021 (attachment), involving many internationally active companies from all areas of technical infrastructure to virtually present at IDA their products and services.

IDA is a platform of opportunities to boost private investment in Africa.

Attendees will gain the opportunity to join the platform at any time, get in contact, and negotiate.

Professional officials and entrepreneurs of your country need not travel and stay overnight to meet over 250 companies from all sectors of Technical Infrastructure. Accessing the platform IDA is free of charge.

Organizer



It is conceivable that companies and decision-makers from your country need contacts with foreign companies to implement infrastructure projects now or in the near future.

At IDA, they get the opportunity to establish or deepen these contacts.

Therefore, we kindly ask you to help the decision-makers and specialists in your country to open up contact.

We believe that this is an excellent way to consolidate the development of your infrastructure.

Dr. Klaus Ritter

President EITEP Institute

CEO ITIDA

A handwritten signature in black ink, appearing to be 'K. Ritter', with a horizontal line extending to the right.

Infrastructure Development Africa ۲۰۲۱, ۱۵ Nov. ۲۰۲۱



از Dr. Klaus Ritter <ritter@eitep.de>
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IDA ۲۰۲۱ Event Guide_small.pdf (~۲.۷ مگابایت) ۲۰۲۱ ۰۹ ۰۶ - Invitation Infrastructure Development Africa IDA.pdf (~۲۲۲ کیلوبایت)

Dear Ambassador,

Please allow me Dr. Klaus Ritter as president of our institute "Euro Institute for Information and Technology Transfer in Environmental Protection, EITEP" from Germany to send you see the attached invitation.

Many thanks for Your consideration

Best regards,

Dr. Klaus Ritter

Dr. Klaus Ritter

President EITEP Institute | CEO ITIDA

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t: [Contact me via Microsoft Teams](#)

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