

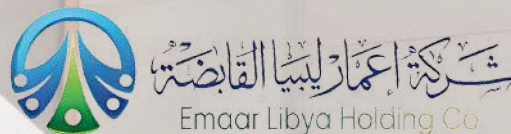


**North Africa International Exhibition for Architecture,
Design Solutions, Furniture & Fit-out Innovations**

29 JUNE - 1 JULY 2026

EXPO LIBYA EXHIBITION GROUNDS, BENGHAZI

**Sponsored and
Supported by :**





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 16 Markets

Egypt, Nigeria, Tunisia, Algeria, Ghana, Senegal , Cote d'ivoire, D.R. Congo, Burkina Faso, Chad, Kenya, Rwanda, Niger, Benin, Mauritania and Mali



Supportive Demographics

Population exceeding 7 million and a median age of 27.1 years



Growing Foreign Direct Investment

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



Massive Trading Opportunities

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



GDP Growth Potential

The IMF projects GDP growth of over 6% annually

Libya... A Market on The Rise

\$5.24 billion revenue of The Northern African furniture market

2.54% annual growth of The Northern African furniture market

77.3% of Libya's population resides in urban areas

27.5 years median age of Libya

13,500 residential units are to be constructed in Libya within 2 years



Discover Untapped Potential at DFF – Libya's Premier Design, Furniture & Fittings Trade Fair

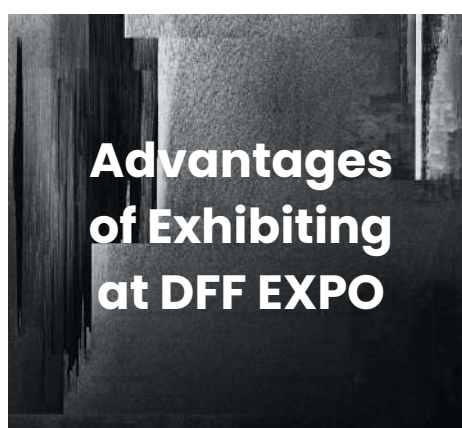


Step into a world of opportunity at the DFF – Design, Furniture & Fittings International Trade Fair, Libya's foremost platform for showcasing excellence in interior design, furniture, décor, and architectural fittings. Set against the backdrop of a nation on the rise, DFF is more than a trade fair it is a gateway into a market filled with promise, innovation, and an increasing demand for global-quality design solutions. Exhibitors from across the globe are invited to take part in this pivotal event and connect with Libya's growing design and construction industries.

Organized to international standards, DFF offers a professional, well-curated environment for product demonstrations, B2B matchmaking, brand visibility, and direct sales opportunities. The fair showcases a wide spectrum of products and services—from luxury furniture and sustainable materials to smart home technologies and artisanal fittings. Whether your business specializes in commercial interiors, residential design, or public space planning, DFF provides a strategic platform to present your brand where it matters most.

DFF offers a vital business platform for premium international brands, innovative manufacturers, and solution-driven suppliers to showcase their latest creations and technologies across a full spectrum of design, furniture, and fittings. With Libya undergoing rapid reconstruction and urban expansion, the exhibition delivers a timely opportunity for leading players to establish a lasting footprint in one of the MENA region's most promising and dynamic markets.

Designed as a high-impact B2B platform, DFF connects exhibitors directly with more than 10,000 targeted trade visitors, including architects, developers, project managers, interior designers, procurement heads, and government buyers. This seamless interface between suppliers and decision-makers enables meaningful commercial interactions, new business partnerships, and deal-making that translates into long-term value.



Advantages of Exhibiting at DFF EXPO

- Engage high-quality buyers with serious purchasing power.
- Connect with current and future strategic partners.
- Showcase and demonstrate new products/technologies.
- Explore various business expansion opportunities in 16 Markets.
- Sign mega business deals.
- Monitor and observe competitors.
- Establish valuable connections to drive potential sales growth.
- Target hard-to-reach customers Offer special face-to-face promotions.
- Boost sales & export activities.
- Enhance brand presence.
- Foster strong relationships with clients & strategic partners.
- Meet top buyers from Libya and the MENA region.

EXHIBIT PROFILE

DESIGN SECTOR

- **Architects, Interiors & Consultant Firms**
- **Urban Design & Landscape Consultants**
- **Design Planners**
- **Hospitality Projects Design Solutions**
- **Sustainable & Green Design Innovations**
- **Bespoke & Custom Design Solutions**
- **3D Visualization & Rendering Services**
- **AI & Digital Design Innovations (technology-driven design solutions)**

FURNITURE SECTOR

- **Furniture & Product**
- **Design Manufacturers**
- **Projects Furnishing**
- **Home, Office & Workspace Furniture**
- **Space Innovations & Smart Solutions**
- **Home Accessories**
- **FF&E Solutions**

FITTING SECTOR :

- **Finishing Materials**
- **Fittings Solutions**
- **Windows & Doors**
- **Finishes & Hardware solutions**
- **Lighting Products & Solutions Experts**
- **Outdoor & Landscape Products & Solutions**
- **Glass, Aluminum, and Façade Solutions**
- **Sanitary Ware Fittings & Products**
- **Coverings, Surfacing & Cladding Solutions**
- **Woodworking & Custom Joinery Solutions**
- **Tiles, Marble, Porcelain**
- **Paints technology**



Visitors Profile

The event will attract industry experts, government officials, and the general public as well

- **Architects**
- **Business Owners**
- **Civil & Consulting Engineers**
- **Commercial & Residential Contractors**
- **Commercial & Residential Developers**
- **Consultants**
- **Contractors**
- **Distributors, dealers & investors**
- **Facility Managers**
- **Government Agencies**
- **Government authorities**
- **Hospitality officials**
- **Importers**
- **Industry-related associations and their members**
- **Interior Designers**
- **Local & International Buyers**
- **Manufacturers**
- **Property developers**
- **Property owners**
- **Purchasing managers**
- **Service providers**
- **Traders**

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, and a huge vast area that facilitates the organization of international standard 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 the economic & commercial development forward.

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 **DFF** 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

DFF 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 **DFF** as the unpatrolled event.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **DFF** 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 **DFF** keeping audiences up-to-date and fully aware on why **DFF** is the preferred meeting point for the sector.



Social Media

From daily show updates to sponsored posts, **DFF** 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 **DFF** this year.



Outdoor Promotion

The organizers will also ensure that the **DFF** 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 **DFF** and have adequate time to plan their visit in advance and arrange appointments for important discussions.



GO2LIBYA
BENGHAZI 2025-2026



www.go2libya.com



www.dff-northafrica.com

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