Lebanon's Industrial Parade

Middle East Training & Conference Center

BEIRUT – LEBANON | **August 10, 2022**

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LIBC
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THE PARAGON PARADES

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THE DEBUT EVENT

Lebanon's Industrial Parade

VENUE

Middle East Training & Conference Center

BEIRUT - LEBANON

AUGUST 10, 2022

Lebanon's Industrial Parade

A Business Forum for Lebanese Industry

Inspired by Lebanon's resilient, export-ready productive sectors

THE PARAGON PARADES

LEBANON'S INDUSTRIAL PARADE

THE PARADES

The **Paragon Parades** are a series of annual events in support of the Lebanese Economy. Organized by Paragon Business Improvement, the series debuts this year with **Lebanon's Industrial Parade** this **August 10, 2022** at the magnificent **Middle East Training & Conference Center** in Beirut.

LEBANON'S INDUSTRIAL PARADE 2022

Lebanon's Industrial Parade brings resilient Lebanese industrialists to the spotlight at the magnificent **METCC Conference Dome**, showcasing to an audience of 300 personalities:

- Export-ready Lebanese industrialists
- Innovative products
- Investment-ready businesses
- Related and supporting sectors

THE PARAGON PARADES

LEBANON'S INDUSTRIAL PARADE

The Audience

Featuring those second tier Lebanese industrialists whose remarkable resilience brought them from near extinction all the way to export-readiness, alongside innovative products and investment-ready businesses, **Lebanon's Industrial Parade [LIP 2022]** brings much opportunity and hope to the spotlight at the magnificent Dome of the **Middle East Training & Conference Center in Beirut this August 10 2022.** The parade will be in front of a distinguished audience of 300 business and economic personalities grouping:

- Lebanese expatriate,
- Foreign businessmen
- Economic mission representatives,
- International organizations
- Key funding parties
- Media representatives
- Thousands of live-streaming observers.

In sequence, 25 industrialists and supporting service firms will parade on the mega screen of the Conference Dome, exhibiting their export-readiness in graphical, informative audio-visual presentations.

100+ Expatriate Businessmen	45+ Economic & Diplomatic Reps	10+ Key Financing Parties	80+ Public & Private Sector Dignitaries	30+ Media Representatives	1000s through Live-Streaming

Lounge Services
All-Day **Video Reels** on dedicated screens
Lunch, Coffee Break & Business Lounge Services
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Dedicated **Partner Zones**
Tour of the Middle East Training & Conference Center

Media Outreach

- Print Media
- Digital Media
- Visual media
- Radio Shows
- Targeted Outreach

LEBANON'S INDUSTRIAL PARADE

8:00	**REGISTRATION**
9:00	**OPENING CEREMONY**
9:30	**EPISODE 1:** F&B and Agri-Industry ➔ *LEBANON & E-COMMERCE: PROSPECTS & PITFALLS*
10:25	**EPISODE 2:** Industrial Machinery, Energy Production, Packaging & Plastic ➔ *A WORD ON LOGISTICS GUIDANCE*
11:15	**COFFEE BREAK**
11:45	**EPISODE 3:** Furniture, Woodwork & Household Supplies *SELECTED SUCCESS STORIES*

Lebanon's Industrial Parade

12:40	**Panel**	
	Lebanese Industry: An Exercise in Crisis Management	*40 min*
	Moderated Panel	*10 minutes*
13:15	A word from our sponsors	
13:30	**Lunch & Business Lounge**	
	Business lounge opens at 2:00 pm	
15:00	**Meet the Keynote Personality**	
	Interactive Session	
15:30	**Episode 4**	
	Pharma, Medical, Chemicals & Cosmetics	*40 min*
	Selected Success Stories	
16:20	**Investment Opportunities in Lebanese Industry**	
	Existing Industries Open to Investment	*25 min*
	Innovative MVPs: meet potential VCs	25 min
17:00	**Closing Statements**	
17:05	Tour of the Middle East Training Facilities	

Secure Your Spot

Only 20 presentation sessions available to parading industrialists.

Reach out to us on info@loubnany.com by July 29, 2022 to secure your spot in the show sequence.

Paragon consulting experts will extend their services to assist you in presentation compilation.

Paragon Business Improvement

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The Paragon Parades

Lebanon's Industrial Parade

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Secure your event spot, lunch and tour at the Middle East Center now.
Spaces are limited

Book Your Seat

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Secure your spot on stage and present to an audience of 300 international businessmen.
Only 20 presentation spots available.

Secure Your Spot

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