

# EUROBEY

bridging culture , building businesses

**Bridging Culture, Building Businesses**

**Forum De Beyrouth | Feb 28th - Mar 03 | #EUROBEY**



# CULTURAL GOAL

- **Connecting Europe** to the **Arab world** through **Beyrouth**
- To provide a platform for **learning & networking**
- **Inspiration & Empowerment**

# CONCEPT

- A **unique experience** transforming your outlook on the future.
- **Innovative ideas** from the entrance to the exit to promote **fun education, creativity, connection, and growth.**
- The design offers a ***fantastic imaginative world*** stimulating ***inspiration*** and ***possibilities*** for a bright future.

**This isn't your typical exhibition – it's an exceptional event featuring distinctive layouts, innovative architecture, and captivating activities.**



# EXPLORE THE 5 SECTORS

- 1. Health
- 2. Agri-food
- 3. Energy & Water
- 4. Technology
- 5. Education



# WHO CAN ATTEND ?

EUROBEY is open to all who seek inspiration, knowledge, and growth.  
**Children, Industry specialists, Business leaders**

# ENGAGING PROGRAM HIGHLIGHTS

Eurobey is more than just an exhibition, it also includes :

- Scientific Conferences:** share their knowledge & research
- Training:** Enhancing skills with professionals
- Closed Round Tables:** ambassadors, CEOs, ministries...
- Classes:** Arduino & IOT
- Entertainment:** performances and cultural entertainment
- Exhibition Market:** a vibrant marketplace
- Networking Dinner:** forging relationships with professionals
- Startups:** where innovators meet investors for collaboration.

# CONTENT

01

ENTRANCE

02

WELCOME AREA / PARKSIDE PLAZA

03

CENTRAL FOCAL POINT / MULTIPURPOSE STAGE

04

COUNTRY THEMED AREAS & STANDS

05

FOOD AND BEVERAGE / PLAZA

06

STARTUPS AREA , " THE INVESTMENT DEN"

07

STARTUP EXHIBITION MARKET

**01**

# ENTRANCE/EXIT

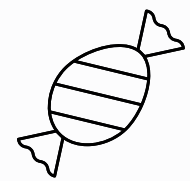
## ENTRANCE

Inspiring - exciting - triggering curiosity- fun

## EXIT

Hopeful - positive reminder - pursuit of knowledge and success

# ENTRANCE CONCEPT

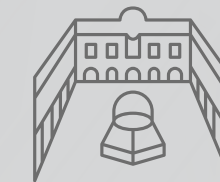
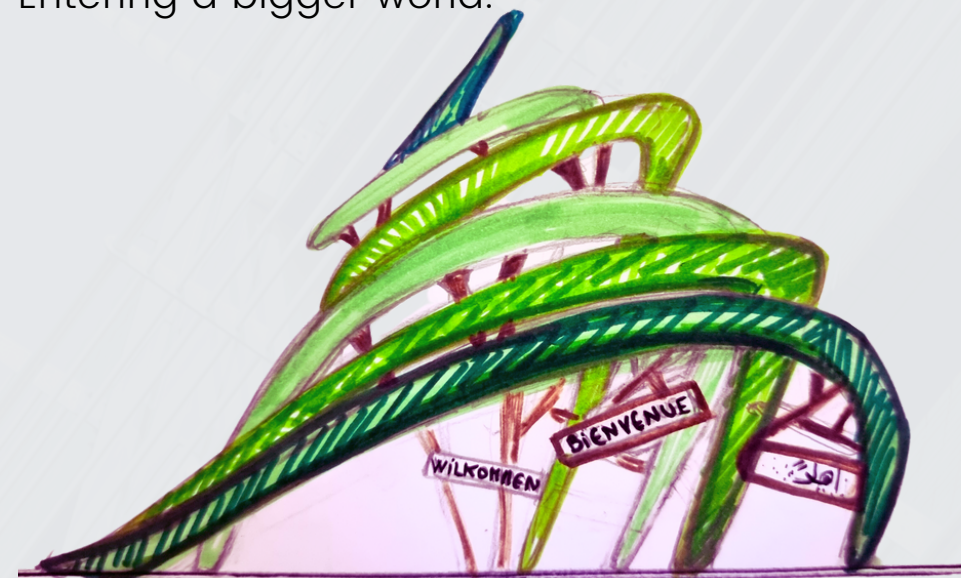


**Welcome magical  
treat with  
inspirational  
messages**



**Cedar Tunnel  
transition**

Welcome messages in all languages  
inside the tunnel  
Optical illusion  
Entering a bigger world.



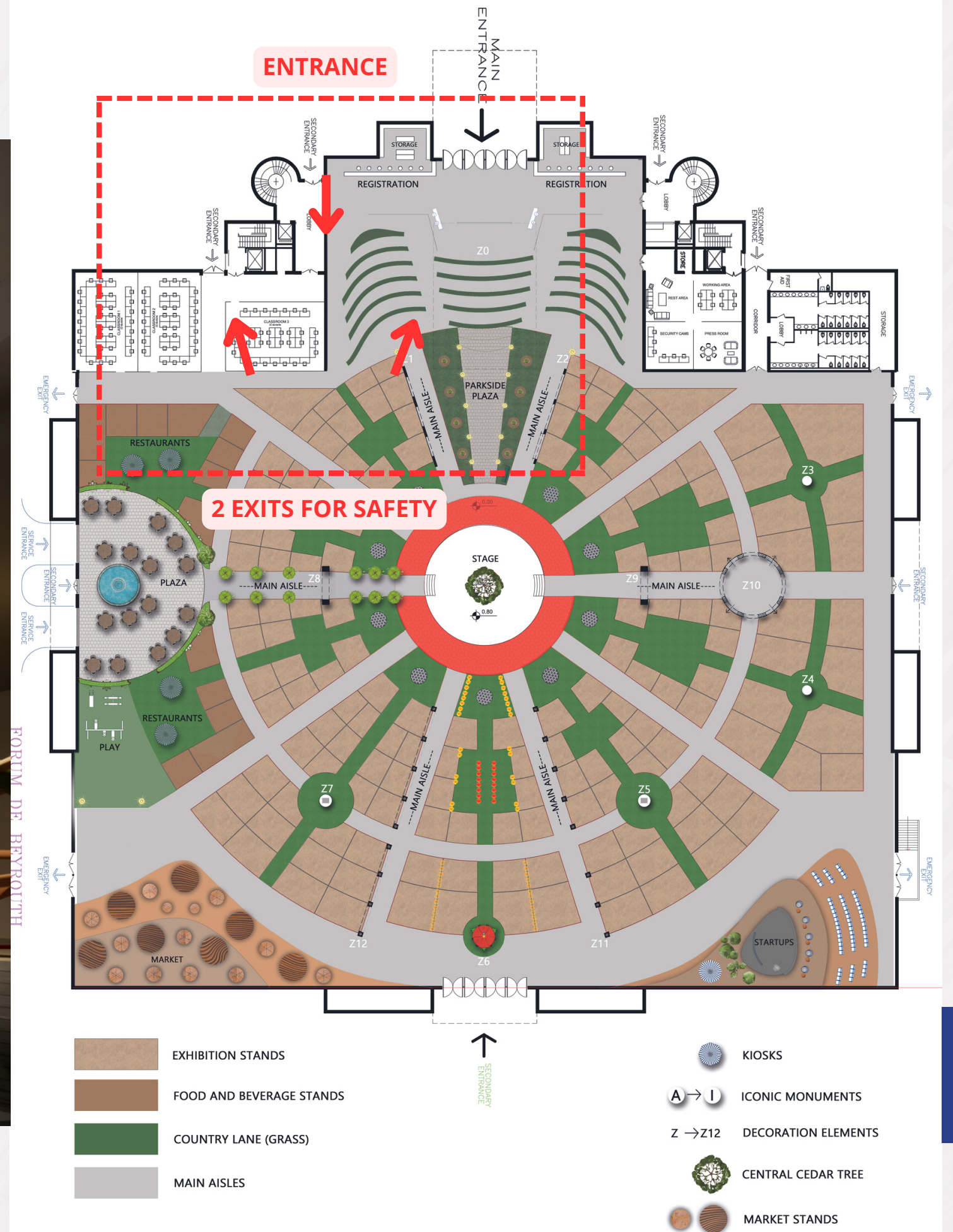
**Surprise effect**

The visitor's eyes discover at the end  
of the tunnel the magical expo  
concept and layout ...

# ON PLAN >



CEDAR TUNNEL



02

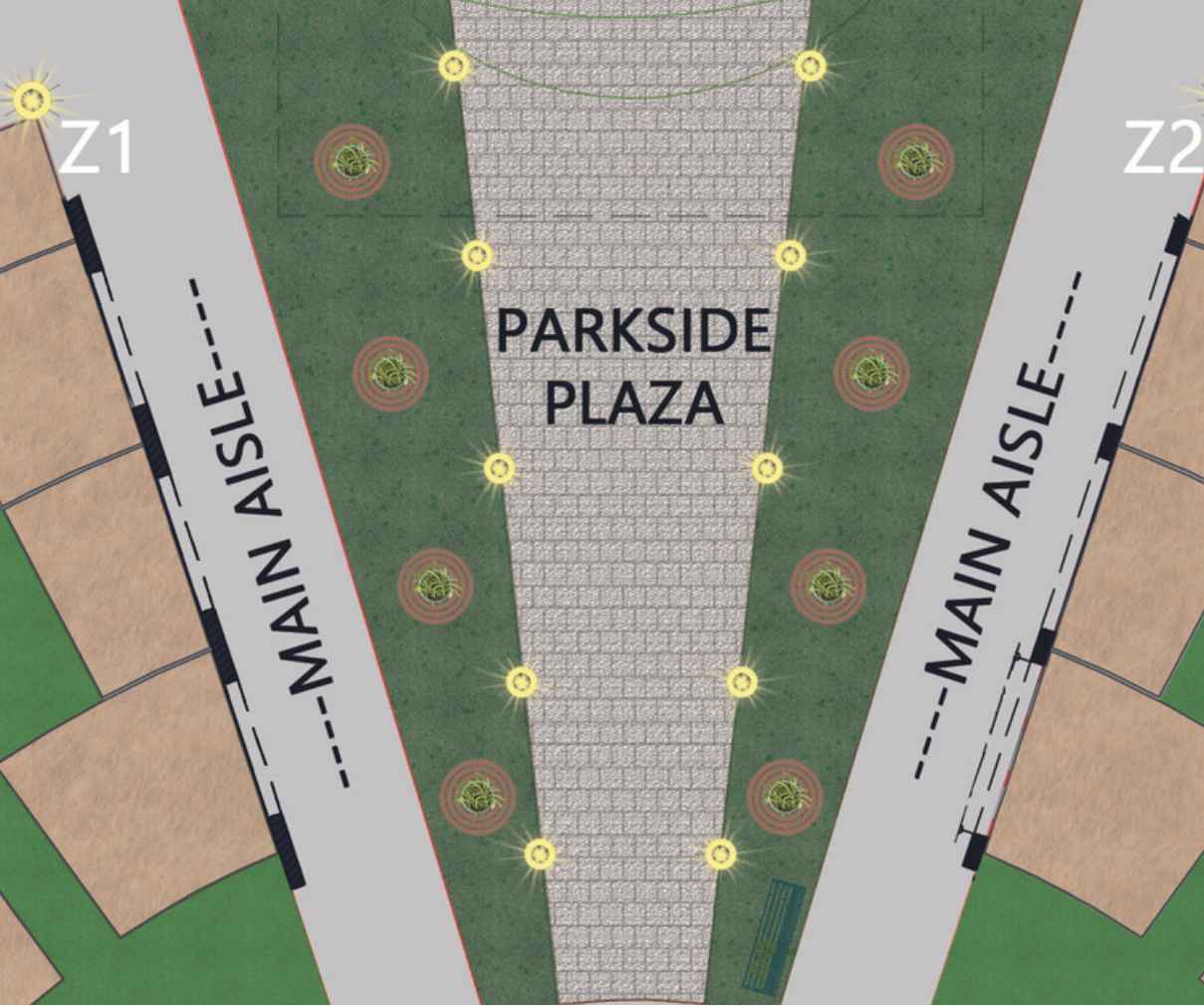
## PARKSIDE PLAZA

A **transitional area** allows the visitor's eyes to discover the fantastic theme and layout of the Expo.

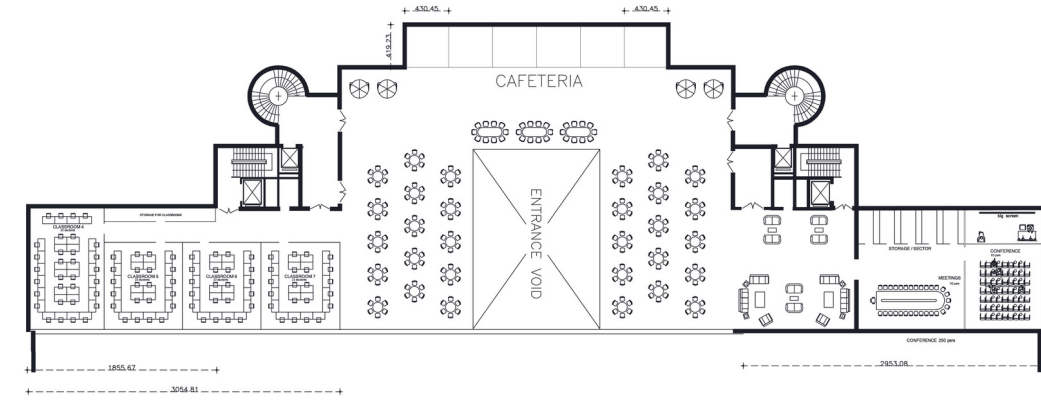
This area resembles a small park, with a wide path outlined by **benches** and **European road lights**.

Instagrammable surprising spot: a bench with 2 road lights sitting on it!

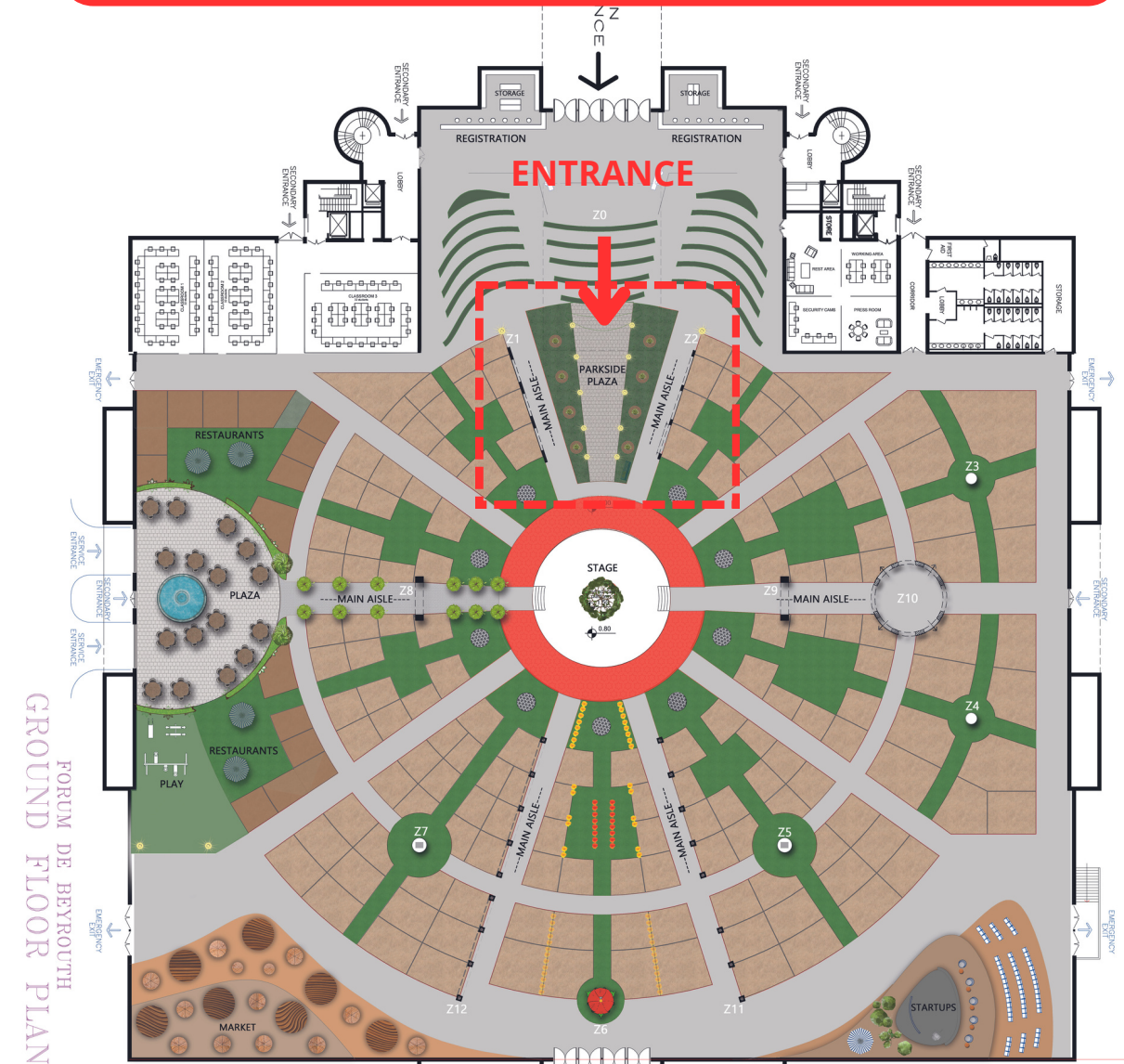




FORUM DE BEYROUTH  
MEZZANINE PLAN



# PARKSIDE PLAZA PLAN



FORUM DE BEYROUTH  
GROUND FLOOR PLAN

- EXHIBITION STANDS
- FOOD AND BEVERAGE STANDS
- COUNTRY LANE (GRASS)
- MAIN AISLES
- KIOSKS
- A → I ICONIC MONUMENTS
- Z → Z12 DECORATION ELEMENTS
- CENTRAL CEDAR TREE
- MARKET STANDS





03

## MULTIPURPOSE STAGE

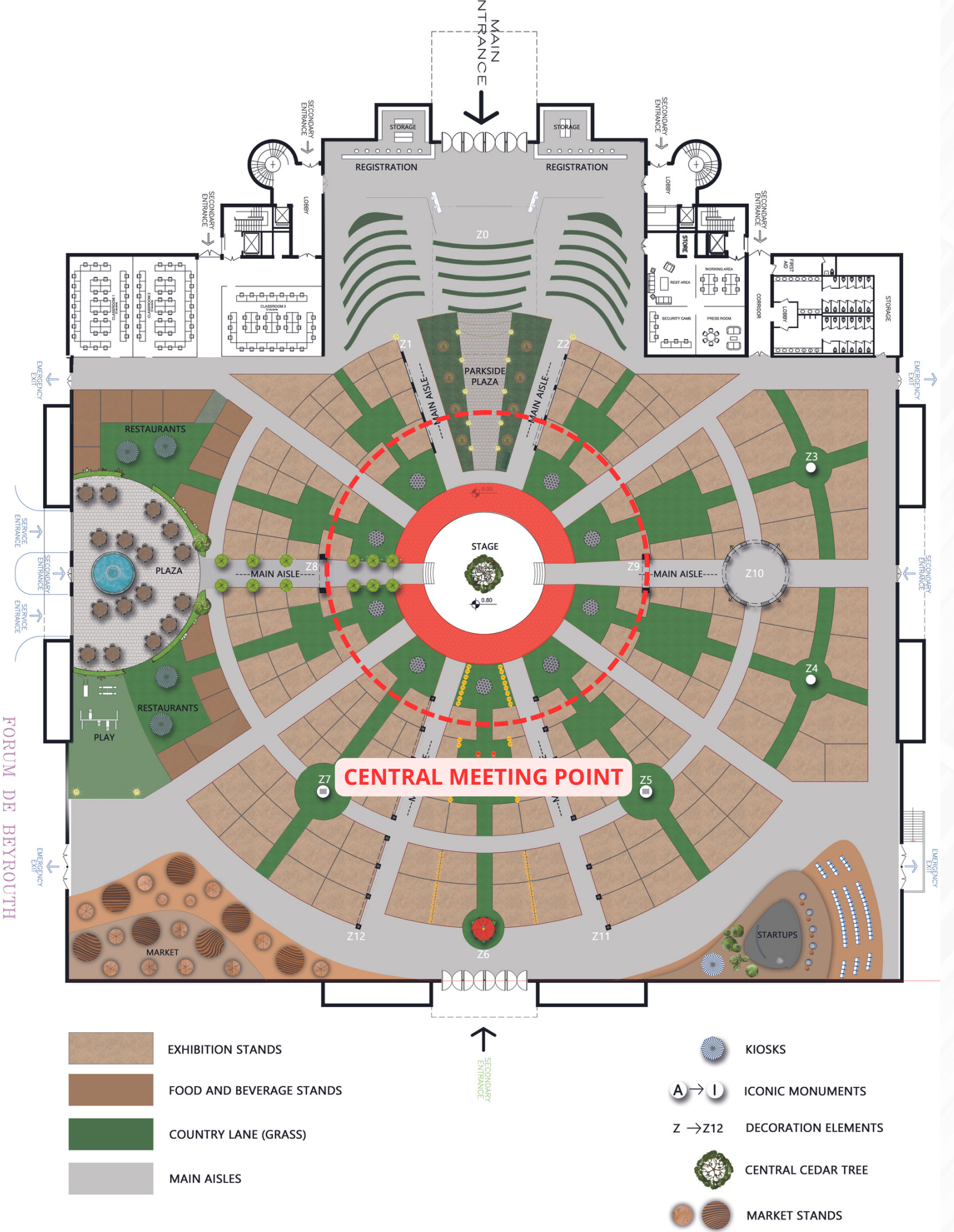
### CENTRAL FOCAL POINT / EMBLEMATIC & ICONIC

The layout revolves around a **multipurpose circular stage**. A giant centered **sculpture of a modernized Lebanese cedar tree** stands tall on the central stage. **Shows** happen around this tree.

Around it, on a bigger circumference, are spread in a circular layout, **9 iconic monuments of European countries and Lebanon**: Baalbeck & Nejme clock (Lebanon), Tour Eiffel (France), Windmill & Tulips (Holland), Victory Column & Brandenburg gate (Germany), Zytglogge Clock (Switzerland), Pisa Tower & Colosseum (Italy), Acueducto de Segovia (Spain), Cinquantenaire Arch & Congress column (Belgium), Doblinger Steg Bridge & Schlossberg tower (Austria)...



FORUM DE BEYROUTH  
GROUND FLOOR PLAN



MOOD





# 04 EXPOSITION STANDS

## COUNTRY THEMED AREAS & STANDS

The design of each area represents the ambiance of each corresponding country with street moods signs and Instagrammable moments (ex: gondola, big tulips, Road signs with streets names ... )

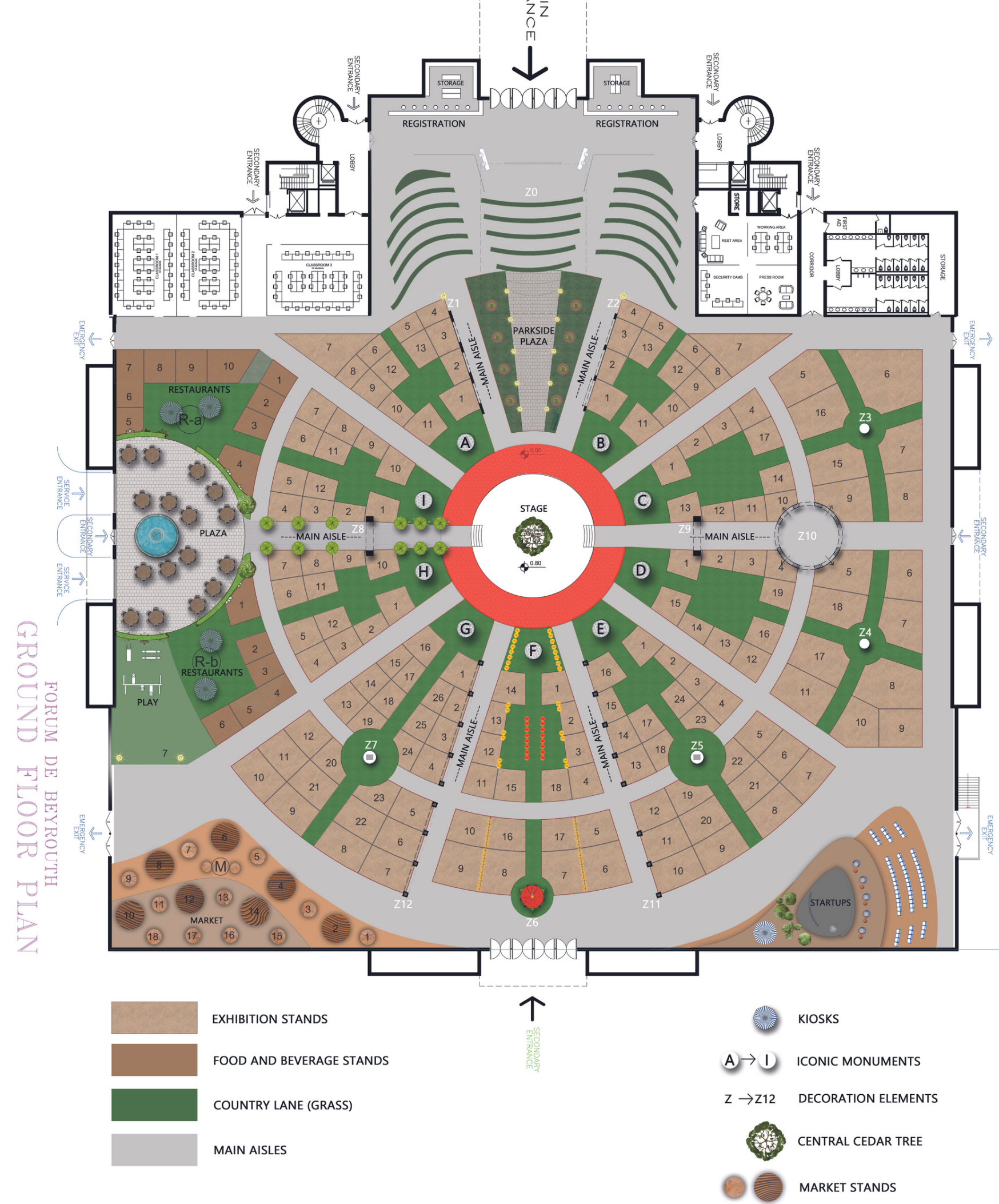
# STANDS DISTRIBUTION

In the unique circular masterplan of the Forum, behind each iconic monument standing on the first circumference, spreads like a sun ray, an area of the **corresponding country** with various stands of 5 different sectors: *Health, Agri-food, Energy & Water, Technology, Education.*

## EDUCATIONAL CEILING

Hanging facts about the country (educational), with flags and orientation.

"DID U KNOW ? " FACTS ABOVE EACH COUNTRY





**MOODS**



**MOODS**



An aerial architectural rendering of a modern outdoor plaza. The central feature is a circular fountain with a tall, multi-tiered water column. Surrounding the fountain is a paved area with circular patterns. Numerous round dining tables with chairs are arranged in a circular pattern around the fountain. People are depicted sitting at the tables and walking around the plaza. The scene is set in a modern urban environment with buildings and trees visible in the background.

05

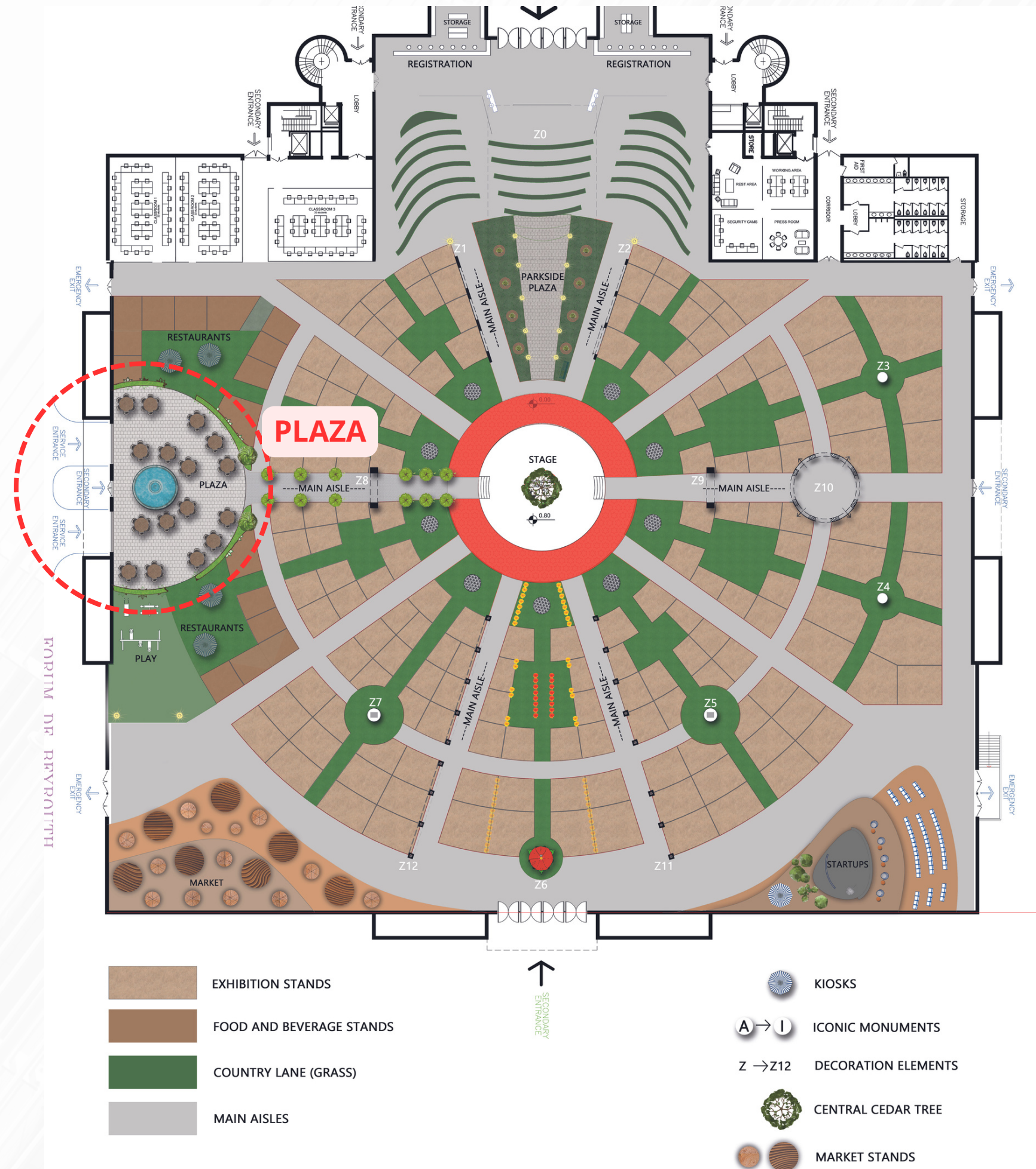
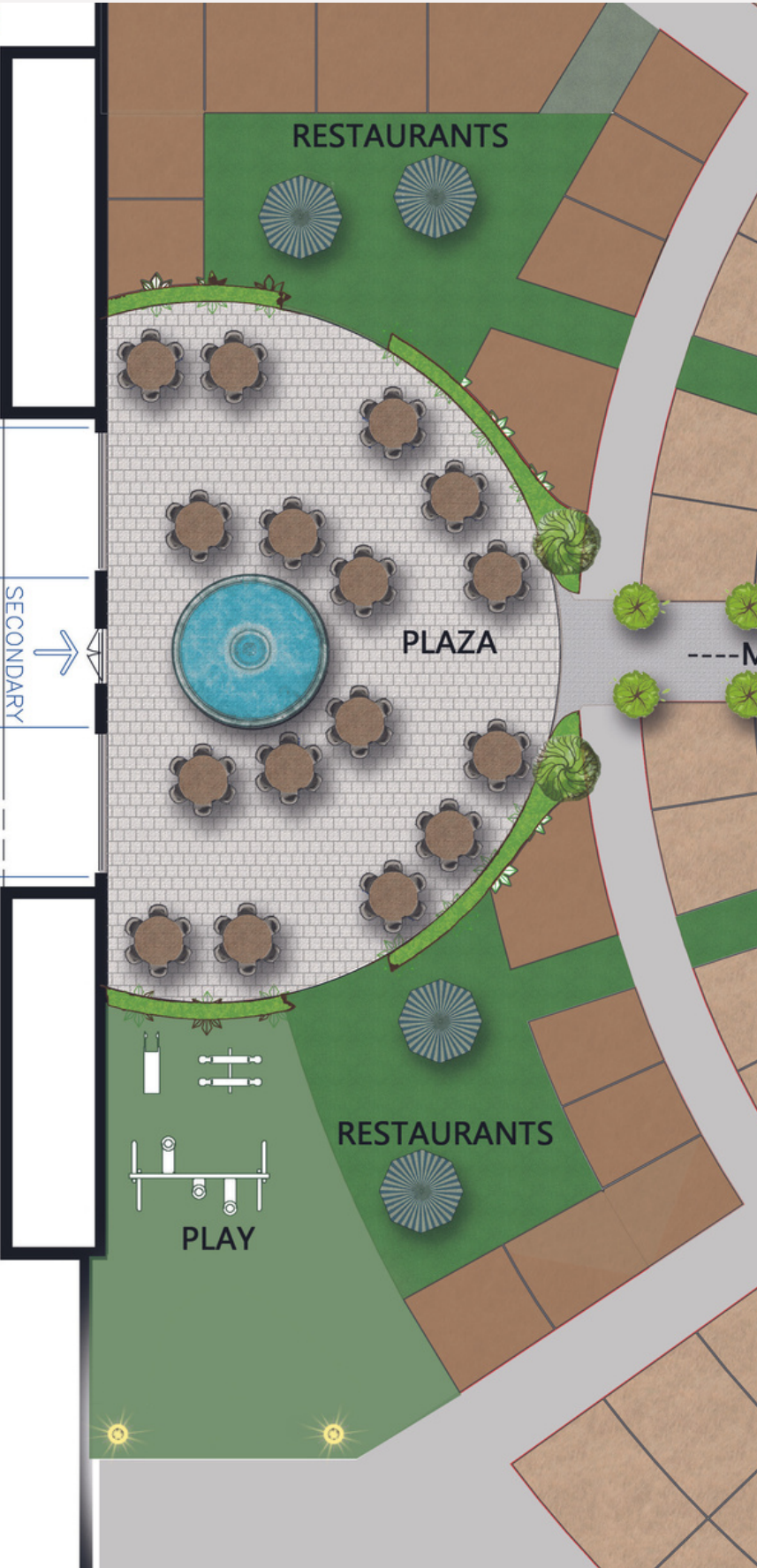
# PLAZA

## FOOD AND BEVERAGE

Design of a downtown central outdoor area with a middle fountain, European pavement and rounded small dining tables circling the zone.

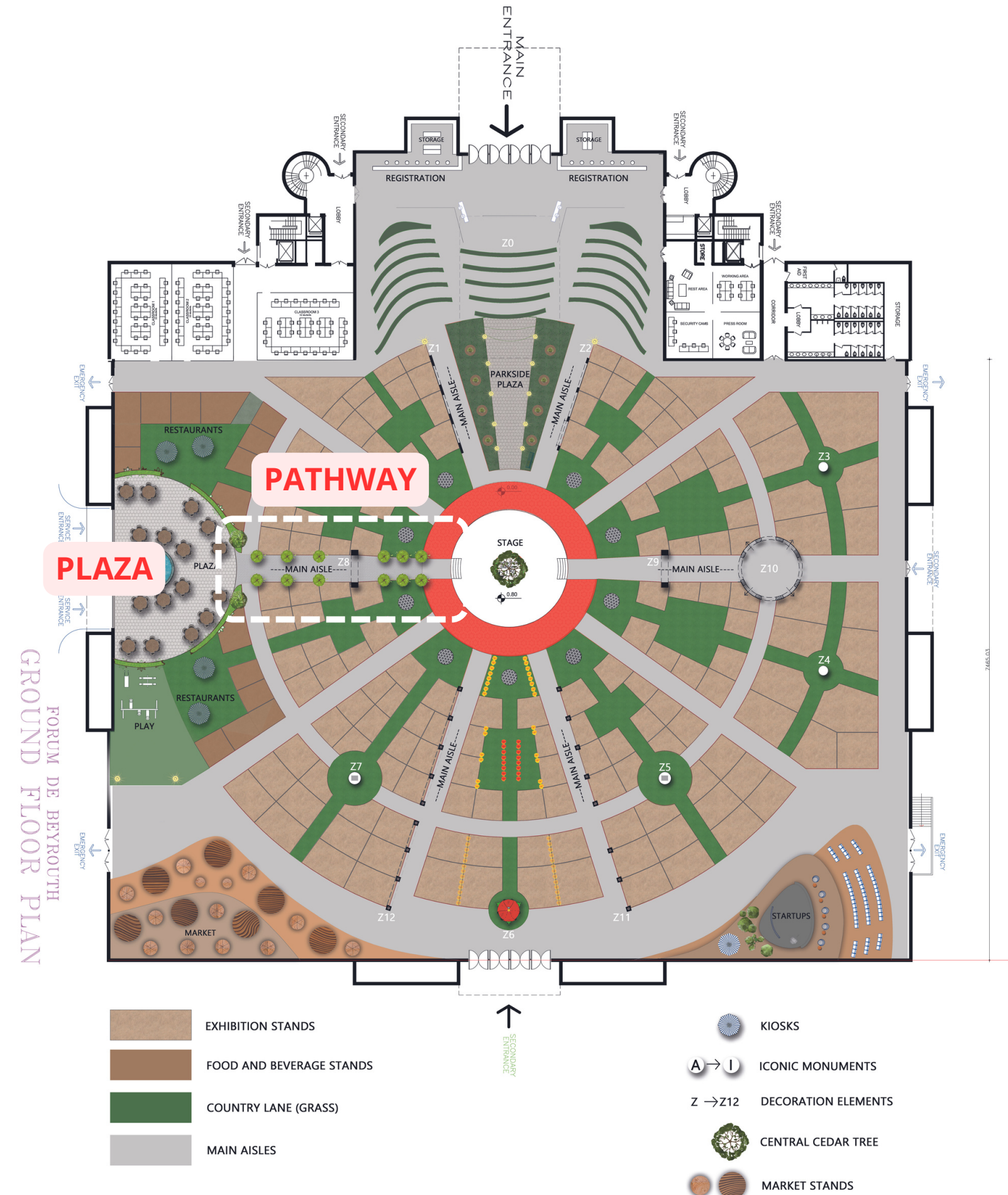
# PLAZA PLAN

The restaurants area is placed next to the doubled Service Entrance to facilitate the service needs.



# PATHWAY TO PLAZA

A distinguished tree-lined pathway (like Tuileries garden ) links the central stage to the Plaza, a food court surrounded by restaurants and cafes.



06

# STARTUP AREA "THE INVESTMENT DEN"



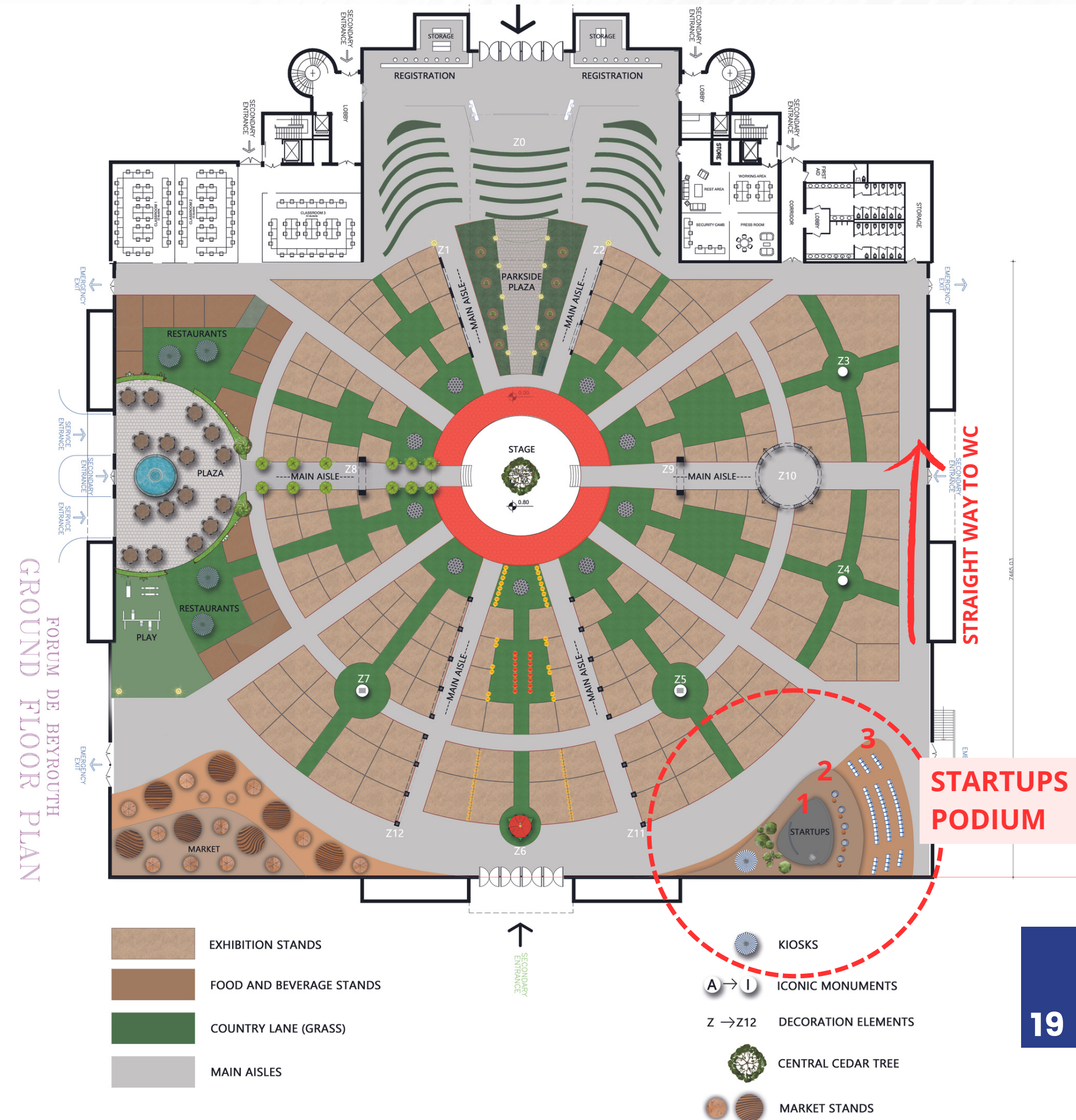
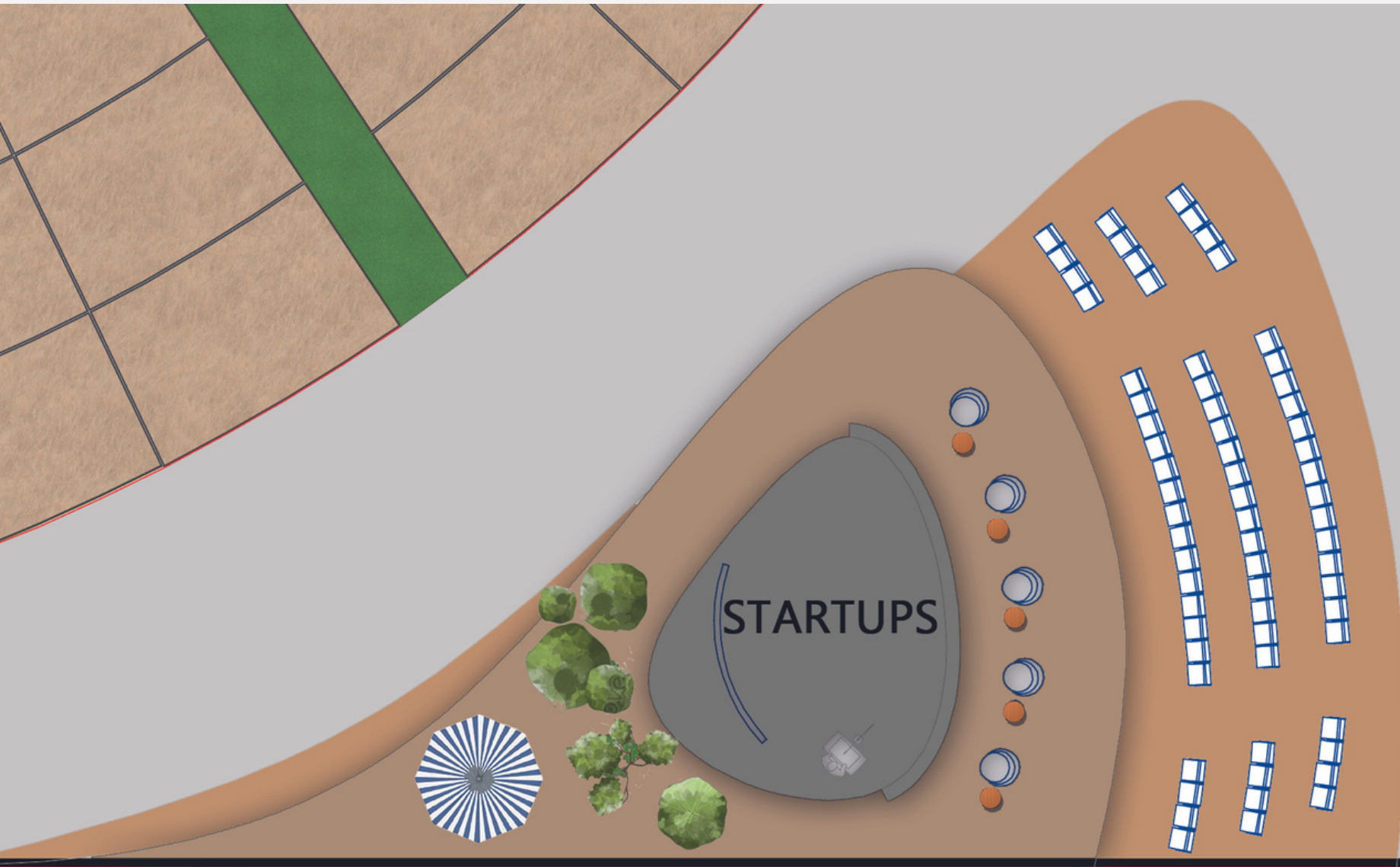
## INNOVATORS MEET INVESTORS

Witness the birth of innovation as you discover promising startups and engage with their founders. Investors and venture capitalists seeking the next big opportunity will find a dynamic and fertile ground for collaboration.

# STARTUPS PLAN

An organic-shaped area in a **quiet ambiance** while having **straight access to the restrooms**.

- 1st level: chairs for the innovators waiting for their turn and spectators
- 2nd level: the main seats of the investors,
- 3rd level: the podium with a screen



The background image shows a large, well-lit exhibition space. In the foreground, there are several wooden stalls or tables displaying various items, including what appears to be food or small crafts. The stalls are arranged in a way that creates a sense of a busy marketplace. In the background, several people are visible, some standing and looking at the displays, others walking through the aisles. The overall atmosphere is one of a lively and engaging event. The text '07' is overlaid on the left side of the image, and the main title 'STARTUP EXHIBITION MARKET' is centered across the middle.

07

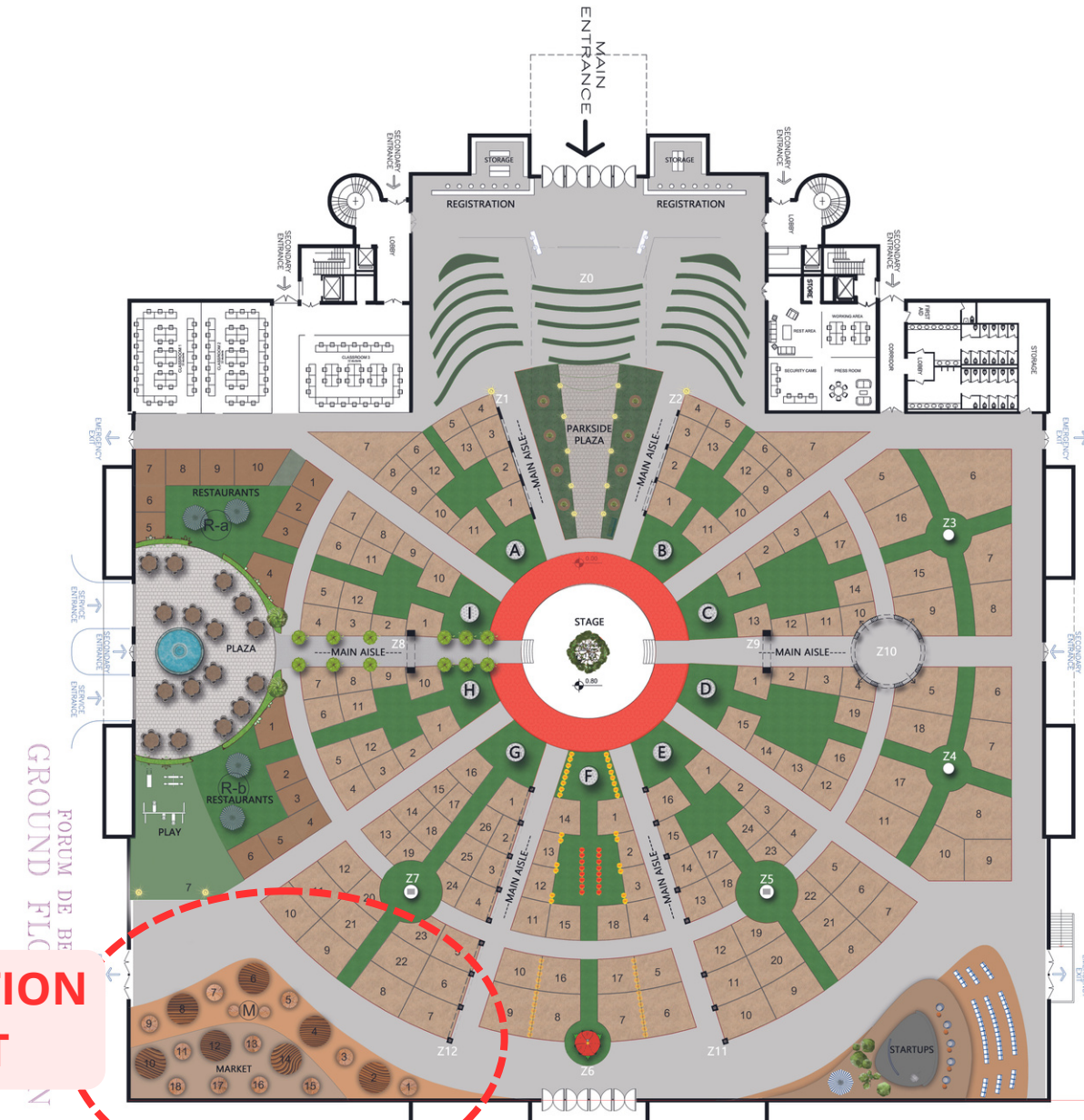
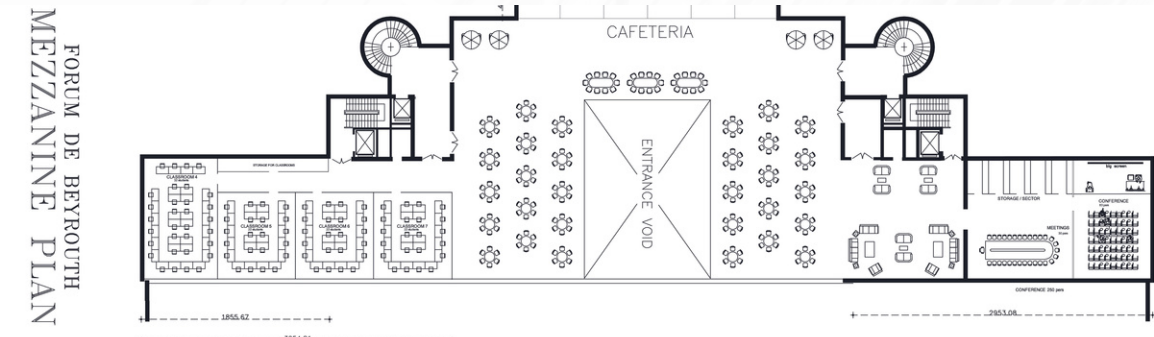
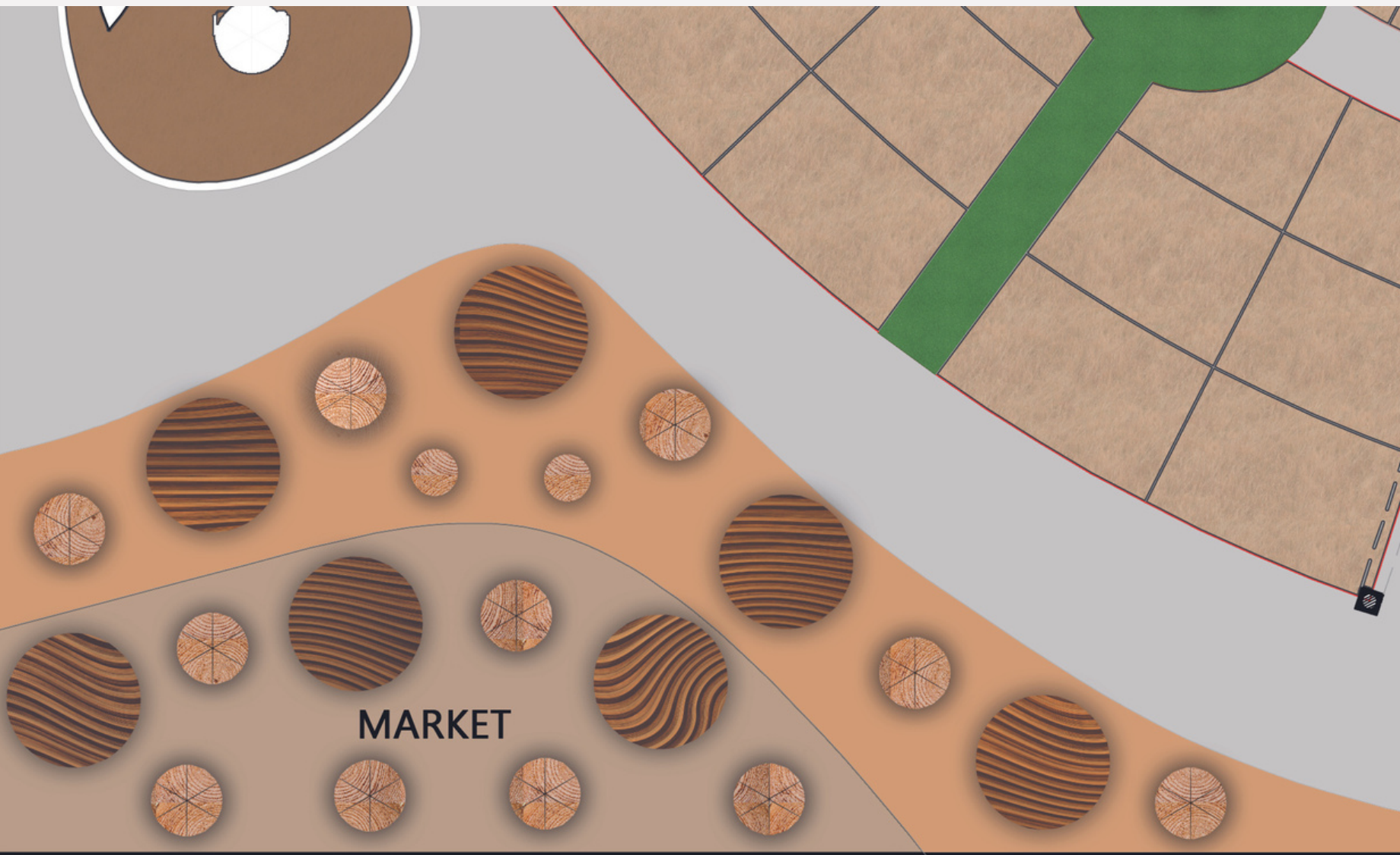
# STARTUP EXHIBITION MARKET

Step into a vibrant marketplace bustling with local businesses, entrepreneurs, and startups showcasing their groundbreaking products, services, and innovations.

# EXHIBITION MARKET PLAN

Dynamic leveled platforms for a marketplace Business to Business (B2B) and Business to client (B2C).

Being from the other side of the Startups area, this proximity also allows a follow-up with the innovators, local businesses, entrepreneurs & potential clients showcasing their services and products.



EXHIBITION MARKET

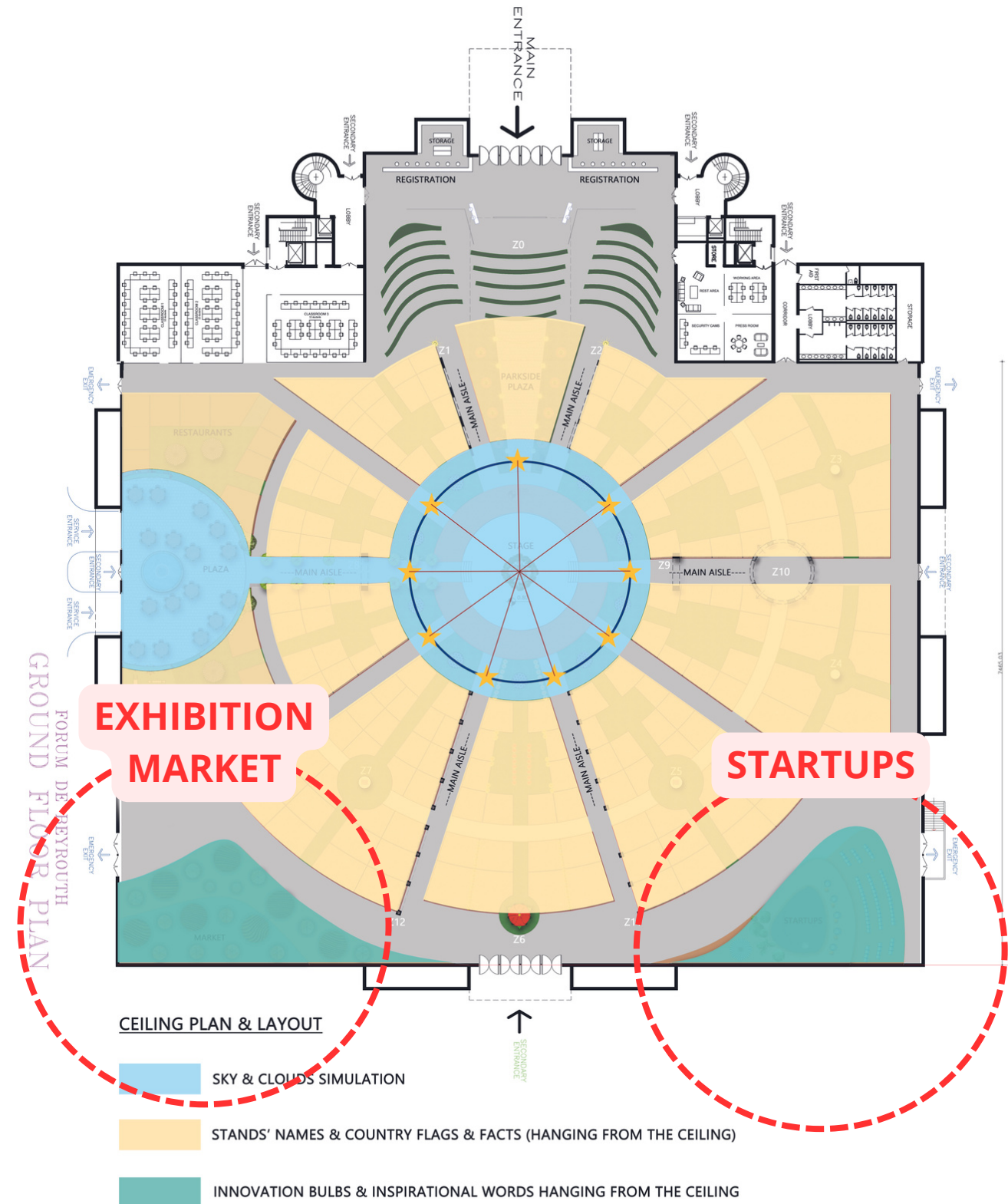
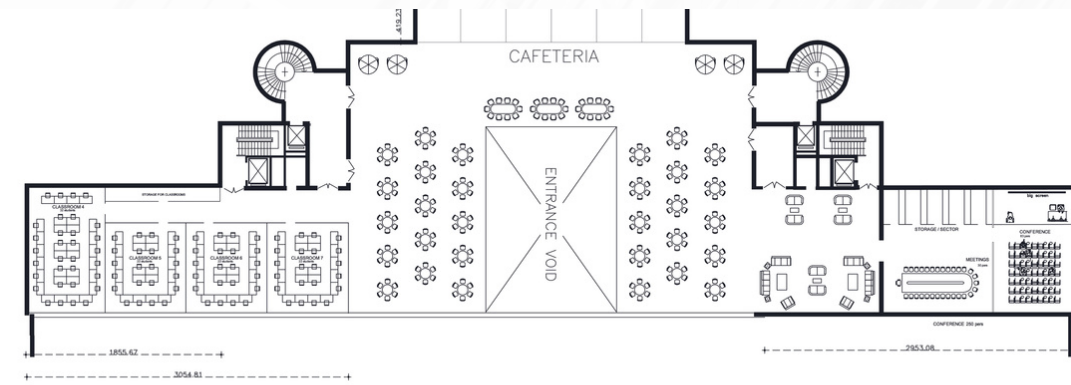
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# CEILING

SKY OF IDEAS AND INNOVATIONS



FORUM DE BEYROUTH  
MEZZANINE PLAN





## JOIN EUROBEY: PARTNERSHIP, SUPPORT, AND SPONSORSHIP OPPORTUNITIES AWAIT!

Eurobey is an initiative by LGBC organized by Devurbus, with the patronage of the German Embassy. There are three options available for special participation:

**1- PARTNERSHIP:** Participate in the event by providing a financial contribution and receive profits at the end of the event. You can select a specific sector and actively engage in preparing the program for that sector, including organizing scientific conferences and sales. As a partner, you will receive a share of the profit from each scientific conference and a share of the sales profit.

**2- SUPPORT:** Engage in the event without a financial budget. This option involves contributing in different ways, such as suggesting speakers or providing referrals. In return for your support, your logo will be featured on the 2nd slide of Eurobey's presentation.

**3- SPONSORSHIP:** Participate by providing financial support. You can choose from predefined sponsorship packages or create a customized package to suit your preferences. Depending on your chosen package, you may be featured in advertisements, for example, in an 18-second video on MEA planes. Additionally, you may also have the opportunity to include a stand at the event for promotional purposes.

Choose the option that best aligns with your interests and resources to be a part of Eurobey's exciting initiative!



# THANK YOU



FOR CREATING HOPE & OPPORTUNITIES