



FOR CONGRESSES  
& EXHIBITIONS

PORTFOLIO



# ABOUT MCE GROUP

Dear friends and customers,

Nineteen years have already passed and MCE Group kept growing... Because we believed in our work and we deeply followed our events, we reached our aims... I'm proud to thank our customers and suppliers in all Arab countries because they trusted us and considered MCE Group as their "ticket to Excellence".

As President of this firm, I am very proud of the progress record achieved. We made great achievements that set the path to the future with a serie of events highlighting the evolution of Health, Pharma, Energy & Other ... .

I believe that our company will remain solidly positioned, based on its organization and culture of ethical action, a wealth of talent and the enthusiasm of our employees for their profession driven by the desire to create and innovate.

For the next coming years, two important axes will guide us: consolidation and innovation. We will focus our efforts on the elaboration of our actual events and on the creation and development of new innovative conferences and exhibitions, as well training programs locally and regionally.

*Alice Yammine Bueiz*  
Chairman, MCE Group

# OUR MISSION

Our mission is to get the loyalty and enthusiasm of our clients and develop our business through dedication to the highest quality of client service and professional development driven by quality, honesty and professionalism. We stress efforts to guarantee the clients' satisfaction and to be innovative in different fields and to bring new ideas to our customers. We deliver corporate event planning and event production that surprises, delights and engages the audience. After all, there is always a ticket to excellence! With us, your ticket is guaranteed.

# OUR VISION

MCE Group pursuits of true excellence!

In the event business, we are firm believers that there's no such thing as a "second chance". We know you can't call a time-out or stop the clock. That's why we pride ourselves on anticipating every scenario and every last detail to ensure the absolute success of every event.

# OUR VALUES

Every work executed by our company is guided by the below values:

- Loyalty towards everybody we work with
- Respect for clients, employees, providers and environment
- Sense of initiative as we embrace the chance we get
- Creativity which distinguishes us from the other
- Team spirit and solidarity



# OUR SERVICES

- Event Financial: Setting the budget & managing the cost

- Venue Booking: Submitting different venue & advising about the most convenient.

Our well established relationship with the venues will facilitate getting the best prices for the best quality.

- Designing and Printing: Offering & creating the most convenient identity & design for your theme.

Following up the production in the printing house.

- Database, Mailing and distribution: Preparing the database of invitees.

Mailing & Delivering the materials according to the list prepared.

Setting a Marketing plan.

- Promotional items provision: Providing new and innovative ideas & stuff matching your budget.

- Guest welcoming, transportation, Hotel booking: Booking rooms for the international speakers, coordinating their transportation and welcoming them at the Airport in order to guarantee their smooth arrival and departure.

- Audio Visual, Sound & Equipment rental & Photography.

- Hostesses and ushers provision

- Registration

- Translation services

- Media Coverage in newspapers and on Tvs

- Drawing Floorplan for exhibition.

- Selling exhibition spaces and sponsorship packages

- Collecting exhibitors requirements, materials and payments

- Exhibition set up as well creating & executing special design booth.

- Following the scientific agenda, Contacting Speakers & Collecting Speakers materials.



# LEBANON



FOR CONGRESSES  
& EXHIBITIONS

UNDER THE HIGH PATRONAGE OF HIS EXCELLENCY  
**GENERAL MICHEL AOUN**  
PRESIDENT OF THE LEBANESE REPUBLIC

**25 - 27 SEPTEMBER 2019**  
**LE ROYAL HOTEL- DBAYEH**

**10<sup>th</sup> EDITION**





The 10th edition of the International Beirut Energy Forum welcomed 1890 participants from 31 countries in a very special event held under the High Patronage of HE. General Michel Aoun President of the Lebanese Republic.

The synergy that the International Beirut Energy Forum has gained throughout the years, has made this event a landmark in Lebanon for the sustainable energy sector, a lighthouse for development, dialogue, hope, and progress.

Organized by MCE Group and in strategic partnership with the Lebanese Center for Energy Conservation, The IBEF 2019 witnessed a growth in all areas compared to all nine previous editions.

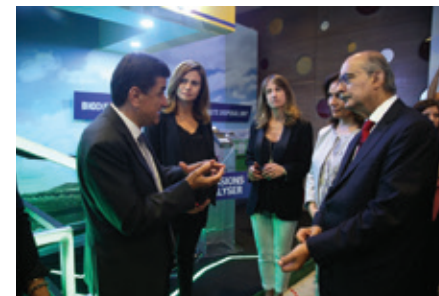
This is due to the fact that whether through national partnerships and initiatives, or through regional cooperation and international collaboration, Lebanon is contributing to the positive momentum of sustainable energy.

The 10th edition of the congress presented 10 big side events and 22 conference sessions in one event for Lebanese, regional and international organizations.

The 2019 edition of the International Beirut Energy Forum will continue its legacy as the leading event in the region related to renewable energy and energy efficiency offering a national and regional platform for individuals, engineers, bankers, decision makers, corporations, universities, and even states and governments to share experiences, to develop right policies and reliable technical solutions for the bright future of our planet.

# 1890

## DELEGATES



# 11<sup>TH</sup> EDITION

**Save your Agenda for the 11th Edition**

**7 - 9 OCTOBER 2020**

**SIMULTANEOUSLY WITH THE WORLD ENERGY WEEK - BEIRUT**

If you are interested in exhibiting and sponsoring the  
International Beirut Energy Forum 11th Edition contact us

**IN STRATEGIC  
PARTNERSHIP WITH**



LEBANESE CENTER FOR ENERGY CONSERVATION  
المركز اللبناني لحفظ الطاقة

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UNDER THE HIGH PATRONAGE OF HIS EXCELLENCY  
GENERAL MICHEL AOUN  
PRESIDENT OF THE LEBANESE REPUBLIC

# LEBANON TALKS HEALTHCARE



ARAB PHARMACEUTICAL & HEALTHCARE  
INDUSTRY BUSINESS DEVELOPMENT FORUM  
المنتدى العربي التاسع للصناعات الصحية

APRIL 4 , 2019  
LE ROYAL HOTEL BEIRUT - DBAYEH



9<sup>th</sup>  
edition



# 302 DELEGATES

Health Insight 2019 welcomed a record breaking amount of 302 delegates, speakers, sponsors, and exhibitors. We would like to take this opportunity to thank all the parties involved in the event, particularly our Strategic Partners: Ministry of Public Health in Lebanon, the Lebanese Pharmaceutical Importers Association, the Syndicate of Pharmaceutical Industries in Lebanon, the Group of International Pharmaceutical Companies and the Order of Pharmacists in Lebanon .

With this selective audience, the event has established itself firmly on the pharmaceutical event calendar.

This Congress featured more than 21 local international and regional respected speakers sharing expertise and experience with the attendees.

Health Insight 9 brings together all the stakeholders in the pharmaceutical field from Ministries, local industries, originators, importers and distributors of pharmaceutical and food supplements in Lebanon and the Arab countries to network and discuss the latest innovations in the pharmaceutical field.

The 2020 edition of Health Insight will continue its legacy as one of the most professional and reputable event related to pharmaceutical industries offering a unique platform of communication and networking among the various stakeholders.





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# HEALTH INSIGHT

ARAB PHARMACEUTICAL & HEALTHCARE  
INDUSTRY BUSINESS DEVELOPMENT FORUM

المنتدى العربي العاشر للصناعات الطبية

MARCH 26 , 2020

LE ROYAL HOTEL BEIRUT - DBAYEH

[www.healthinsightforum.com](http://www.healthinsightforum.com)

10<sup>th</sup>  
edition



نقابة مصانع الأدوية في لبنان  
Syndicate of Pharmaceutical Industries in Lebanon



The Group of International  
Pharmaceutical Companies



نقابة صيادلة لبنان  
ORDER OF PHARMACISTS OF LEBANON



# KUWAIT



FOR CONGRESSES  
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إتحاد المستشفيات العربية  
ARAB HOSPITALS FEDERATION

UNDER THE HIGH PATRONAGE OF  
**H.E. SHEIKH DR. BASEL HAMOUD AL-SABAH**  
MINISTER OF HEALTH - KUWAIT

**10-11 APRIL 2019**

**SALWA SABAH AL-AHMAD**  
**THEATER & HALL- KUWAIT**





The Arab Healthcare Development Annual Forum (AHDAF) is the 21th edition of the Arab Hospitals Federation Forum that took place in Kuwait on 10 - 11 April 2019 at Salwa Sabah Al-Ahmad Theater & Hall- Kuwait under the High Patronage of H.E. Sheikh Dr. Basel Al-Sabah - Minister of Health in Kuwait and with the support of Arab Ministries of Health.

The 21th edition welcomed a record breaking amount of 256 delegates, visitors, speakers, sponsors, and exhibitors. We would like to take this opportunity to thank all involved in the Arab Hospitals Federation Annual forum, particularly our big supporter the Ministry of Health in Kuwait.

We would like also to extend our deepest thanks to the Forum Committee under the presidency of Dr. Ahmad Al Shatti and the support of the Kuwait Private Hospital Federation whose efforts contributed to the success of this Edition, without forgetting our Strategic Partner Hamad Medical Corporation in Qatar that added the flavor of success to the event.

AHDAF Kuwait presented an interesting scientific program with high level experts in addition to workshops and several panel discussions.

The 2020 edition will continue its legacy as one of the leading healthcare events offering a unique platform of communication and networking with high level decision makers in the Arab healthcare sector and allowing the attendees to share their input on healthcare policies.

# 302

## DELEGATES



# OMAN



**MCE**  
**GROUP**

FOR CONGRESSES  
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اتحاد المستشفيات العربية  
ARAB HOSPITALS FEDERATION

The 19<sup>th</sup> Edition of the Arab Hospitals Federation Forum

**29 - 30 APRIL 2018**  
**JUNIOR BALLROOM**

OMAN CONVENTION & EXHIBITION CENTRE  
MUSCAT - OMAN





# 420 DELEGATES

The Arab Healthcare Development Annual Forum (AHD AF) is the 19th edition of the Arab Hospitals Federation Forum that took place in Oman on 29 - 30 April 2018 at Oman Convention & Exhibition Center- Muscat under the High Patronage of HE. Dr. Ahmed bin Mohammed Al-Saidi - Minister of Health in Oman and with the support of the Arab Ministries of Health.

The 19th edition welcomed a record breaking amount of 420 delegates, visitors, speakers, sponsors, and exhibitors.

AHDAF Oman presented an interesting scientific program with high level experts in addition to workshops and several panel discussions.

The 2019 edition will continue its legacy as one of the leading healthcare events offering a unique platform of communication and networking with high level decision makers in the Arab healthcare sector and allowing the attendees to share their input on healthcare policies.



# CAIRO



FOR CONGRESSES  
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MEDHEALTH  
CAIRO 2018



UNDER THE HIGH PATRONAGE OF  
**HE. ABDEL-FATTAH EL-SISI**  
PRESIDENT OF THE ARAB REPUBLIC OF EGYPT

**28 FEB-1 MAR 2018**

CAIRO MARRIOTT HOTEL

**SIMULTANEOUSLY WITH THE ARAB HEALTH MINISTERS COUNCIL**



The 18th edition of Medhealth welcomed a record breaking amount of delegates, visitors, speakers, sponsors, and exhibitors in the presence of our supporters: the League of Arab States, The Arab Health Ministers Council, The Executive Board of the Arab Health Ministers Council and the healthcare organizations in the Arab world.

Held in strategic partnership with Hamad Medical Corporation, Medhealth Cairo 2018 increased the exhibition size and the delegate numbers were also up by a staggering 50% compared to last year's edition.

Medhealth Cairo 2018 welcomed 600 delegates, which represented an impressive 50% increase from last year. The 18th edition of the Forum presented an interesting scientific program with high level experts in addition to workshops and several panel discussions.

Medhealth will continue its legacy as one of the leading healthcare events offering a unique platform of communication and networking with high level decision makers in the Arab healthcare sector and allowing the attendees to share their input on healthcare policies.

# 600 DELEGATES



# AGENDA



FOR CONGRESSES  
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26 - 27 FEBRUARY 2020

The long successful journey of MedHealth positioned it to be the unique forum held simultaneously with the Arab Health Ministers council in any hosting country. It is the only Healthcare event in Arab world that will gather this huge number of Ministers on its panel, discussing the latest subjects related to the Arab Healthcare sector, issuing recommendations that helps the decision makers in advancing their services.

Held with different strategic partners, Cairo will host in 2020 the ministers council and the 22nd edition of the Arab Hospitals Federation.



14- 15 APRIL 2020

The Arab Healthcare Development Annual Forum (AHDAF) is organized in different Arab countries with the support of the Arab Ministries of Health, WHO and many Arab Healthcare organizations.

AHDAF is committed to discussing the challenges facing each Arab Healthcare sector, exploring solutions for hospital managers, healthcare leaders and workers, updating them on healthcare management thinking and experience. It always offers an ideal platform for unlimited networking opportunities between the various stakeholders in the Arab healthcare sector.

Held with different strategic partners, Kuwait will be one of the countries that will host the 23rd edition of the Arab Hospitals Federation.



3 - 4 JUNE 2020

Due to the big reputation that The Arab Healthcare Development Annual Forum (AHDAF) gained in the healthcare sector, the 24th edition will be organized in Beirut with the support of the Ministry of Public Health and in the presence of Arab Health Ministries with the collaboration of WHO and many Arab Healthcare organizations.

AHDAF is prepared to tackle the challenges facing the Lebanese Healthcare sector, to exchange experiences with other Arab Healthcare sectors and present in its ideal platform huge networking with various leaders in the Arab healthcare sector.



Working with leading experts in the region, the AHF Training Program provides you 4 well-designed programs delivered by top notch facilitators and covers the most critical areas of healthcare.

The courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional skills and build capability that is unique to their chosen fields.

They are accredited by internationally renowned industry associations offering you the opportunity to become a fully certified business professional.



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