

# INTERNATIONAL MEDITERRANEAN FAIR : RECRUITMENT FORUM

*The Job Appointment  
From 12<sup>th</sup> to 16<sup>th</sup> May, 2010*

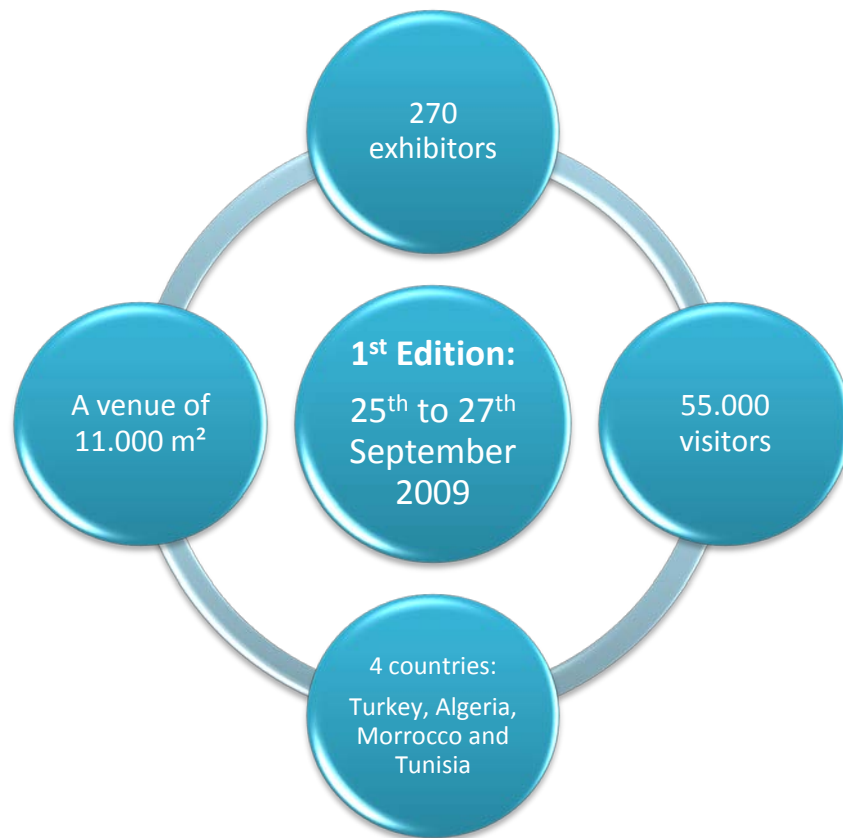
[www.foireorientaleinternationale.com](http://www.foireorientaleinternationale.com)

# WHO ARE WE ?

ZR EVENTS is the official organizer of an original and exclusive concept: the International Mediterranean Fair.

Our objective: bring Mediterranean companies and cultural organizations together in a friendly and welcoming space.

## ABOUT THE FAIR:



# WHY A RECRUITMENT FORUM ?

Despite the global economic crisis, the Mediterranean oriental space shows all the signs of commercial dynamism that international economy needs.

To develop, a region also needs its employment to be supported, that is why ZR EVENTS is dedicating a part of the Fair to an **INTERNATIONAL RECRUITMENT FORUM**

## A DEDICATED SPACE TO ENCOURAGE MEETINGS

- Stands
- Job Dating : 7 minutes to convince
- VIP room
- Advice sessions to succeed its application and job interviews
- Professional conferences about multicultural management issues

## PARTICIPATING...

- *Companies*

French, Algerian, Turkish, Moroccan... they are international companies wishing to develop their activity employing talented candidates with international skills.

All sectors are represented.

- *Applicants*

Post graduates, junior to senior manager, executives...

With international skills (training, experience, foreign languages...)

All nationalities

- French, Algerian or Turkish *Training centres, higher schools, Universities...*

Those institutions are the chosen intermediate between companies and students.

They train the future managers and help experienced one to specialize

Location : Rhône-Alpes, France and International

- Employment agencies, temporary work agencies, experts in professional services recruitment, and other regional, national and international recruitment organizations.

## Why this Recruitment forum?

Because there are international supply and demand in terms of employment:

- International companies which need managers and executives to develop their activity and gain market shares
- Motivated and skilled Senior or Junior Managers and post-graduated, who want to boost their career
- Training center, higher schools and Universities which provide international programs and aim to promote their students' professional integration.

## THE FORUM'S STRONG POINTS:

- The international context: a unique concept, taking place in the second region the most dynamic in France, and bringing together the main economic and cultural Mediterranean protagonists
- Targeted applicants, from all nationalities, with international skills, post-graduated or experienced managers
- Key moments: seminars and round-table conferences, Job Dating and a VIP room to encourage meetings
- International and national Media coverage

### AN INTERNATIONAL MEDIA COVERAGE

- o Internet : [www.foireorientaledelyon.com](http://www.foireorientaledelyon.com), financier-dz.com (partenaire), social reds
- o Press: le Courrier de l'Atlas, Arabies, le Moci, Lyon Plus, Le Progrès
- o Tv: Canal Algérie, LIVE BROADCASTING ON Kanal Avrupa (Turkish channel)
- o Radio: radio France Maghreb 2
- o Posters: Metro, Tramway, large format
- o Catalogue of the Fair, mentioning all the exhibitors + the recruitment forum guidebook. Both are distributed for free within the venue and are widely sent to official organizations from the 12 Mediterranean countries represented

## You aim to ...

- ✓ Meet international recruiters
- ✓ Promote your expertise and know-how
- ✓ Develop your professional reds
- ✓ Recruit your future managers
- ✓ Reach a new international markets

**... then participate to the International Recruitment Forum**

# THE OFFER (See sales conditions for more details)

For any reservation before February, 1st 2010: 30% Discount

| STAND   | 9m <sup>2</sup>  | 18m <sup>2</sup>                                       | 27m <sup>2</sup> |
|---|--|--|------------------|
| Price <i>excl. VAT</i>  | €2 600   | €5 000   | €7 000           |
|   | <b>Official Partner</b><br><b>€19 000 <i>excl. VAT</i></b> | <b>Gold Partner</b><br><b>€10 000 <i>excl. VAT</i></b> |                  |
| <b>Communication before the Fair</b>  |  |  |                  |
| <b>Website</b>  | Logo   | Logo   |                  |
| <b>Logo on other means</b><br><small>(see sales conditions and formats)</small> | Flyers A5<br>Posters A2<br>Metro et Tramway                | Posters A2   |                  |
| <b>Communication during the Fair</b>  |  |  |                  |
| <b>Distribution rights*</b>   | Hostess  | Display shelf  |                  |
| <b>Entry Tickets and map of the Fair</b>  | Logo   | -  |                  |
| <b>Fair + Forum 's guidebook</b>  | 1 Page   | 1 Page   |                  |
| <b>Business</b>   |  |  |                  |
| <b>Stand</b>  | 36m <sup>2</sup>   | 27m <sup>2</sup>                                       |                  |
| <b>VIP room access</b>  | Yes  | Yes  |                  |
| <b>Parking</b>  | 4 spots  | 3 spots  |                  |
| <b>Invitations</b>  | 40*  | 30*  |                  |

**Details :**

- Stand: Moquette, melamine dividers, signboard, flag, 3 spots per 9m2 (max intensity 2KW without individual meter).  
Included: participation to all activities in the recruitment forum : Job Dating, round-tables conferences, seminars...
- Invitations: Total number of invitation to the Fair for any people of your choice.
- VIP access: Access to the VIP room (located in the B to B Hall) to the exhibitors and their guests.
- Distribution rights: The brochures have to be supplied by yourself. Whether distributed by one of our hostess or available on display shelves in the venue.

## Don't forget to communicate...

| Recruitment Forum Guidebook | Prices (excl. VAT) | Brochure of the Fair                    | Prices (excl. VAT) | Other                              | Prices (excl. VAT) |
|-----------------------------|--------------------|---|--------------------|------------------------------------|--------------------|
| Outside back cover          | € 1600             |   |                    | Poster Metro and Tramway           | € 3500             |
| Inside front cover          | € 1550             | Logo on the "recruitment" chapter       | € 250              | Logo on poster A2 - 10 000 copies  | € 3000             |
| Inside back cover           | € 1550             | Logo on the "Communication" chapter     | € 300              | Logo on Flyers A5 - 200 000 copies | € 3000             |
| Full page inside            | € 850              | Logo on the cover page + Picture inside | € 500              | Logo on the plan of the fair       | € 250              |
| Half-page inside            | € 500              |   |                    | Official website (3 months)        | € 250              |
| Quarter of page             | € 350              |   |                    | Ad on Tickets                      | € 2500             |

## CONTACTS

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Looking forward to a fructuous partnership ...