

**An estimated 16,000 people will visit the exhibition
Around 160 companies will be exhibiting**

May 13-15, 2014

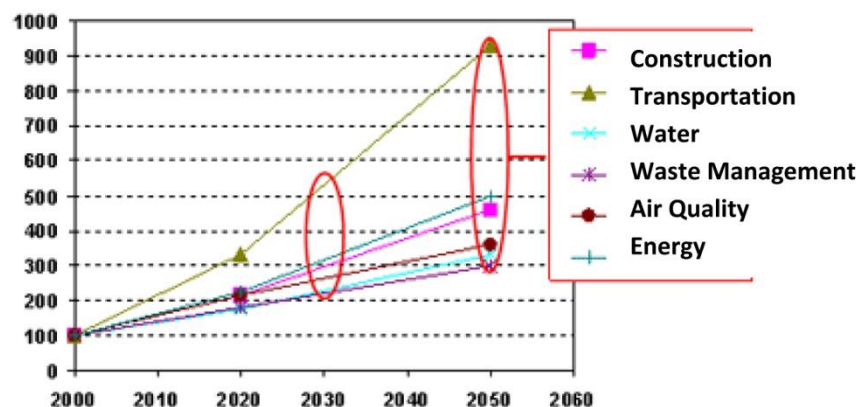
Exhibition Center, Tel-Aviv

Dear Sir/Madam,

Israel is witnessing an unprecedented emergence of infrastructure projects in a variety of sectors - roads, railways, air and sea ports, energy, water and environment – at a scope of over 70 billion NIS over the next few years. Projections for the development rates of infrastructure up to 2050, that were prepared as part of *Israel 2020 to Israel 2050*, by the Neaman Institute at the Technion Institute of Technology, indicate that the extent of infrastructure will increase by two to five times over the next 20 years (see figure below). Within two to three decades, two thirds of Israel's infrastructure will be new, and therefore the challenge we face is not only to complete this mass construction program at a suitable rate and budget, but also to ensure that it will be technologically innovative.

Infrastructure development projections for the State of Israel until 2050

Infrastructure Development Indexes



Infrastructure development projections for the State of Israel until 2050

Examples of Projects:

- A program led by the government to connect the center and peripheral regions via a new transport network, including, inter alia:
 - ❖ Plan for the development of projects for the construction of roads, bridges and interchanges, by the Netavei Israel company, at a scope of about 1.5 billion dollars a year from 2013 to 2016.
 - ❖ Railway development – new lines (Tel Aviv to Eilat, Afula – Tiberias, Ashkelon – Beer Sheva), electrification of trains (at a scope of 11 billion NIS), expanding the capacity of the rail infrastructure in the Tel Aviv region.
 - ❖ Railway line from Tel Aviv to Eilat – an electric train that will travel at a speed of 250 KPH and enable passengers to reach Eilat in two hours. The train will also be used to transport cargo from the port of Eilat directly to the port of Ashdod, and will serve as an overland bridge from Asia to Europe.
 - ❖ Extension of the toll highway – Highway 6 – in both directions (worth 4.2 billion NIS).
- Construction of a light rail network in Tel Aviv (worth approximately 15 billion NIS).
- New port infrastructures in Haifa and Ashdod (worth approximately 9.5 billion NIS).
- Red-Dead project – laying a water pipeline from the Red Sea to the Dead Sea, with the goal of slowing the drying up of the Dead Sea. The cost of construction of the pipeline is estimated to total 250 to 400 million dollars.
- Construction of an airport in Timna, near the city of Eilat, at a total cost of 2.5 to 3 billion dollars that will serve local and foreign air passenger traffic.
- Projects by Mekorot, Israel's national water company, for water desalination.

In light of these facts, the Israeli Building Center announced the opening of registration for the 2014 Building Exhibition, the biennial exhibition of construction, projects, infrastructure and heavy engineering equipment. This year the exhibition will focus on systems and technologies for projects in tunneling, water and desalination, and green energy, as well as communications systems in infrastructure projects.

This year's exhibition will also include, with pre-registration, a welcoming reception for dozens of construction and maintenance companies, institutions, architectural firms, project management firms and more. Pre-registration is available for industry professionals. There will also be an opportunity to participate in industry professional sessions at a conference which will take place in parallel.

Industry Professional Sessions

The exhibition will host an industry professional conference with leading speakers from Israel and around the world on a variety of topics. The sessions will be organized by a joint steering committee of organizations and unions in the construction and infrastructure industries and by the Israeli Building Center.

Corporate Events

Events, conferences and corporate launches can be held at the Exhibition Complex with an additional fee for the lecture room.

Advertising and Public Relations

Prior to the exhibition, advertising and public relations campaigns will be launched by different media, and thousands of invitations will be distributed to professional clientele. There will also be advertising and marketing in the Arab sector.

Early Registration for the Exhibition

Pre-registration will be offered to tens of thousands of industry professionals via the exhibition's website. Early registration will allow fast-track entry to the exhibition and companies that register early will be advertised through a special campaign on the exhibition's website.

Exhibition Location, Dates and Hours of Operation

The exhibition will take place at the Tel Aviv Exhibition Grounds in halls 1, 11, 13 and in outside spaces. The exhibition will be open to the public from Tuesday, May 13 to Thursday, May 15, 2014, between the hours of 11:00 and 21:00.

Now is the time to book your exhibit at Building 2014 and to ensure that your company has a premiere spot at the biggest event in 2014 for construction, projects and infrastructure.

I look forward to meeting you in Israel. Should you have any questions, please feel free to contact me:

Ran Sassover

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Currently concluding my role as the Deputy Director General of the Netivei Israel – National Transport Infrastructure Company (Israeli governmental company), I am an expert in the fields of management and organization, with around 20 years of experience in management, administration, business development, and initiating and leading large scale organizational projects.

I have worked for many years in the public sector in the field of transportation and infrastructures, and have acquired diverse and extensive senior management experience.