

Under the patronage of



Arab Republic of Egypt  
Ministry of Electricity and Renewable Energy



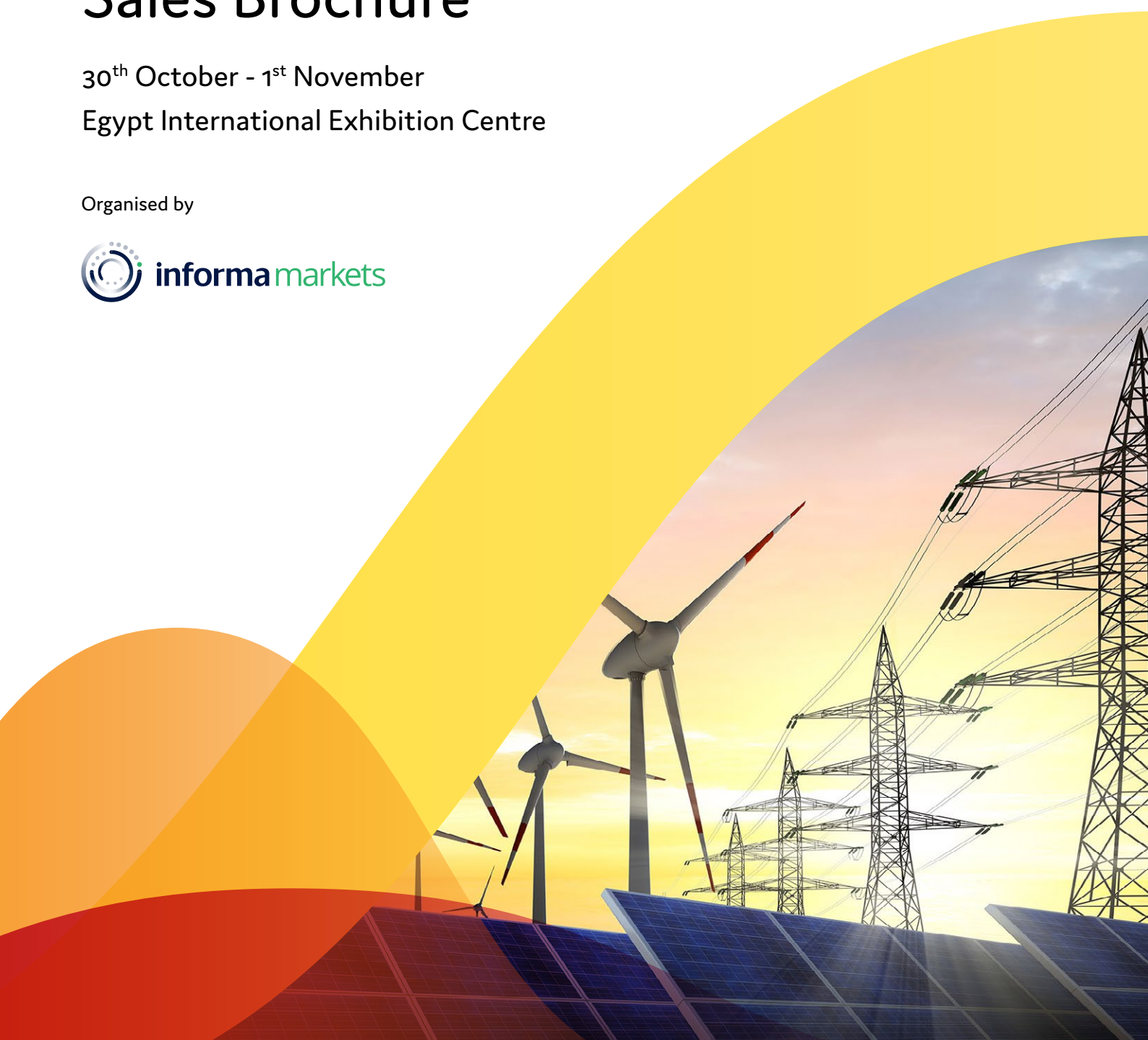
Explore. Empower. Energise

# Egypt Energy 2022 Sales Brochure

30<sup>th</sup> October - 1<sup>st</sup> November

Egypt International Exhibition Centre

Organised by



# Uniting Egypt's Energy Community

Egypt Energy (previously known as ELECTRICX) held under the patronage of the Ministry of Electricity & Renewable Energy with a 30-year history as the leading power and renewable energy event in Egypt and North Africa, which allow exhibiting companies to gain brand recognition within a well-established event.

The event caters to the entire power industry including suppliers of power generators, energy storage and energy management systems, high and low voltage cables, energy transmission and distribution, solar panels, solar power, and green energy who showcase their products, new technologies and innovative solutions to thousands of professional visitors seeking to source products from multiple sectors and move projects forward.



# Market Overview

## Top energy projects in Egypt

Egypt's power sector is the cornerstone of inclusive development, and expected to have more than 43 billion EGP worth of public investment for the power sector during 2021/2022, and around 416 renewable energy projects worth 95.6 billion EGP in two years. Some top projects including investment worth



Energy sector represents **13.1%** of overall GDP



Egypt needs **EGP 2 Trillion** in climate-smart investments alone by 2030



Energy consumption per capita was at **0.97 toe**, including **1550 kWh** of electricity (2019)



Egypt intends to increase the supply of electricity generated from renewable sources to **20%** by 2022 and **42%** by 2035



Households absorb **41%** of energy consumption, followed by industry (**29%**) and services (**20%**)



Egypt to deliver **7.2 GW** of wind power by 2022, **2.8 GW** of solar CSP by 2027 and **700 MW** of PV by 2027



Investment in renewable energy capacity, currently set at around **EGP 39.5 billion** per year until 2030



# Egypt Energy 2021 in Numbers



**30<sup>th</sup>**  
Edition



**57**  
Exhibitors



**15**  
Partners



**34**  
Speakers



**6,500+**  
Attendees



**924**  
Conference  
delegates



**12+**  
Countries  
represented



**30+**  
Sessions and  
seminars

“Egypt Energy this year was very well organised, there is a big diversity of the companies within the energy sector and products offering is very wide. I highly recommend visiting.”

**Hesham Soliman**  
Power Engineer



# Product sectors at Egypt Energy

An average of \$840,730 sales is expected to be generated by Egypt Energy exhibitors over the 12 months following the show.



## Power Generation

Low-voltage cable | Pipeline repair | Protective clothing | UPS & PQDs | Insulation Solutions | Power supply units | Emergency & safety systems | Network & security solutions | Energy solutions | Electro-mechanical equipment & services | Standby power | EPC Solutions | Wire manufacturers.



## Transmission & Distribution

Cables and Cable Management Systems | Cable Installation | Electrical Distribution Equipment | Switchgear and Control | Transformers | Instrumentation, Test & Measurement | Safety & Protection Equipment | Power Transmission.



## Energy Consumption & Management

Automation data | energy efficiency | transformative lighting systems.



## Digitalization and Smart Solutions

APM Solutions | Digital twin technology | Smart Technologies | Industrial Automation | Smart Cities | Derm Solutions | Remote Monitoring | Edge Capabilities | IoT



## Renewable & Clean Energy

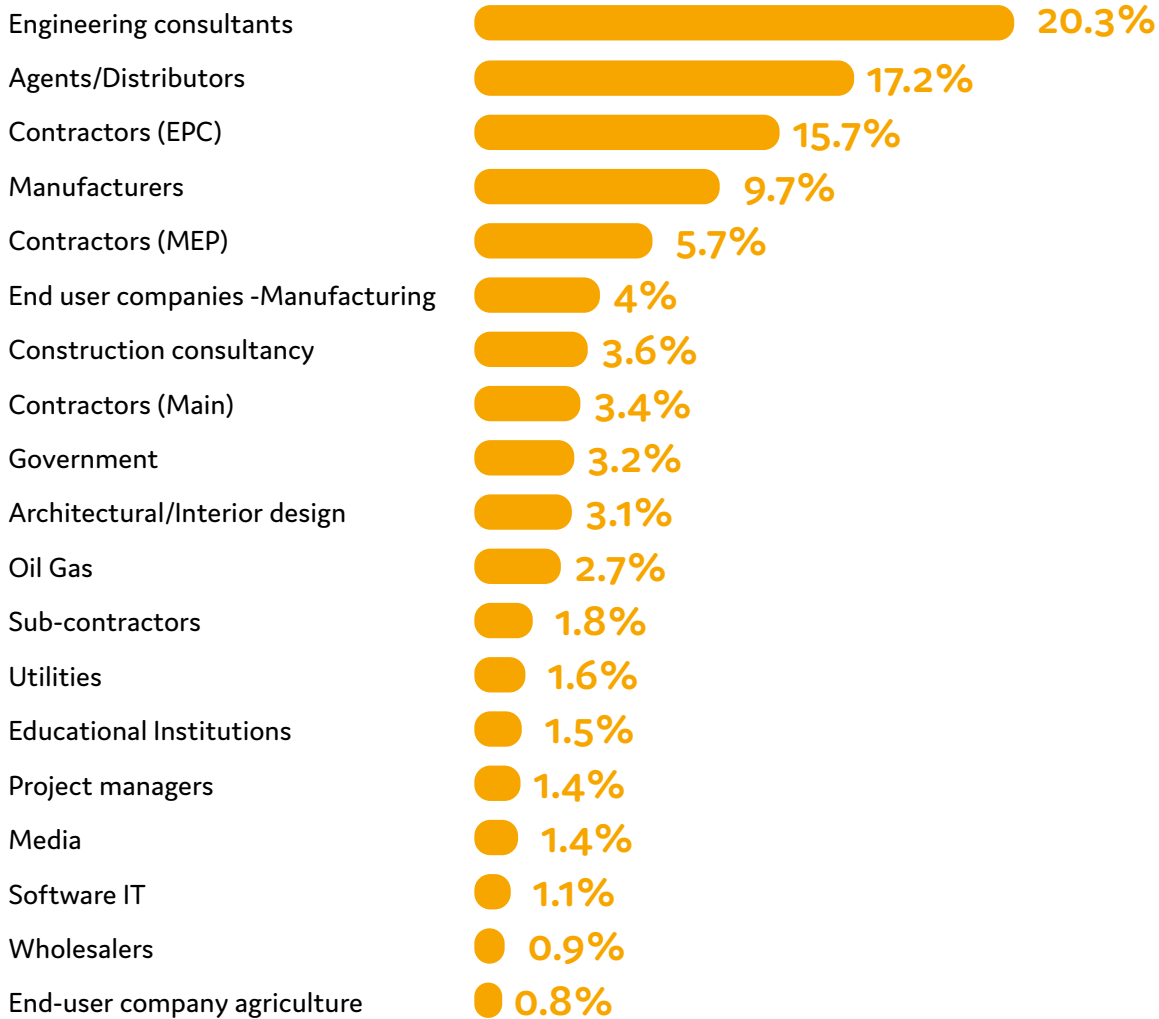
Solar thermal & water heating | Concentrated Solar power (CSP) | Logistics Module Assembly | PV Cells & Modules | Thin-Film PV Panel Suppliers & Manufacturers | PV balance of systems (BOS)



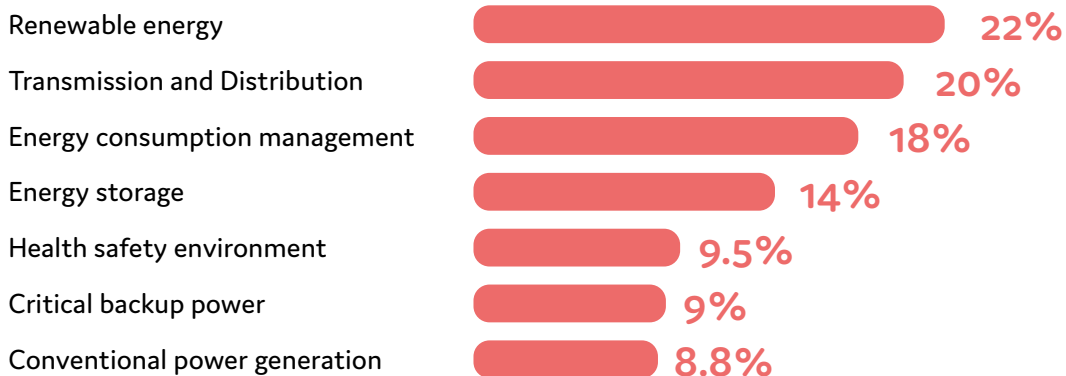
## Lighting

Lighting control | light management | light measurement LED converters | LED exterior and interior lights | LED fittings | LED illuminated advertising signs | LED modules | LED strips | Organic LED

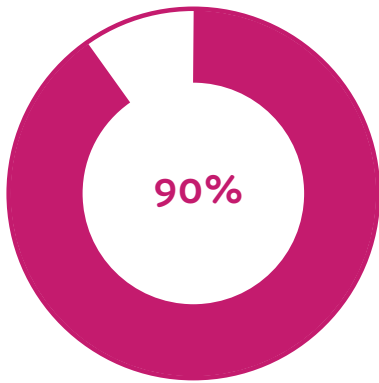
# Visitors Profile



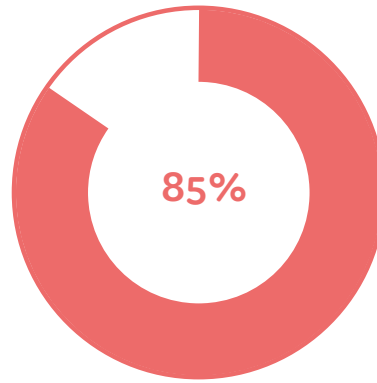
## Interest by sector breakdown



## Top reasons for visiting



Consider visiting is important to their business



Were satisfied from their visiting experience

## Who will you meet?



Consultants  
(construction  
and engineering)



End users of  
automation  
technologies



Facilities  
management  
professionals



Oil & gas  
professionals



Law / legal service  
professionals



Independent  
power producers



Government &  
public entities



Telecommunications  
professional



Educational  
institutions



Architects /  
interior designers



Data centre  
operations



Distributors



Suppliers



Contractors



Sub-contractors



Project manager



Developers



Manufacturers



Surveyors



Utilities



Distributors



Engineers

# Why should you exhibit at Egypt Energy?



## Visibility

Showcase your brand, products and services in front of 9,000+ potential visitors of engineers, contractors, consultants and project managers.



## Thought leadership

Educate your target audience with your key messages in our technical seminar area. Highlight what differentiates you from competitors and show off your innovations.



## Lead Generation

Save time and money by generating quality leads and increase the prospect of reaching your target buyers.



## Network

Meet decision-makers and industry leaders looking to overhaul their energy systems.



## 356-day marketing

Improve your ROI by leveraging our extensive year-round marketing campaign targeting thousands of buyers.



## New market

Explore new markets entry opportunities

“The exhibition experience was very satisfying; we were able to have a good number of b2b meetings with consultants and contractors which met our our objective of expanding our database.”

**Mohamed Ahmed**

Plant Manager  
BICC Cable



# 2021 Marketing Campaign in Numbers



**Over 6 million** impressions served via online advertisement



**4,265,170** total of PR coverage value



**1.8 million** reach across the social media channels and 5,700 new page likes over the past 6 months



**3,600+** reach via telemarketing campaign



**600+** reach via on ground market activation across top electricity markets



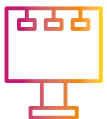
**180** promotional radio spots were broadcasted across leading radio channels in Egypt



**32** email campaigns sent to over 88,858 contacts globally



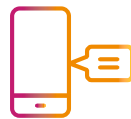
**15** media partners promoted the event through print, online and social media channels



**8** outdoor billboards and a digital advertising screen across leading locations in Cairo



**6** newspaper adverts placed in the top publications



**5** SMS campaigns sent to over 40,000





# Informa AllSecure

Egypt Energy 2022 will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

All Informa events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow the ten Informa **AllSecure priority commitments**.

Wherever applicable and possible, our events will also apply the fuller range of standards and guidelines described in the **Informa AllSecure guidebook**.

Find out more about our commitment to your health and safety [here](#).





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30<sup>th</sup> October - 1<sup>st</sup> November  
Egypt International Exhibition Centre

# Reserve your Location at Egypt Energy 2022

Get in touch with us and book your space now

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Organised by

