

# FUTURE ENERGY EAST AFRICA

EAPIC CONFERENCE & EXPO

**FUTURE ENERGY  
EAST AFRICA: THE  
LEADING REGIONAL  
POWER & ENERGY  
CONFERENCE AND  
TRADE EXPO IN  
EAST AFRICA**

**OPPORTUNITIES  
BROCHURE**

**12 – 13 SEPTEMBER 2018**

KICC, Nairobi, Kenya

2017 Host Ministry

REPUBLIC OF KENYA



MINISTRY OF ENERGY AND PETROLEUM

Co-located event

Utility  
CEO Forum

[www.future-energy-eastafrica.com](http://www.future-energy-eastafrica.com)

## FUTURE ENERGY EAST AFRICA: THE LEADING REGIONAL POWER & ENERGY CONFERENCE AND TRADE EXPO IN EAST AFRICA

Energy is fundamental to Africa's economic development, and with population increase, industrialisation, depleting fossil fuels and climate change, renewable energy and how to store it are key to the future of energy.

Future Energy East Africa is the evolution of the East African Power Industry Convention (EAPIC) and after 19 years of successfully driving connections across the East African power sector, it comes exactly at the time when the industry is shifting its focus to developing long-term sustainable energy solutions.

Having established its bases in Nairobi the hub of East Africa, the strategic conference will attract 300 regional delegates and the trade expo an additional 1,500 visitors across the full spectrum of the value chain to discuss solutions, share knowledge and benchmark operations for increased cross border collaboration.

## EAST AFRICA IS OPEN FOR BUSINESS

- East Africa is forecasted to have more than 50,000MW of generation potential by 2030.
- The region, which includes Tanzania, Kenya, Ethiopia and Rwanda is beginning to turn its back on biomass for its energy consumption in favour of more modern energy sources so as to meet the growing demands of the expanding urban population and the rising per capita income levels.
- While the biggest African economies exhibit little or no growth, investors should not overlook the continued boom in East Africa, with expected growth of 5% - 8% in 2016 to 2017, according to the IMF.
- African Economic Outlook (AEO) for 2018 states that East Africa will be the fastest growing region at 5.3% real GDP growth, followed by North Africa at 3%.



**+1800**

**C-LEVEL PROFESSIONALS**

**2194**

**SQM OF EXHIBITION SPACE**

**+80**

**EXHIBITORS**



DISCOVER THE PROJECTS IN THE PIPELINE  
[WWW.FUTURE-ENERGY-EASTAFRICA.COM/PROJECTDATABASE](http://WWW.FUTURE-ENERGY-EASTAFRICA.COM/PROJECTDATABASE)

### WHO ATTENDS FUTURE ENERGY EAST AFRICA?



UTILITIES/IPPs



POWER DEVELOPERS



TECHNOLOGY PROVIDERS



GOVERNMENT/REGULATORS



CONSULTANTS/SERVICE PROVIDERS



LAW FIRMS



BANKING/FINANCIAL/INVESTMENT



LARGE ENERGY CONSUMERS

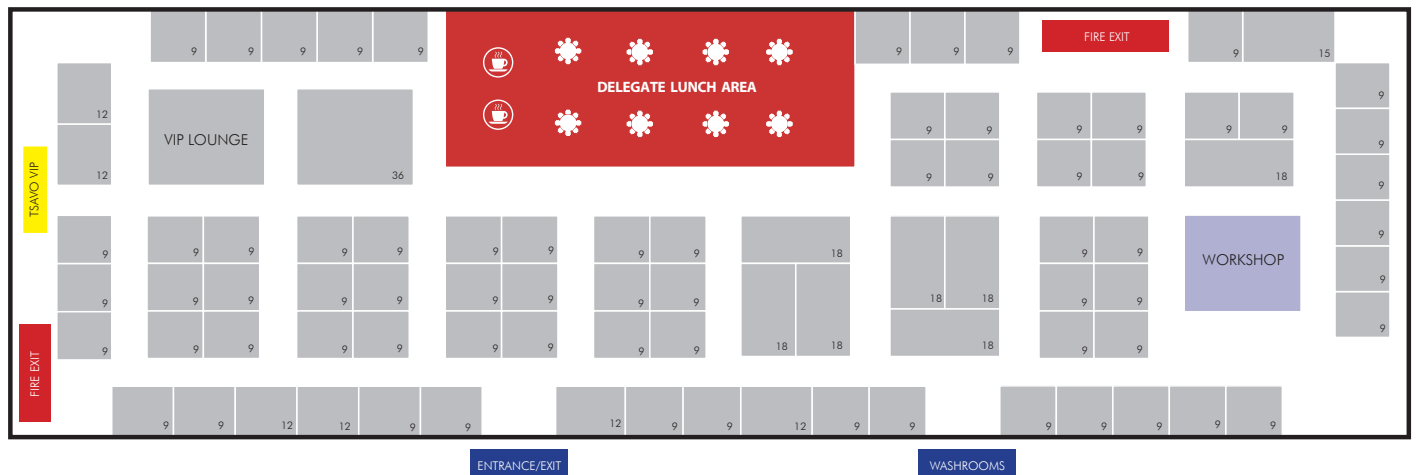
# PROVIDING YOU WITH BUSINESS SOLUTIONS

- **Expand your reach**, meeting local distributors and partners to build long-lasting partnerships.
- **Gain a competitive advantage** by having face to face time with government, utilities, IPPs, finance, developers and EPCs that are seeking solutions in the metering, generation, transmission and distribution, renewable and clean energy sector.
- **Launch new products** in the largest economy in Africa.
- **Save on marketing costs** – interact with your market during refreshment breaks, lunches and networking cocktail events.
- **Grow your business** by solidifying business deals at the event.

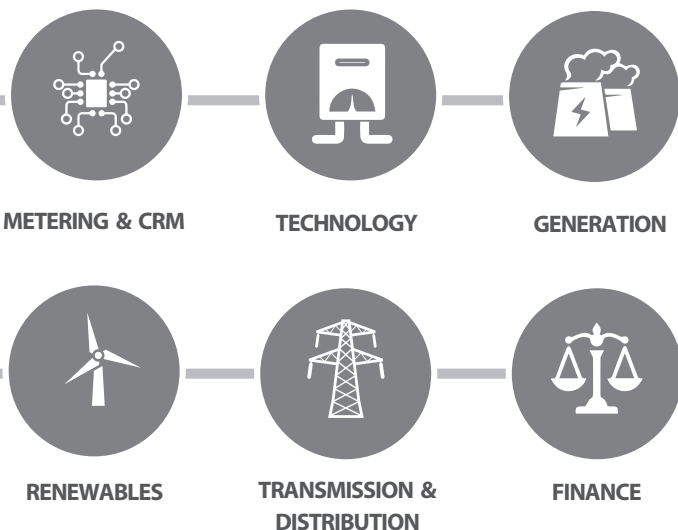
## BENEFITS OF REBOOKING ONSITE FOR 2018

- **Frozen Rates: Annual 8 -10 % increase** will be in effect after the event
- **Inclusion in the post event report**
- **You will receive priority selection/best location** on the floor.
- **Take advantage and receive the full benefit of over 2 million marketing impressions** planned straight after the event on going through to the current show.

## FLOOR PLAN



## INDUSTRIES THAT EXHIBIT AT FUTURE ENERGY EAST AFRICA:



# ENHANCE YOUR PRESENCE

Exhibitions and events play a vital role in your marketing mix. They are dynamic, cost-effective and enable visitors to engage with you and see, touch and try your products – things that traditional advertising does not allow for.

Generate leads, showcase your innovative solutions and build partnerships at the leading power and energy expo in East Africa. Take advantage of numerous networking opportunities, including the Future Energy East Africa Power Industry Awards, and demonstrate thought leadership by positioning your company as an innovator and market leader.

## EACH EXHIBITION PACKAGE INCLUDES:

- Discounted conference registrations for your staff
- Unlimited free visitor passes for your clients
- Exhibitor listing in the show catalogue and on the website (25 words)
- 4 exhibition staff passes for each 9sqm space booked

## ADDITIONAL ITEMS FOR SHELL SCHEME PACKAGES:

- Shell scheme panelling and fascia name board
- 1 table, 2 chairs, 1 light and 1 plug point

## TAKE A SPONSORSHIP PACKAGE:

### DIAMOND (Exclusivity on)

- Plenary keynote sponsor
- Headline sponsor
- Logo on cover of the event show catalogue
- Welcome address at keynote

### PLATINUM (Select one)

- Delegate bags
- Networking reception branding
- Registration area branding
- VIP lounge branding
- Name badge and lanyards
- Conference session sponsorship
- Speaking opportunities

### GOLD (Select one)

- Conference session sponsorship
- Visitor bags/packets
- Delegate lunch area branding
- Technical programme theatre branding

### SILVER (Select one)

- Coffee break and visitor lunch pod branding (incl branded cups)
- Speaker gifts sponsor
- Technical programme speaking slot



**Contact Lucian Scholtz to discuss your sponsorship and exhibition needs and let us create a bespoke package to match your business development objectives.**  
**Email: [lucian.scholtz@spintelligent.com](mailto:lucian.scholtz@spintelligent.com) | Phone: +27 21 700 3576**

## THANK YOU TO OUR 2017 SPONSORS AND PARTNERS

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