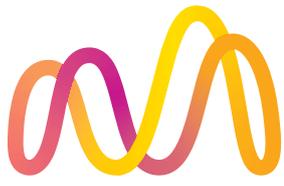


Under the patronage of
H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler Of Dubai



**Middle East
Energy Dubai**

15 - 17 March 2021 | Dubai World Trade Centre, UAE

Explore. Empower. Energise

Guide to MEE 2021



Uniting the Global Energy Community

Middle East Energy is positioned as a leading global energy event catering to the entire value chain, from manufacturers and global industry experts to governments and power industry professionals who are looking to drive cost-effectiveness and efficiency and move projects forward.

The annual event is held at the Dubai World Trade Centre and is hosted by the UAE Ministry of Energy.

With attendees converging from all over the world, MEE offers exhibitors access to thousands of potential customers.

Exhibitors have the opportunity to judge market demand, gain valuable industry knowledge, develop new areas of business and strengthen existing ones.

Leveraging Dubai's position as the regional re-export hub, the exhibition facilitates access to challenging and hard-to-reach markets through partnerships with distributors and agents.

"MEE is an event which generates a lot of vibe and curiosity in the Energy sector bringing together big players from the industry to display the latest technology advancements and create a path for businesses"

Ashrit YN
Country Manager
International Energy Technik (Tz) Limited



Market Overview

Middle East energy market outlook for 2035



The Middle East region needs to add **277 GW** of new capacity by 2035



Power demand in the region is expected to grow by **3.3%** each year until 2035



Gas is expected to remain the largest source for power generation in the region representing **60%** of installed capacity through 2035



An estimated **83 GW** of renewable energy capacity alone will be added to the region's energy mix by 2035

Post Covid-19 predictions

- Despite Covid-19, revenue generated from renewable energy is expected to increase from \$184 billion in 2020 to **\$226 billion** by 2021
- Batteries and hydrogen technology are key to a **clean energy** future
- Green energy could drive Covid-19 recovery with **\$100tn** boost
- The pandemic has created an opportunity for utilities to transition to **100% renewable energy** following massive declines in demand for energy, fossil and transport fuels
- Investing in green hydrogen could play a greater role in curbing the energy industry's CO₂ emissions by **70%** by 2050 by replacing fossil fuels

"Government ministries play a crucial role in adapting power sector planning practices to create robust, long-term energy strategies."

IRENA (2020)

Power sector planning in Arab countries:
Incorporating variable renewables



Industry Trends



Renewable energy rises to the fore

Solar and wind energy will make up 50% of the world's electricity generation by 2050 and an estimated \$13.3 trillion is to be invested in new power generation assets to fund 15,145 GW of new plants between 2019 and 2050, of which 80% is expected to be carbon-free.



Fossil fuels prove resilient

Parts of the world will continue burning fossil fuels including oil, gas, and coal for energy production and to support the increasing need for flexibility in energy despite the optimistic outlook for renewables.



Flexibility and innovation in supply will play a key role

As the world moves towards 100% renewable energy, reliability, flexibility and innovation in supply and controlling demand will emerge as a key area of concern.



Energy storage is shaping decentralised grids

With battery prices falling almost 80% in the past few years, energy storage has become more commercially feasible and is driven by consumer energy decisions such as rooftop solar and behind-the-meter batteries.



The increasing power of hydrogen

Hydrogen is enjoying unprecedented momentum and is increasingly viewed as an essential component of the world's energy future. Now is the ideal time to support the growth of hydrogen production and utilisation as we seek out a better system of supplying extensive demand for electricity.

MEE at a glance



57000+
Sqm of products



1200+
Exhibitors



11
Halls



3
Conferences



150
Speakers



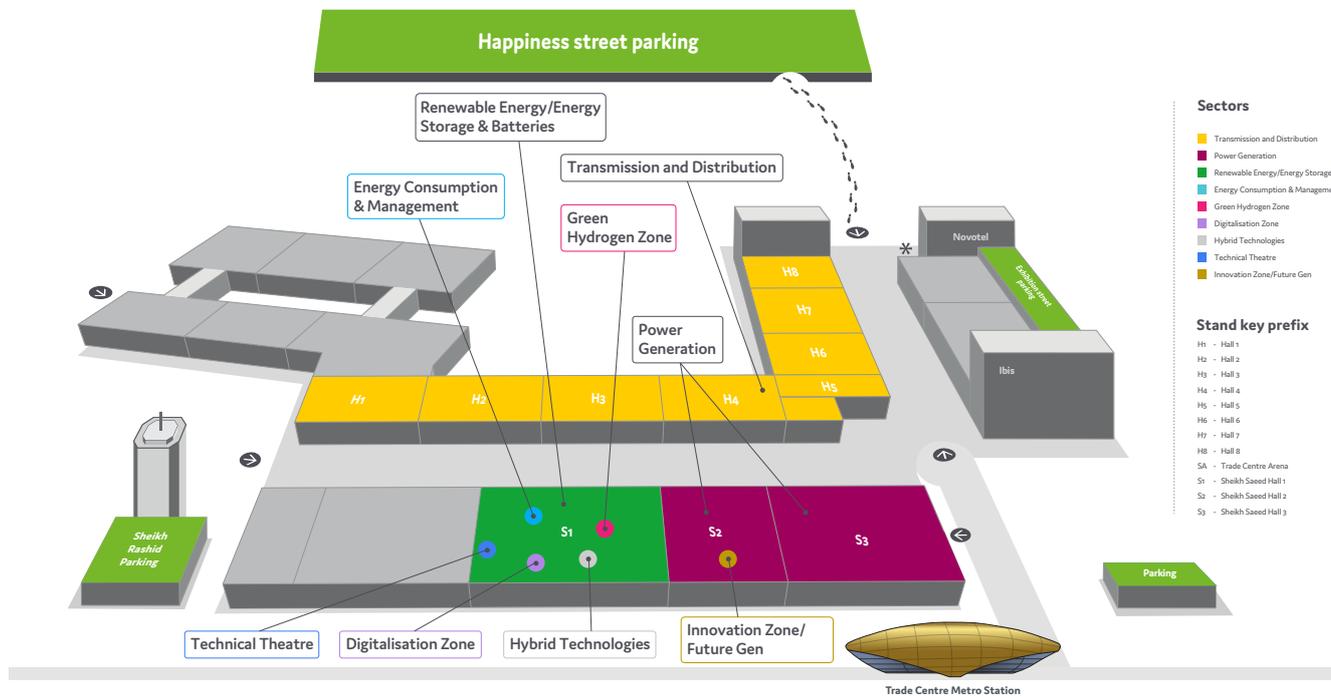
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Pavilions



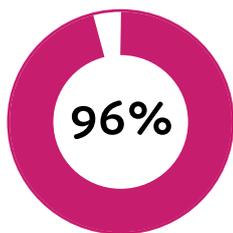
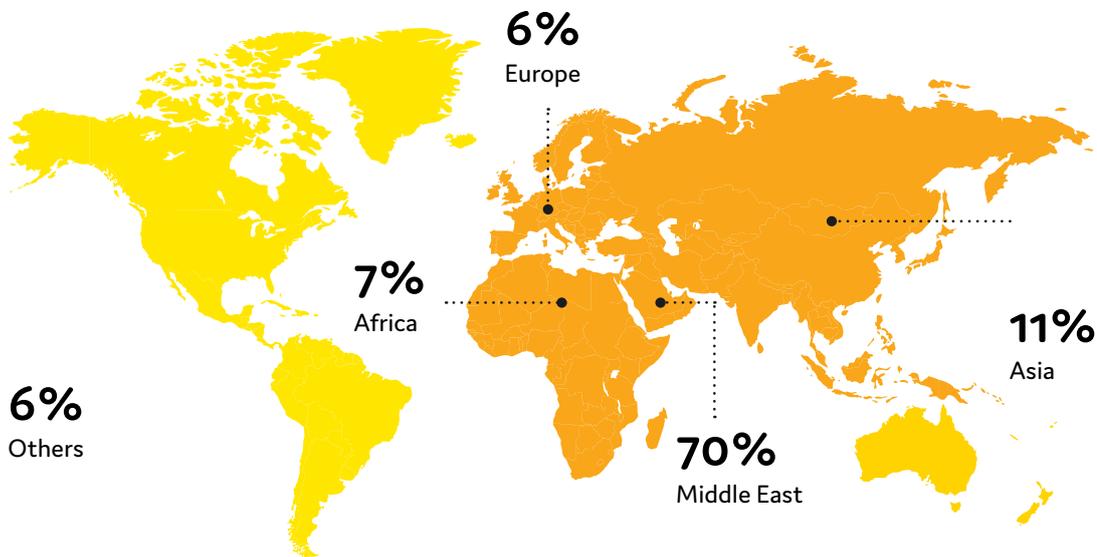
131
Countries represented



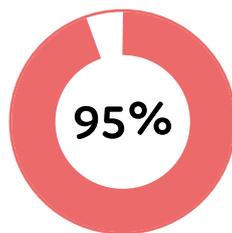
MEE Floorplan 2021



Visitor profile

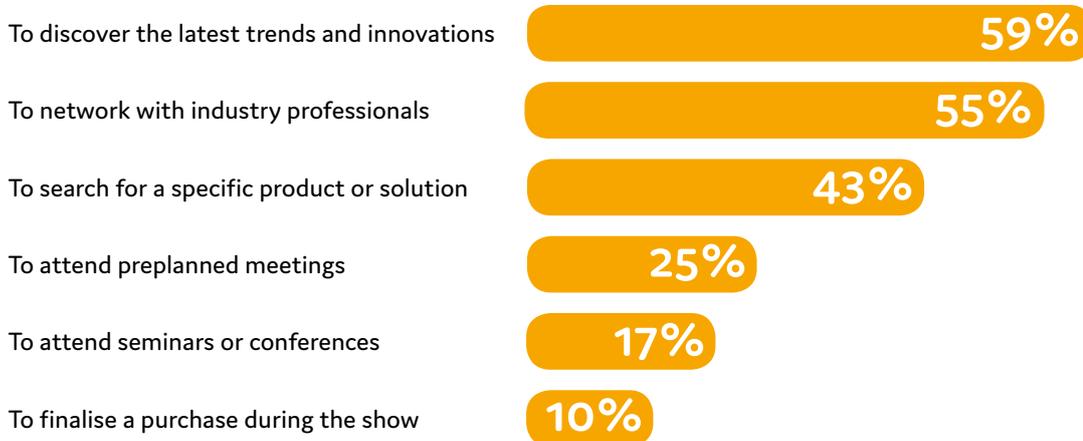


Find it important to visit MEE to grow their business



Visitors are likely to return next year

Reasons for visiting





Who will you meet



Distributors



Engineers



Suppliers



Oil & gas professionals



Architects / interior designers



Project management professionals



Educational institutions



Developers



Consultants (construction and engineering)



Information technology / software professionals



Facilities management professionals



Sub-contractors



Government & public entities



Surveyors



Law / legal service professionals



End users of automation technologies



Manufacturers



Utilities



Contractors



Data centre operations



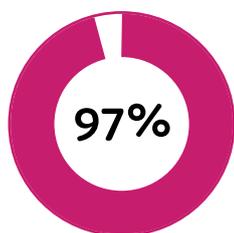
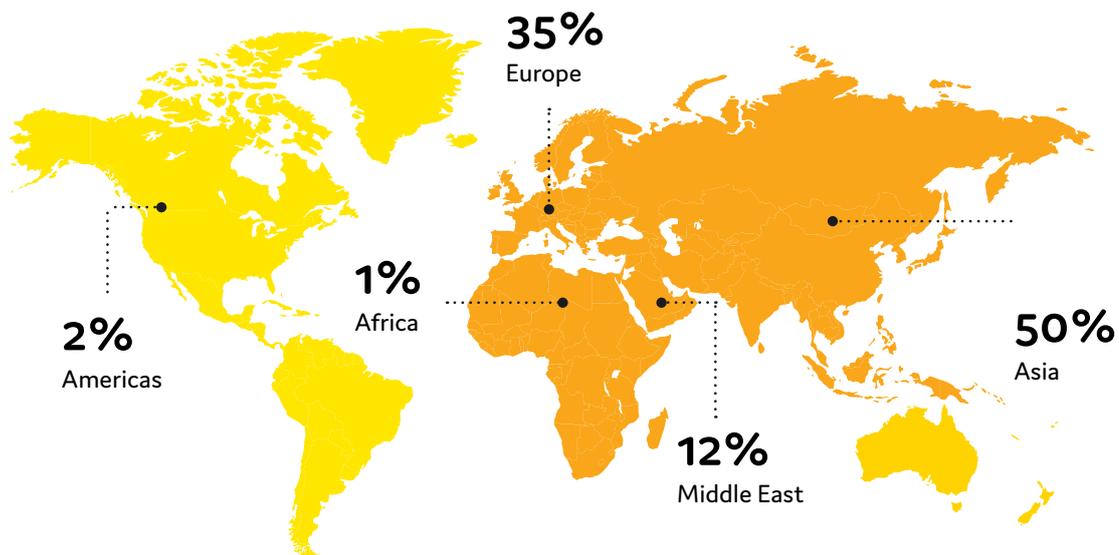
Telecommunications professionals



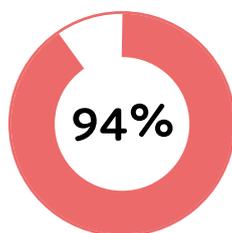
Independent power producers

Exhibitor Profile

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



Consider it important to exhibit at MEE



Rated the visitor quality as high



New show features

With a year-round calendar of content and marketing activities, MEE offers a wealth of opportunities to make business networking and industry knowledge more accessible and efficient.



Green Hydrogen ^{NEW*}

The Green Hydrogen Zone offers you a head start to capitalise on the green hydrogen projects across the region and discover how green hydrogen can fulfil its potential in the future energy mix.



Steering Committee

New for 2021, the MEE Steering Committee, comprising influential industry leaders, will provide expert guidance to ensure the event delivers real value to exhibitors and visitors. (For the updated list of members, please [click here](#)).



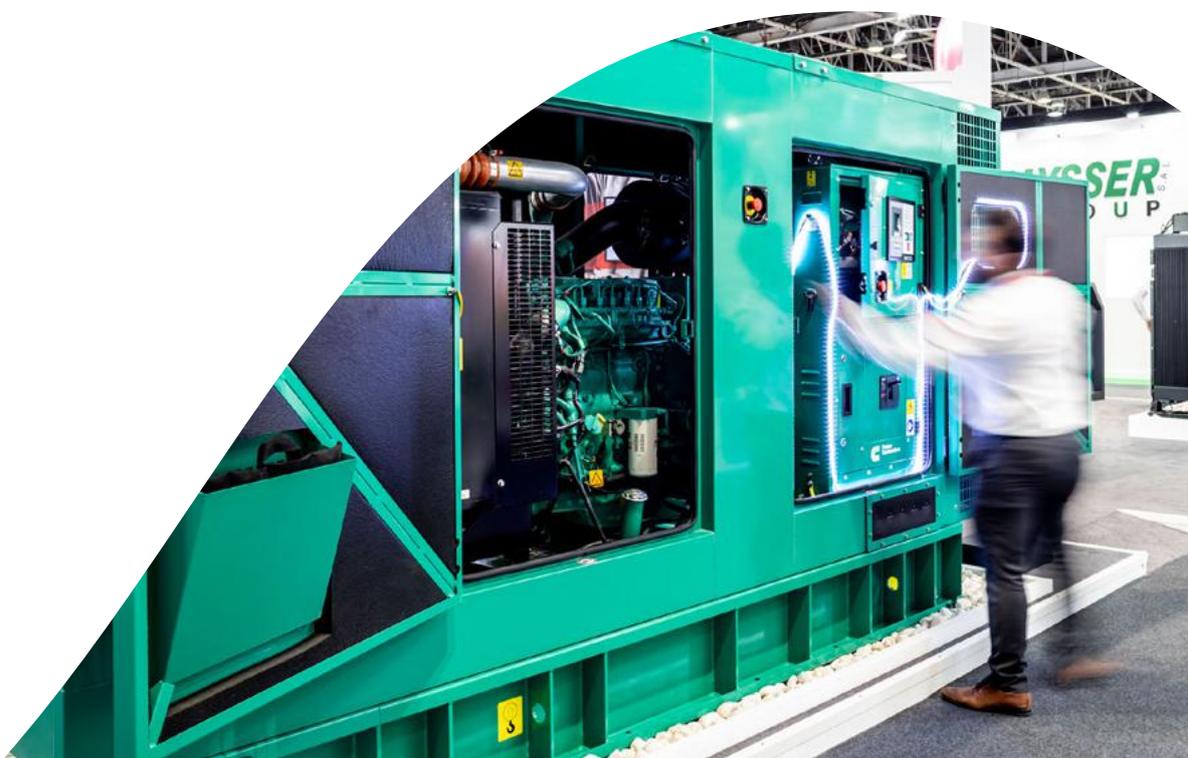
Energy Storage & Batteries ^{NEW*}

The Energy Storage and Batteries Zone is the perfect meeting place for those looking to capitalise on the drive for energy storage through innovative technical solutions that can unlock new business models and revenue streams.



Energy & Utilities

The new industry voice for energy and utilities insights, market intelligence and news, provides exhibitors with additional exposure before and after the show via the comprehensive directory and advertising opportunities.



MEE's Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. With MEE's focus on renewable and clean energy, we are committed to running an environmentally responsible event.

Our 3 aims:



Help our markets through inspiring sustainable development



Run the event in an increasingly environmentally responsible manner



Run the event in a socially responsible manner

Are you interested in being part of the sustainable event?

[Contact us to find out more](#)

MEE Product Sectors



Transmission & Distribution



Energy Storage & Batteries ^{NEW*}



Renewable Energy



Power Generation



Energy Consumption & Management





Power Generation

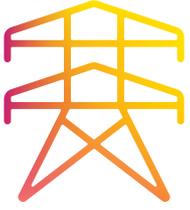
The Power Generation sector at MEE 2021 is a central meeting place for the industry, featuring the entire spectrum of power generation technologies. Innovative products and services will take centre stage as visitors look to source transformative cost-saving and energy-conserving solutions.

The power generation industry in numbers

- The MENA region will need to install 88GW of generation by 2023 which is expected to translate into USD 142 billion for power generation
- By 2025, the UAE diesel generator market is projected to grow at a CAGR of 3.4%
- By 2023, the Middle East diesel genset sales is set to grow by 4.3%

Power Generation brands at MEE





Transmission & Distribution

Investments in the transmission and distribution sector are expected to grow to \$108 billion by 2022. For more than 40 years, MEE has provided a platform for manufacturers and distributors from the entire value chain to meet clients, capture new business and network with the industry.

The transmission & distribution industry in numbers

- Power Transmission and Distribution Equipment market worldwide is projected to grow by **US\$74.3 Billion**
- In April 2019, about **\$451 billion** worth of power generation and transmission projects were planned or under way in the MENA region
- An estimate of **USD 68 billion** investment is required for MENA's for transmission and distribution (T&D) industry and a **74GW** of capacity is set for commissioning by 2023

Transmission & Distribution brands at MEE





Energy Storage and Batteries ^{NEW*}

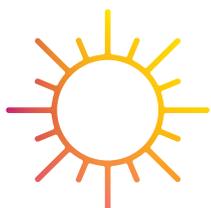
The Energy Storage and Batteries sector is the perfect meeting place for those looking to capitalise on the drive for energy storage.

The energy storage and batteries industry in numbers

- The global energy storage market will grow quickly to a cumulative **942 GW** by 2040
- Energy storage deployment in emerging markets is expected to increase by over **40%** each year until 2025
- Manufacturing capacity for lithium-ion batteries is expected to increase **threefold** by 2022

Energy storage and batteries brands at MEE





Renewable Energy

The Middle East is set to become a market leader in renewable energy. Driven by well-designed auctions, favourable financing conditions and declining technology costs, renewables are being brought into the mainstream. MEE, alongside Intersolar, is working together to bring the investment opportunities within the region and solidify the network.

The renewable energy industry in numbers

- Up to 90GW of renewable energy capacity, mainly solar and wind power, is planned across the MENA region over the next 10- 20 years
- Renewable energy will account for 34% of total power sector investments across the Mena region over the next five years
- At least \$15 billion of solar power projects will enter operation in the region in the next five years

Renewable energy brands at MEE





Energy Consumption & Management

From smart buildings with a focus on automation, data and energy efficiency, to transformative lighting systems; MEE's strategic focus and business direction are geared towards the global smart technology market.

The energy consumption and management industry in numbers

- The global Smart Lighting Market size is estimated to grow from USD 9.4 billion in 2020 and projected to reach USD 24.2 billion by 2025, at a CAGR of 20.9%
- The MENA smart lighting market is estimated to be worth over \$2 billion by 2030
- Primary energy consumption will continue to grow moderately and increase 36% by 2050, this growth will be driven by manufacturing, buildings, and transport up to 2040

Energy consumption and management brands at MEE



EGYPLAST
EGYPTIAN COMPANY FOR PLASTIC INDUSTRY (EL-BEHEESH AS-PLAST)
الشركة المصرية للصناعة البلاستيكية (المصري بلاستيك)

EN-LIGHT



SYLVANIA





Green Hydrogen Zone ^{NEW*}

Join us at the newly launched Green Hydrogen zone to explore the path to a clean energy future.



Digitalisation Zone

Discover how digitalisation can prepare your businesses for the future. Be part of the zone by (Show-ready stand).



Innovation Zone ^{NEW*} / Future Generation

Bringing together the ideas of tomorrow!
Calling Gen Z, Start-ups and SME's to showcase their innovations to a panel of industry experts, and an audience of potential investors.



Digitalisation

- Artificial Intelligence
- API Solutions
- Big Data Analytics
- Blockchain Technology
- CBM Solutions
- Digital Twin Technology
- Edge Capabilities
- Industrial Automation
- Machine Learning
- Remote Monitoring
- Robotics
- Smart Cities
- Smart Technologies

Why should you be part of MEE?



Connect with government authorities and utility companies looking to accelerate the path to energy transition



Seize the opportunity to establish your company as a front-runner in the MENA region's energy market



Demonstrate your ability to provide solutions in an energy ecosystem primed for change



Explore new market entry strategies to stake your claim in the expanding energy market



Guarantee your place in the tender process for some of the MENA region's leading energy projects



Take advantage of the MENA region's enviable geographical position for access to the markets of Europe and Asia



Showcase your latest products and services set to transform the region's energy industry



Gain market knowledge about the MENA region's transitioning power landscape



Network with decision-makers and industry leaders looking to overhaul their energy systems



Meet the leading distributors, dealers and small & medium traders within the MENA's power sector





Start planning for 2021!



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Get in touch with us for booking options

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 info@middleeast-energy.com

 www.middleeast-energy.com

Exhibit at #MEE2021

Organised by

