



Middle East
Energy Dubai

Live: 16 - 18 April 2024 | Dubai World Trade Centre, UAE

The Middle East and Africa's most comprehensive energy exhibition

Sales Brochure

www.middleeast-energy.com
info@middleeast-energy.com



How Middle East Energy supports you and your business?

Middle East Energy will support you through the global energy transition.

For over 45 years, Middle East Energy has helped the energy community find solutions to empower the rapid acceleration of electricity consumption across the Middle East.

In its last edition, Middle East Energy facilitated **around 1.86 Billion USD of business deals** during its three-day showcase making it the go-to-event where global buyers and sellers connect to discover products and showcase solutions to deliver cleaner energy and supply sustainable power.

Exhibit at Middle East Energy



Generate new business



Network with industry leaders & potential buyers



Launch new products & services



Increase your international presence



Increase brand exposure



Get involved now

Middle East Energy at a glance



200,000
Global audience



3,000
International Exhibitors



17
International pavilions



1
Online networking platform



170
Countries represented



5,000
Delegates



150+
Speakers



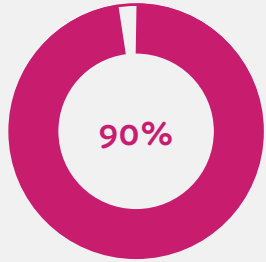
300+
Hours of content



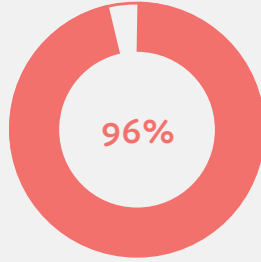
500+
Key buyers



Exhibitor Overview



Rated Middle East Energy as an important platform for their business



Rated the quality and number of visitors as excellent

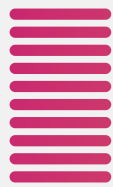
USD1.9m+

Average sale generated by exhibitors

USD1.8bn+

Total business generated

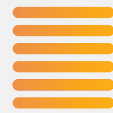
Top 5 reasons for exhibiting



To seek new contacts for future business



To feature/launch new products



To discuss products & services with end-users



To look for local dealers & distributors



To raise company profile

Exhibition Sponsors

Diamond Sponsor



Platinum Sponsors



Gold Sponsors



Silver Sponsors



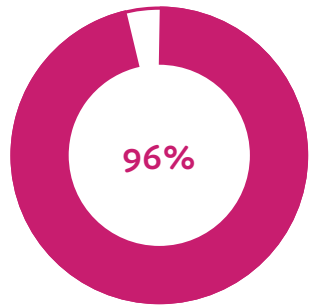
Transmission & Distribution Sponsor

Technology Partner

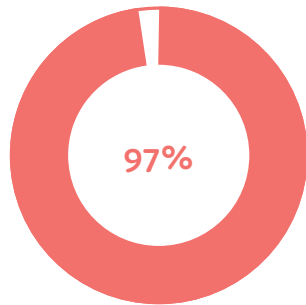


Visitor Overview

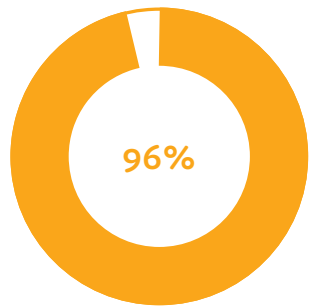
Feedback – Live visitors



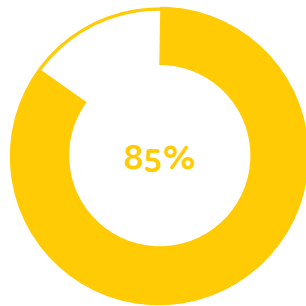
Rated Middle East Energy as an important platform to attend for their business



Rated their experience from good to excellent

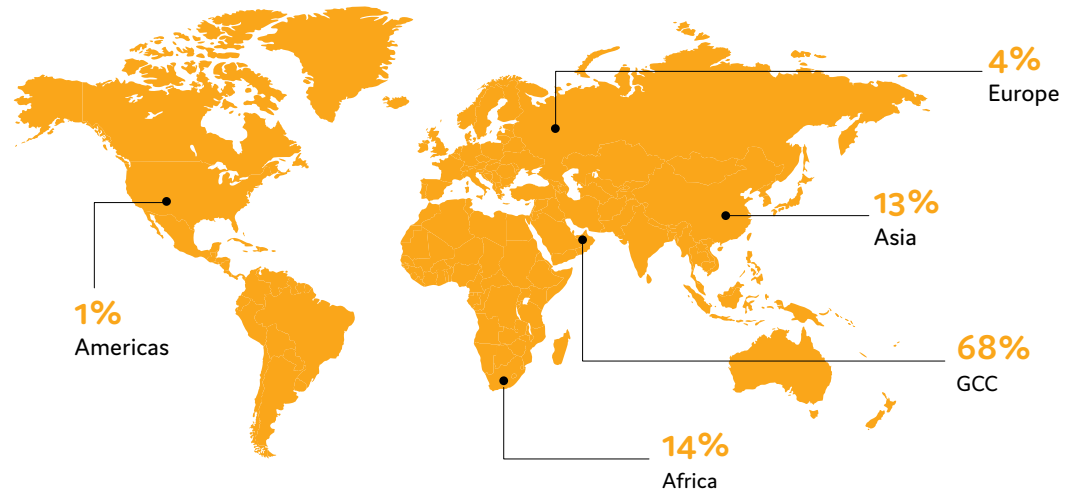


Will attend Middle East Energy 2024

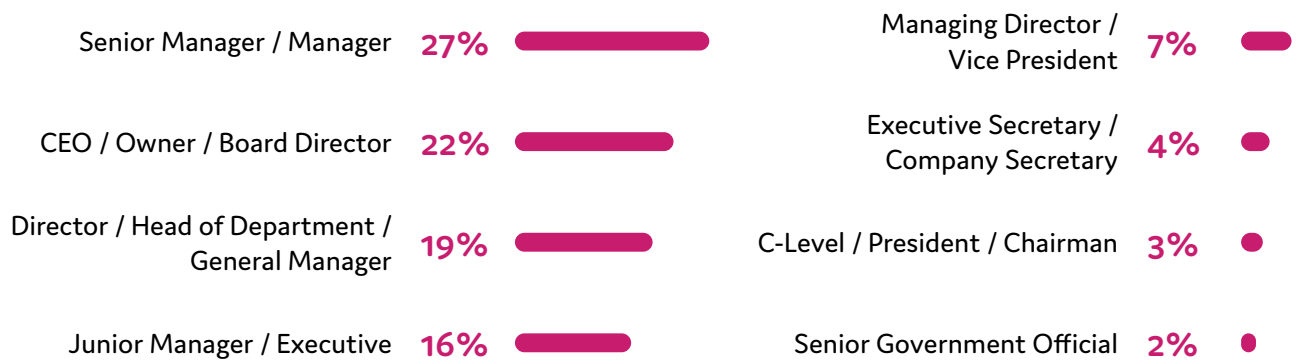


Sourced new suppliers

Breakdown by region – Live visitors



Seniority – Live visitors



Visitors at Middle East Energy

Company name	Title
Hitachi Energy	VP of Marketing and Sales
Galadari Brothers CO LLC	Key Account Manager
Battery Consult AG, Switzerland	Regional Director
Safeway Consulting FZC	Managing Director
Arteche Group	Chief Procurement Officer
Zitron Middle East	Managing Director
Schneider Electric	Procurement
Neom	Senior Cable Engineer
NEOM ENOWA	Strategy Lead for Energy & water
TAQA	Manager of Power Protection
Expo City Dubai	Senior Manager - Community
Expo City Dubai	Senior Manager - Energy & Water
DEWA	Engineer - Emergency & Cables
SEWA	Head of Contracts & Tenders
Roland Berger	Principal
Tata Projects	Vice President
DP World	Senior Manager
Al Ghandi Electrical & Automation	CEO
Amazon	Senior Manager - Energy & Utilities
Huawei	Chief Technology Officer
Toshiba	VP of Operations
Rise	Consultant - Cybersecurity
Acwa Power	EVP Innovation & New Technology
US Consulate	Economic Officer



“The exhibition was marvelous and all participants are well organized their stalls and provided the exemplary services to all visitors/entrepreneurs ”

– **Abdulla Nashith**
Director, Fenaka Corporation Ltd

“The event was organized well. The event helped to meet some of the industry professionals who are in the same field.”

– **Praveen B.P**
Sr Electrical Engr, Bilfinger Tebodin Middle East

Visitor Profile

Who will you meet



Distributors



Suppliers



Contractors (EPC)



Government & public entities



Educational institutions



End users of automation technologies



Project manager



Utilities



Oil & gas professionals



Consultants (construction and engineering)



Facilities management professionals



Telecommunications professional



Architects / interior designers



Information technology / software professionals



Developers



Data centre operations



Independent power producers



Manufacturers



Engineers



Sub-contractors



Surveyors

Nature of Business

Wholesalers/
Manufacturers/
Resellers 29%

Dealers/
Distributors 23%

Contractors 14%

Consultants/
IT Solutions 13%

End Users 12%

Government
and ministry 10%

Project
Management/
Financiers/
Facilities 8%

Oil & Gas 8%

Utilities/
Regulatory 7%

Sub-contractors 7%

System
Integrators 6%

Area of Interest

Renewable &
Clean Energy 29%

Transmission &
Distribution 23%

Critical &
Backup Power 14%

Energy
Management 13%

Energy Storage 12%

Product Sectors at Middle East Energy

Middle East Energy unites the global energy community through FIVE dedicated product sectors within a combined mega-show.



Transmission & Distribution

Middle East Energy's longest running and most successful sector, Transmission & Distribution will host industry bellwethers and international companies from various countries, showcasing the entire value chain of products represented here.



Renewables & Clean Energy

Renewable & Clean Energy covers the three key areas of the sector including solar, wind and hydro energy solutions from across the world alongside the sub sectors including Energy Storage & Batteries and Green Hydrogen.



Back-up Generators & Critical Power

Critical & Back-Up Power, previously Power Generation, at Middle East Energy's will help you source progressive energy solutions at the most competitive prices and explore new technologies from niche solutions providers and fresh-thinking startups at the world's leading energy event. Find out exactly what you need to secure your critical infrastructure.



Energy Consumption & Management

At the Middle East Energy's Energy Consumption and Management Hub, legislative and key business stakeholders will be looking to meet suppliers that can help protect and maintain power supply, improve energy efficiency, all the while performing upgrades without adverse impacts on facility operations.



Smart Solutions

Smart Solutions at Middle East Energy will highlight new technologies to an audience that is looking for ways to digitally transform their operations and business models. This is the ultimate platform to discover how technology can prepare their businesses for the future.

Conferences at Middle East Energy

Middle East Energy 2024 will feature high-level strategic conferences and content arenas focusing on the latest technologies and products to provide a platform to provide knowledge sharing and support relationship building and solutions to some of the most pressing challenges posed by the energy transition.

[Find out more](#)



Strategic Conference

The centrepiece of the content programme for Middle East Energy 2024 will be the Strategic Conference, a high-level strategic platform to bring together global policymakers, utilities, developers, financiers, and technology leaders to create a blueprint for a successful energy transition across the Middle East and Africa.



Intersolar Conference

Intersolar Middle East will welcome the largest international gathering of solar and renewable energy industry professionals in the Middle East and Africa to discuss the opportunities and industry trends in the solar and green hydrogen sectors.



Technical Seminar

The Technical Hub, located on the exhibition floor, will provide an interactive forum for some of the world's leading energy experts and technical minds to discuss and demonstrate the innovations and technologies driving the energy transition.



CEO Roundtable

The CEO round-table is a unique platform crafted to feature CEOs from across the power value chain from the MEA region. The round-table will focus on high-level pressing issues and evolving opportunities to exchange open conversations, strengthen relationships and propel the industry to new heights.

Conference Sponsors

Strategic Conference Gold Sponsors



Intersolar Conference Gold Sponsor



Strategic Conference Silver Sponsor



Intersolar Conference Silver Sponsors



Strategic Conference Networking Sponsor



The industry leading speakers at Middle East Energy



Dr. Abdullatif Albitawi
Director, Emirates Green Building Council



Arati Joshi
Solar Manager, Intercontinental Energy



Brian Ryan
VP of Innovation, National Grid



Claude Mourey
Director - Hydrogen & New Energies, Wood Mackenzie Consulting



Cornelius Matthes
CEO/SVP, Kuwekeza Holdings



David LeCoque
CEO, Alliance for Rural Electrification



Dr. Maged K. Mahmoud
Technical Director, Regional Center for Renewable Energy and Energy Efficiency



Eng Mohammed Al Ta'ani
Secretary General, Arab Renewable Energy Commission



Franco Atassi
CEO, Siemens Middle East



Gianni Chianetta
CEO, Global Solar Council



Licypriya Knagujam
11-year old child activist



Nalin Nayyar
Chief Financial Officer, Yellow Door Energy



Nicolas Daher
Lead Energy Analyst, The Economic Intelligence



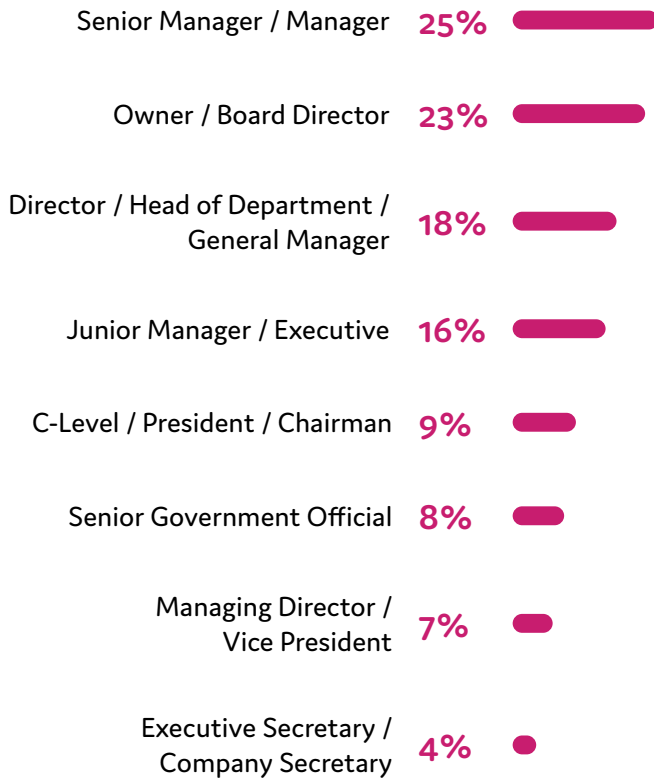
Sebastian Bartels
SVP, DEKRA SE



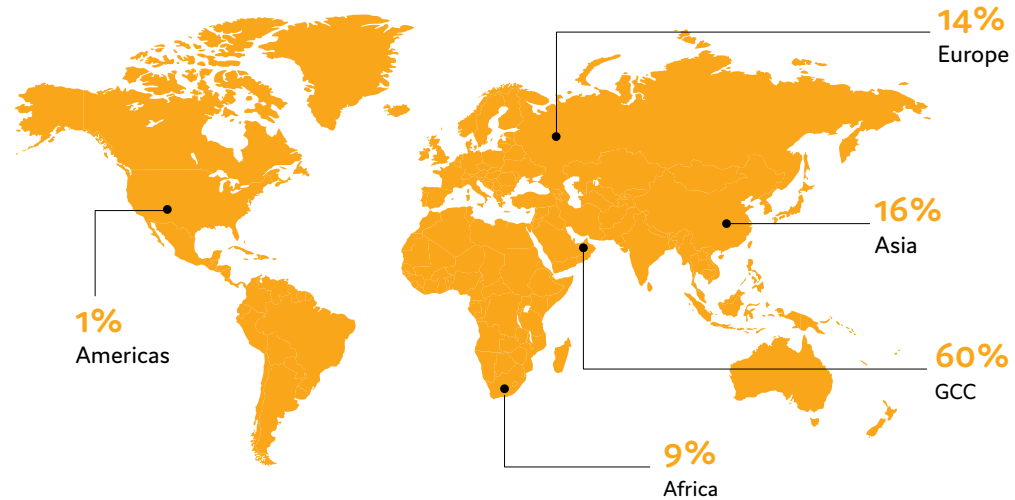
Sule Abdulaziz
Chairman of the Executive Board, Transmission Company of Nigeria

Delegate Profile

Seniority – Live visitors



Breakdown by region – Live visitors



High-level Companies



How we will support you?

Digital



Twitter:

495,000+
reach

282,200+
impression

Trending Hashtag
in the UAE during
show days



Facebook &
Instagram:

282,200+
reach

1.8 million
impression

17,000+
likes



Google ads:

1.18 million
impression

644,000+
clicks



Media partner coverage

80+
Media and
association partners

85+
advertisements
placed in magazines,
newsletters and
various printed
promotional items

50+
emails with a
reach of 400,000+
power industry
professionals



Year-round promotional platform: Energy & Utilities

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



Direct Mail

30,000+
mail invitations
sent out



Tele-reminding campaigns to decision makers

19,000+
contacts invited

10,000+
reminders calls made



Electronic messages

2.47 million
emails delivered

220,000+
SMS messages sent

50,000+
WhatsApp
messages sent

10,000+
Advocates (people
who invited their
colleagues)



Radio, newspaper and outdoor advertising

8+
national newspapers
advertised in the Middle
East with over a 1,000
advertising slots



Ad value
\$52,414,391



PR coverage
1,099,831,052
web views/month

Press coverage for Middle East Energy 2023



Number of clippings

Website	Magazine
1,100	31
Newspaper	Total
41	1,172



Average

Website	Magazine
\$3,575,000	\$80,482
Newspaper	Total
\$98,118	\$3,753,600

Media Partner & Associations

Supporting Partners and Associations



Energy Markets Information Partner



Business Intelligence Partner



Media Partners



Middle East Energy online platform

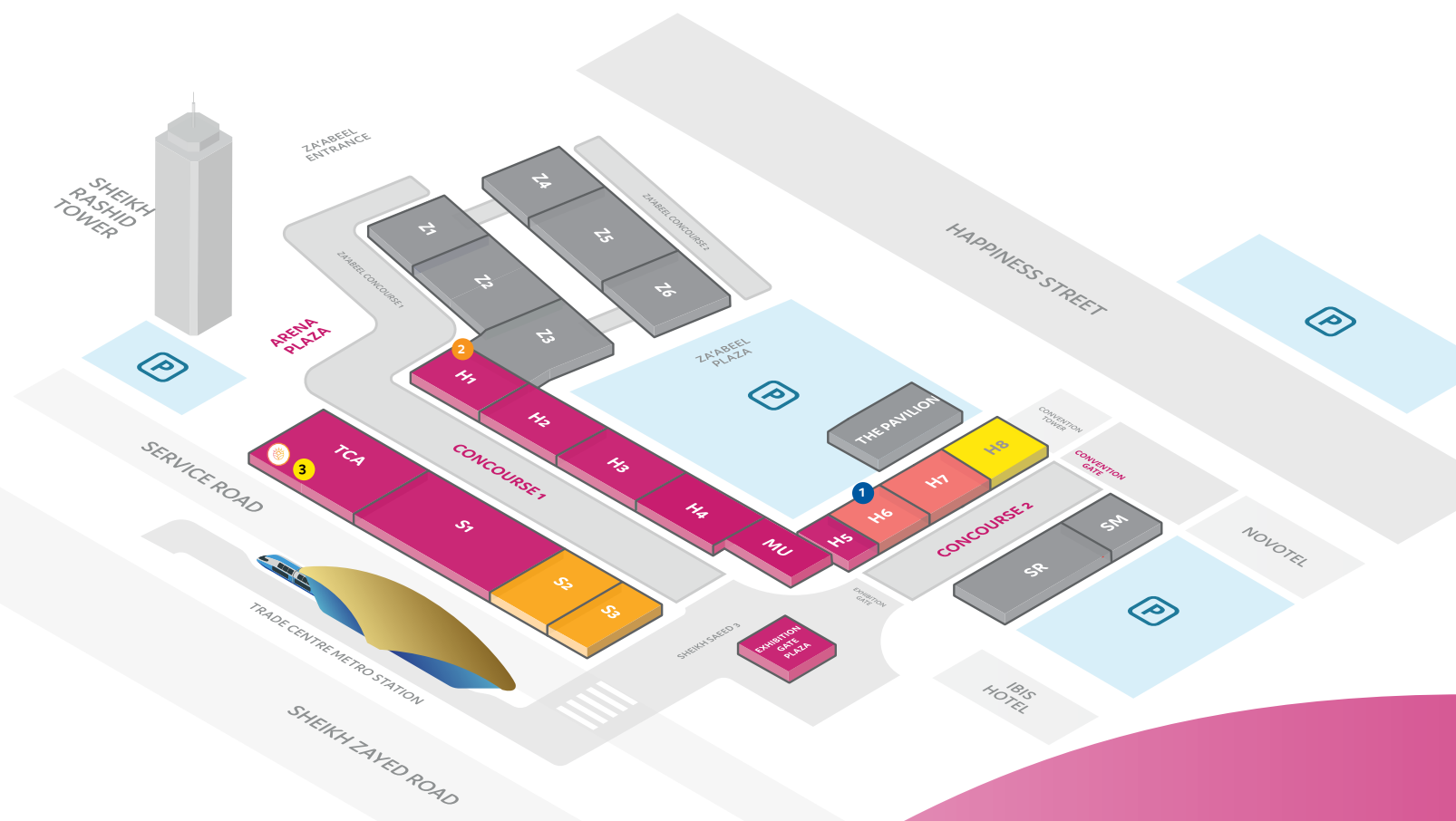
Join Middle East Energy 2024 and gain access to our online platform at no additional cost. Through the platform you can find new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services. At our Live event you can finalise partnerships, strengthen relationships, demonstrate your products in-person, and even be surprised with chance encounters that bring new business opportunities.

Tools to expand your reach, your exposure and your ROI. The Middle East Energy Online Showcase packages are designed to enhance your participation at the show by providing opportunities to promote your company profile, access the right connections and maximise lead generation.

Essential - USD 1,150 Includes 3 users*	Advanced - USD 1,750 Includes 7 users*	Enterprise - USD 3,250 Includes 12 users*	Co-Exhibitor - USD 700 Includes 1 user*
<p>For stands between 9-35 SQM Promote your company, find contacts, manage your leads.</p> <p>Your Essential Package Includes:</p> <ul style="list-style-type: none"> • Create your company profile and be discovered by potential buyers • Up to 4 products listed • Invite customers and prospects • Unlimited inbound and outbound connections • Scan visitor badges and capture leads • Export your leads to CSV <p><i>*Users will be visible on our Middle East Energy Online platform. Users will be able to manage leads and capture their information online. Additional users are sold at USD 200 per user.</i></p>	<p>For stands between 36 - 99 SQM Enhance your profile and maximise lead generation.</p> <p>Your Advanced Package Includes:</p> <ul style="list-style-type: none"> • Create your company profile and be discovered by potential buyers • Unlimited product listing • Invite customers and prospects • Unlimited inbound and outbound connections • Scan visitor badges and capture leads • Export your leads to CSV <p>Additional tools:</p> <ul style="list-style-type: none"> • Upload 1 video and up to 4 media files • Prioritize your leads with our Middle East Energy online dashboard functionality • Add up to 5 qualifying questions to your inbound leads <p><i>*Users will be visible on our Middle East Energy Online platform. Users will be able to manage leads and capture their information online. Additional users are sold at USD 150 per user.</i></p>	<p>For stands 100+SQM Maximise lead generation and brand exposure online. Enjoy the full suite of lead management capabilities with unlimited lead qualifying tools.</p> <p>Your Enterprise Package Includes:</p> <ul style="list-style-type: none"> • Create your company profile and be discovered by potential buyers • Unlimited product listing • Invite customers and prospects • Unlimited inbound and outbound connections • Scan visitor badges and capture leads • Export your leads to CSV <p>Additional tools:</p> <ul style="list-style-type: none"> • Upload 2 videos and unlimited media files • Enhance your profile with a header and background image • Include a pop-up message when user access your profile • Prioritize your leads with our Middle East Energy online dashboard functionality • Add unlimited qualifying questions to your inbound leads <p><i>*Users will be visible on our Middle East Energy Online platform. Users will be able to manage leads and capture their information online. Additional users are sold at USD 100 per user.</i></p>	<p>For all stands with Co-Exhibitors</p> <p>Your Co-exhibitor Package Includes:</p> <ul style="list-style-type: none"> • Create your company profile and be discovered by potential buyers • Up to 2 products listed • Invite customers and prospects • Unlimited inbound and outbound connections • Scan visitor badges and capture leads • Export your leads to CSV

Floorplan at Middle East Energy 2024

- ◆ **Transmission & Distribution:**
 Halls 1 - 4, Trade Centre Arena,
 Saeed Hall 1, Concourse, Exhibition Gate Plaza
- ◆ **Energy Consumption & Management:**
 Halls 1 - 4, Trade Centre Arena,
 Saeed Hall 1, Concourse, Exhibition Gate Plaza
- ◆ **Smart Solutions:**
 Halls 1 - 4, Trade Centre Arena,
 Saeed Hall 1, Concourse, Exhibition Gate Plaza
- ◆ **Outdoor Exhibitors**
- ◆ **Renewable & Clean Energy:**
 Hall 6 - 7
- ◆ **Backup Generators & Critical Power:**
 Saeed Hall 2 & 3, Exhibition Gate Plaza
- ◆ **China Pavilion:**
 Hall 8



- 1 Intersolar/ees Conference
- 2 Technical Seminar
- 3 Strategic Conference
- ◆ Energise Lounge

Participation options at Middle East Energy



Space Only Stands

Minimum 21sqm (Includes Space, Hall Cleaning charges & Security)

Price per sqm

Gold USD 680

Silver USD 675

Bronze USD 643

Concourse USD 922

Outside USD 295

Number of sides (single charge)

2 sides USD 300

3 sides USD 650

Island USD 1,250



Shell Scheme Stands

Minimum 9sqm (Includes rear & side walls, fascia, 3 spotlights and 1 power socket per 9sqm)

Price per sqm

Gold USD 740

Silver USD 724

Bronze USD 710

Number of sides (single charge)

2 sides USD 300

3 sides USD 650

Island USD 1,250

*These are in addition to the compulsory charges. For more details, please refer to slide 14

Energy, Utilities and Resources Portfolio



Middle East Energy Dubai

Middle East Energy
16 - 18 April 2024
Dubai, UAE

middleeast-energy.com



Nigeria Energy

Nigeria Energy
19 - 21 September 2023
Lagos, Nigeria

nigeria-energy.com



Egypt Energy

Egypt Energy
29 - 31 October 2023
Cairo, Egypt

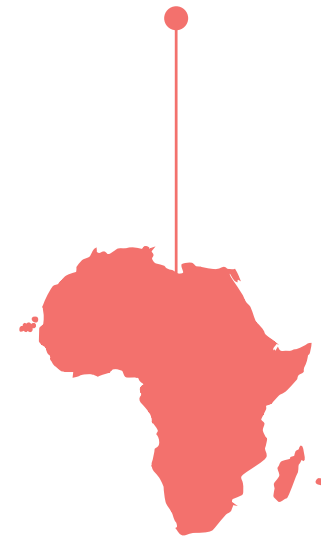
egypt-energy.com



Africa Energy Expo

Africa Energy Expo
20 - 22 February 2024
Kigali, Rwanda

africa-energyexpo.com



Energy & Utilities

Official Content Platform:
Energy & Utilities

energy-utilities.com



Participate with Middle East Energy 2024

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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sales@middleeast-energy.com

Organised by



Informa Markets connects buyers and sellers and supports the flow of business and trade in over a dozen specialist markets.

Our platforms help businesses meet, discover products, trade and grow through major exhibitions, virtual events, online marketplaces, specialist content and data services.

[Find out more](#)

