



MIDDLE EAST

POWER & ENERGY
EXPO

The International Exhibition for Power
and Renewable Energy

**TOMORROW'S
TECHNOLOGY**



29 – 31 August
2024

Cairo International
Convention & Exhibition
Center - Egypt

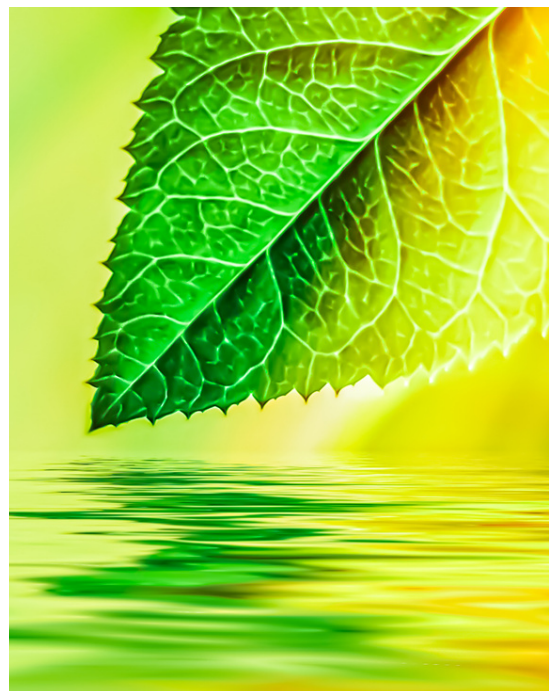
The Power and Energy Sectors in Egypt.... An Ultimate Profit Zone for International Companies



The Arab Republic of Egypt is the most populous country in North Africa and the Arab region and home to one of the fastest-growing populations globally.

The rapidly growing figure of residents has led to a steady increase in energy demand.

The 2035 Integrated Sustainable Energy Strategy, which builds on previous strategies, emphasizes the importance of renewable energy. Egypt is working on increasing the supply of electricity generated from renewable sources to 20% by 2022 and 42% by 2035, with wind providing 14 percent, hydropower 1.98 percent, photovoltaic (PV) 21.3 percent, wind 14 percent, concentrating solar power (CSP) 5.52 percent, and conventional energy sources 57.33 percent by 2035.



The government of Egypt invested around EGP 24 billion (around USD 1.5 billion) in the distribution grid between 2017 and 2020. It currently needs around EGP 19.5 billion (USD 1.2 billion) to upgrade its distribution networks. The government is also working on modernizing 47 distribution control centers around the country. There are 19 centers under construction.



In the waste to energy (W2E) subsector, Egypt uses 4.2 million tons of municipal solid waste (MSW) for W2E. This amount will be able to generate around 300 MW over the coming 5 years.

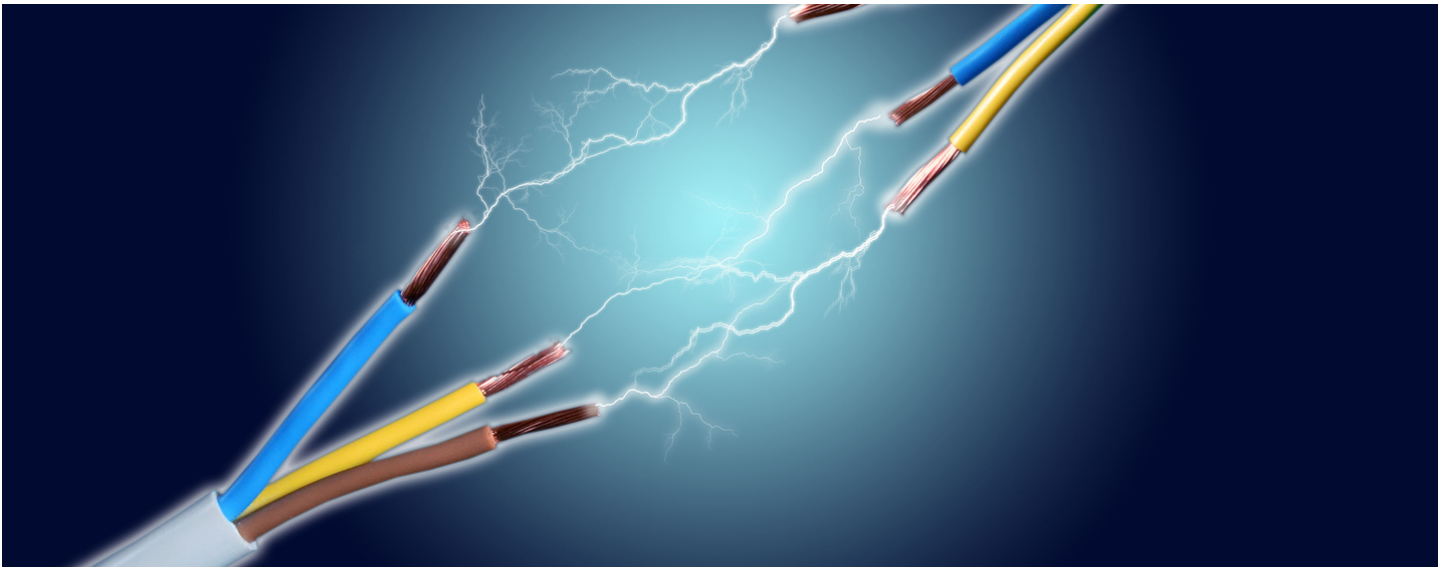
There is a huge focus from the government on water desalination projects, and as it requires electric power, the Ministry of Electricity and Renewable Energy is working closely with the Ministry of Housing and the aim is to have 2.8 million cubic feet of water per day in 2025.

Egypt enjoys excellent wind along the Gulf of Suez with an average wind speed of 10.5 m/sec. It is just one of 38 countries in the world with a published National Wind Atlas. Egypt's wind-generated power capacity was 7 GW by 2022, making it an important contributor to the renewable energy mix.

The Egyptian government recently allocated around 7,845 square kilometers in the Gulf of Suez region and the Nile Banks for NREA to implement additional wind energy projects.

Egypt is considered a "sun belt" country with 2,000 to 3,000 kWh/m²/year of direct solar radiation. The sun shines 9-11 hours a day from north to south, with few cloudy days.

The East and West Nile areas have the potential to produce around 31,150 MW of wind power and 52,300 MW of solar energy.



MIDDLE EAST POWER & ENERGY EXPO Powering Up The Business Opportunities

Dynamic and across-the-board, Middle East Power & Energy Expo is a premium multi-format trading forum with a diverse commercial and business distinctiveness; showcasing up-to-minute turnkey solutions; provided by the world's key players of the power and energy sectors to cater for the elevating demand in Egypt and the MENA region.

Offering a forward-looking business setting to fuel the entire power and energy sector within Egypt and the MENA region; Middle East Power & Energy Expo will present glamorous opportunities for technology transfer through live networking between international suppliers and thousands of top buyers and trade visitors from Egypt and its neighboring countries.

Presenting a stronghold for the full-scope of power and energy technologies value chain; Middle East Power & Energy Expo outstandingly makes every effort to create a path for international and regional innovators, suppliers, and buyers to tap into one of the world's most appealing business territories; in an event of numerous values.



Middle East Power & Energy Expo is more than an exhibition, it is a unique platform where power and energy apparel top regional buyers meet worldwide leading innovators and brightest minds to source the most modernized supplies, network with industry players, benchmark their facility upgrade strategies and get-to-grips with the evolving trends and technologies. Middle East Power & Energy Expo is where evolution takes place.

ADVANTAGES OF EXHIBITING

Tracing the up-to-the-minute technology tendencies

Remaining onward as far as competition is concerned

Creating wide-spread attentiveness to the brand.

Adding value in to the influence of marketing activities

Meeting a wide-section of the region's top trade visitors and buyers.

Developing relationships with present and soon-to-be customers.

Educating customers with publications and audio-visual materials.

Generating sales and collecting business leads



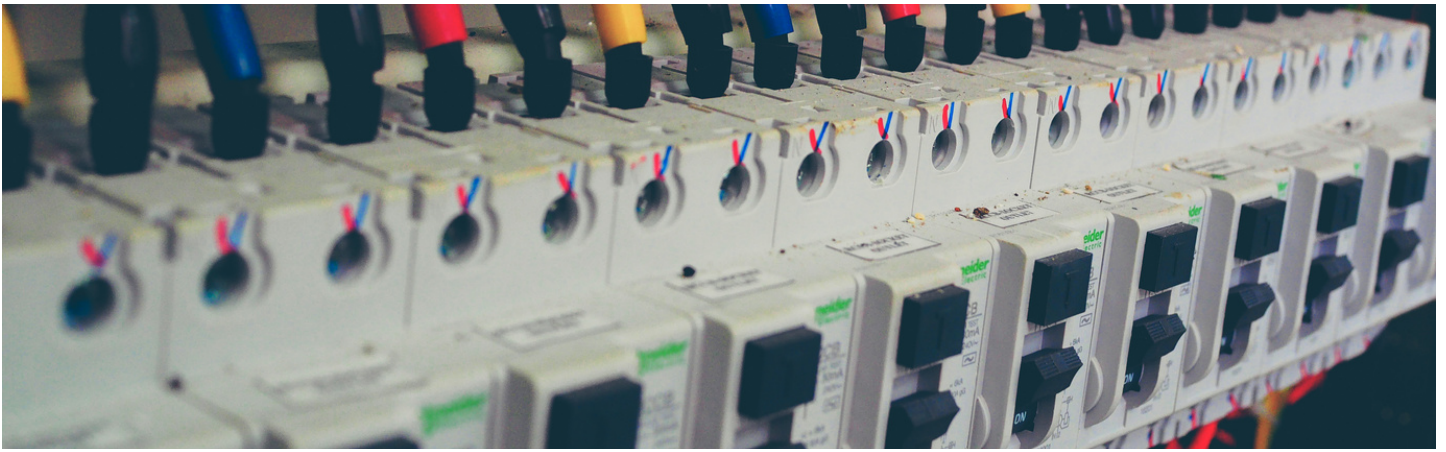


EXHIBIT PROFILE

Power & Electricity Sector

- Cables & bars
- Connectors / Switches
- Control System / LED signal / Display Screens
- Electrical Accessories
- Electrical Installation Equipment
- Electronic Screens
- Operating Systems
- Transmission & Distribution Systems
- Cable laying equipment
- Capacitors
- Conductors
- Control systems
- Generators: Hydro / Turbo / Gas / Diesel
- Switching panels and cabinets
- Lighting fixtures – Industrial, Architectural, Residential and Commercial
- Voltage Stabilizers & Regulators
- Insulation materials
- Power Generation Equipment & Services
- Safety & Security Equipment
- Wires / Ducting Systems
- Environment Protection Systems
- Compressors
- Power Distribution Systems

Energy Sector

- Energy Saving Technologies
- Energy Storage Systems
- Energy Efficiency Measurement Equipment
- Maintenance / Repair Equipment
- Process Control Technology
- Test & Measurement Equipment
- Engineering Solutions
- Hydropower
- Photovoltaic
- Wind Energy
- Wind Towers
- Bio Energy
- Green Energy
- Solar Energy
- Concentrating Solar Power Equipment and Technologies
- Nuclear Power Generation
- Technologies of Energy Saving
- Geothermal Power
- Natural Energy Use Systems
- Renewable Energy
- Transmission Grids
- Electric vehicles
- Water Desalination



VISITOR PROFILE

- Government agencies
 - Utilities and municipalities
 - Power companies
 - Construction and development companies
 - Industrial companies
 - Service providers
 - Distributors and retailers
 - Consultants
 - Trade associations
 - Oil & Gas specialists
 - Trade agents
 - Research and development centers
 - Facility managers
 - Purchasing managers
 - General contractors
 - Architects
 - Businessmen
 - Investors
 - Real Estate Developers
 - Project managers
 - Health & safety consultants
 - Renewable energy specialists
 - Power engineers
 - Retail specialists
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PROMOTION CAMPAIGN



Media Campaigns

The Organizers are planning to maximize event coverage for Middle East Power & Energy Expo through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.

Online Presence

Middle East Power & Energy Expo will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with Middle East Power & Energy Expo as the unpatrolled event.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at Middle East Power & Energy Expo and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.





Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on Middle East Power & Energy Expo keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the industrial sector.

Social Media

From daily show updates to sponsored posts, Middle East Power & Energy Expo news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event this year.



Outdoor Promotion



The organizers will also ensure that the Middle East Power & Energy Expo brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations and industrial cities to ensure that visitors get every incentive to attend the event.

Targeted Trade Invitations

50,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for Middle East Power & Energy Expo & have adequate time to plan their visit in advance and arrange appointments for important discussions.



THE VENUE

Middle East Power & Energy Expo will take place at the luxurious venue Cairo International Convention & Exhibition Center .

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious Cairo International Convention & Exhibition Center is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt; Nasr City, near to several 5-star hotels, entertainment destinations and only minutes away from Cairo International Airport.



ORGANIZED BY



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