

MIDDLE EAST ELECTRICITY

17-19 February 2013

**Dubai International Convention & Exhibition Centre
United Arab Emirates**




Doing Global Business a
Power of Good

www.middleeastelectricity.com

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Contact us today to discuss the
opportunities available to your company

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Doing Global Business a Power of Good

The Exhibition

Middle East Electricity is positioned as the meeting place for international companies to showcase their products and services to a proven audience of key decision makers from over 120 countries worldwide including the GCC, wider Middle East and Asia Pacific.

As the region's largest power event, continually attracting the leading names in the power, lighting, new and renewable and nuclear sectors, Middle East Electricity sees over 1000 companies from 58 countries using the exhibition as a platform to do business in this market, reaching over 15,000 visitors annually.

Developments in the GCC

The GDP of the GCC nations registered a growth of 7.4% in 2011 compared 4.8% in 2010 with a record nominal GDP of US\$1.34 trillion. This bodes well for the industry and Middle East Electricity at a time when other markets may still be feeling the effects of the economic downturn.

The construction industry remains stable and over US\$91 billion of new projects was announced last year across the MENA markets.

DEWA continues to make strides posting an 18.4% increase in installed power generation capacity and a 21.2% increase in water desalination capacity.

Solar and wind energy are the major sectors that the Middle East region are focusing on, with the aim to overtake other developed countries in the utilization of these sources for energy production.

Official sources say that the UAE has set a renewable energy target of seven per cent by 2020.

Governments in the region are considering plans to install an estimated 60,000MW of new electricity generation capacity by 2015, a further boost of 80% over the current installed capacity *Source: Ventures Middle East 'Middle East Energy Industry Report'*

Invest in the event, reap the benefits of regional growth

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Reasons to Exhibit

Whether you wish to establish new contacts in the region, reinforce your position, launch a product or sell to the regional market and beyond, Middle East Electricity should be the only event on your calendar.

Satisfied Customers: 97% of exhibitors said that participating at Middle East Electricity 2012 greatly increased their business prospects

Attracting the highest echelons of the industry: 20% of visitors were Director/MD level

A proven track record: Informa Exhibitions organizes over 100 business-to-business exhibitions annually via a global network of offices in the UK, Brazil, UAE, India, Singapore, China and Australia. Leading brands include IPEX, Monaco Yacht Show, Vitafoods, Cityscape, Arab Health and Middle East Electricity

Endorsement: 98% of exhibitors would recommend exhibiting to another company

Prime decision makers: 61% of visitors are prime decision makers on purchasing decisions

Prestige: Patronage of Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Dubai Deputy Ruler

A region of opportunity:

- **A brand with pedigree** – the longest-running power event in the region, spanning 38 years
- **Meet a global audience from six continents** – visitors to Middle East Electricity come from over 120 countries
- **Achieve a better understanding** of the regional markets
- **Connect** with new dealers and distributors
- **Effective** promotion of your products and services
- **Expand** your market share
- **Source** new leads and prospects
- **Launch** new products and services through one-to-one education\or at technical seminars
- **Network** face to face and reinforce ties with existing customers
- **Secure** alliances and joint ventures with leading suppliers in the industry





Why Middle East Electricity should form an important part of your marketing strategy

Middle East Electricity continually attracts over 15,000 visitors over the three days of the exhibition. That is an average of 625 prospective customers coming through the doors every hour, and with 61% claiming to have purchasing authority, that is 10 new buyers per minute

How long would it take your team to see these people face-to-face? How much would the travel and hotels cost your company? Middle East Electricity is the perfect opportunity to shorten the sales process and save money.

At Middle East Electricity, the visitor is proactively choosing to engage with you. And in a marketing environment where consumers can opt-out of communications, there is no greater accolade. Visitors give their time and permission to you, to sell to them at a time when they are ready to buy.


We know who these customers are. We have collected valuable information on their jobs, companies and areas of interest and we can help you use this intelligence both before and during the show.

Middle East Electricity delivers a multitude of sales and marketing objectives. Where else can you sell one product and simultaneously launch another, whilst increasing brand visibility, network with industry clients and prospects and keep an eye on what the competition is doing?

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Sponsorship Opportunities

Middle East Electricity provides an exceptional opportunity for your company to promote its market position and expertise to the most influential decision makers in the global power industry.

Set yourself apart from the rest by taking up one of the many branding opportunities at Middle East Electricity and promote your company to the masses.

There are a variety of packages available to suit any budget, including:

The Middle East Electricity Awards

Official Gala Reception

Cyber Café

Registration Areas

Coffee Areas

Transportation

Show Daily

Carrier Bags

Route Planners

Co-branded emails

Website banners

Hanging Banners

Show Planner

Prize Draws

Venue Signage



Whatever your objective, we can find a sponsorship solution to meet your specific needs and budget.

Book your stand space and sponsorship together and gain the benefits of both.

The Audience

Who will you meet?

Over 15,000 unique trade visitors attend Middle East Electricity each year including professionals from the following sectors:

- **Energy Supply, Transmission & Distribution**
- **Energy Utilization**
- **Consultancy**
- **Installation**
- **Research**
- **Contracting**
- **Utilities/Government**
- **Product/service distribution**
- **Retail**
- **New & Renewable Energy**
- **Nuclear Energy**
- **Water/desalination Industry**

Middle East Electricity Attracts:

- **Agents/Distributors**
- **Area Managers**
- **Architects**
- **Business Development Managers**
- **CEOs**
- **Consultants**
- **Contractors**
- **Engineers**
- **Finance Managers**
- **General Managers**
- **Heads of Buying & Purchasing**
- **Heads of Engineering**
- **Heads of Maintenance**
- **Heads of Operations**
- **Instrumentation Engineers**
- **Managing Directors**
- **Marketing Directors**
- **Mechanical Engineers**
- **Operations Managers**
- **Project Managers**
- **Purchasing Managers**
- **Regional Managers**
- **Research & Development Professionals**
- **Risk Managers**
- **Sales Directors**
- **Surveyors**
- **Utilities Managers**

