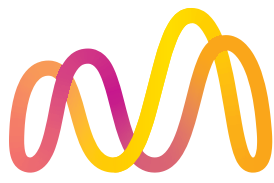


Under the patronage of
H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler Of Dubai



**Middle East
Energy Dubai**

Explore. Empower. Energise

3 - 5 March 2020 | Dubai World Trade Centre, UAE

Guide to MEE 2020



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 unmatched event that brings together visionaries and professionals from the power, electricity, technology, and environment sectors."

Ashish Chaturvedy

Marketing Manager - Ducab



Market Overview



Utilities and governments, globally, are under pressure to meet growing energy demands at a lower cost and with increased efficiency.



As the region works hard to modernise its infrastructure and transform its cities into smart-cities, there is a high demand for energy efficient lighting systems that provide better illumination while consuming less power.



From conventional power generation and nuclear energy to renewable energy sources, diversifying the power generation mix is high on the regional agenda with an anticipated US \$35 billion in renewable energy investments per year by 2020.



The market for diesel generators in the Middle East is expected to grow at a compound annual growth rate of 4.3% through to 2023.



Digitalisation is the future of the energy industry globally. Cities in the MENA region want to be at the forefront of leading this adoption.



Industry Trends



Renewables are moving from irregular to preferred energy sources

This trend is enabled by price and performance parity, as well as the ability to balance the grid and the emergence of new technologies.



Implementing protection measures against growing cyber risks in the power sector

Threats continue to evolve, requiring even greater efforts to manage risk.



IoT platforms are becoming a ground-breaking force in the lighting industry

Through integrated IoT platforms, invaluable data can be mined to reduce costs and energy consumption.



Energy storage will transform consumption patterns

Low-cost energy storage will set the tone for innovative storage solutions and the use of smart energy devices.



The growth of Industry 4.0

Digitalisation presents opportunities to establish new business models and sustainable strategies for producing and delivering energy.



Connected technology means connected customers

The empowered customer base will demand redefined business models to address the heightened customer calls for flexibility.



MEE in 2019



77,000

sqm of products



48,816

attendees



1,357

exhibitors



128

countries represented



17

country pavilions



15

halls

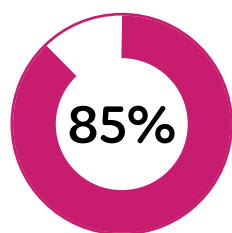
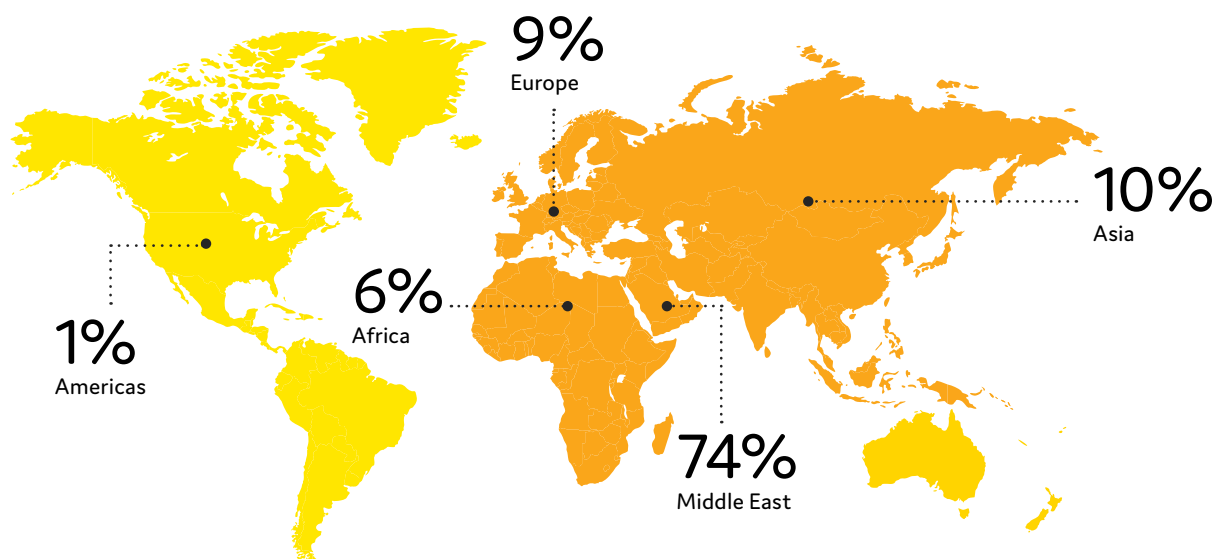
"MEE was a great experience. We found many companies and various products on display all in one place. We could also network with C-Level attendees and varying nationalities. The whole world of leading manufacturers, sellers and industry experts participated. This is a must attend event for anyone in the energy industry, not to be missed!"

Muzafar Alikhan
Consultant - Alliance

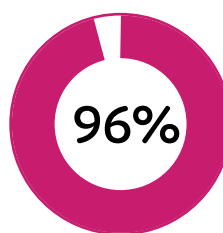


Visitor Profile

MEE 2020 is expected to welcome **48,000+** visitors from **128** visiting countries.

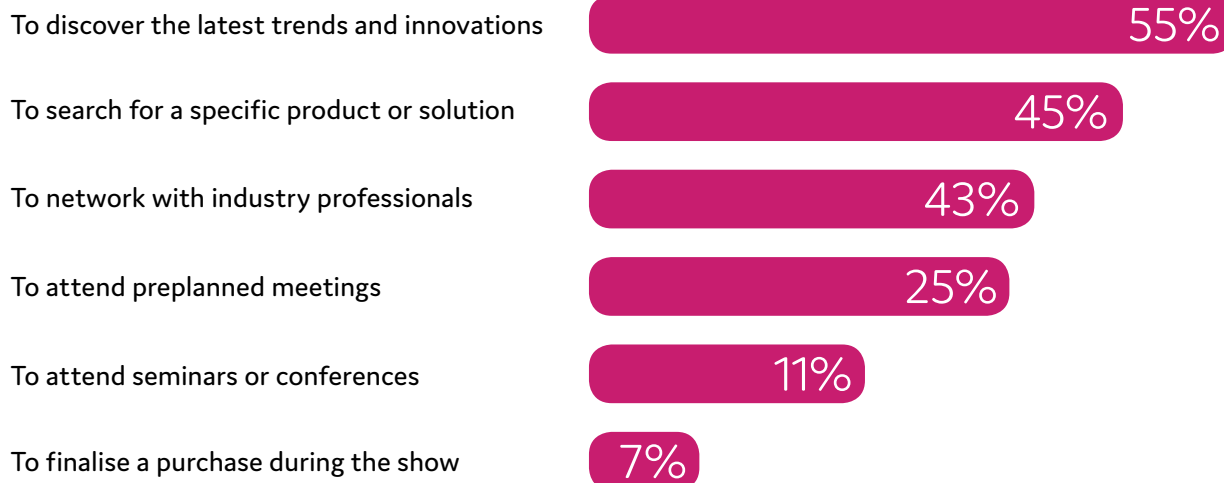


85% rated the exhibitor quality as good



96% find it important to visit MEE to grow their business

Reasons for Visiting



Who You Will 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



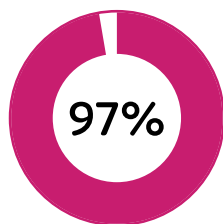
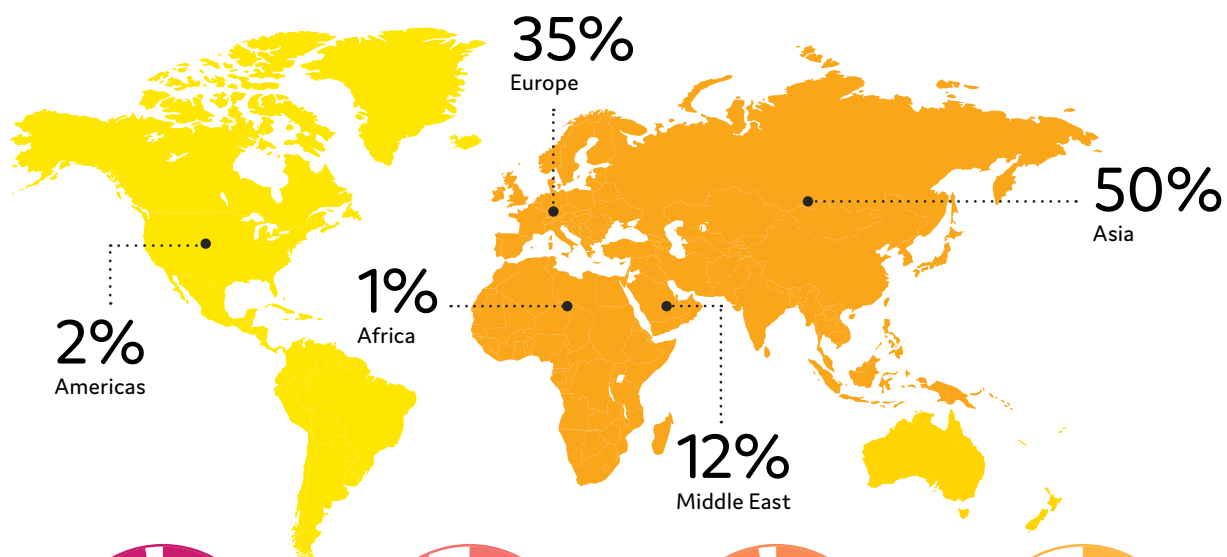
Telecommunications professionals



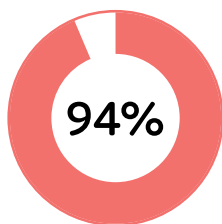
Independent power producers

Exhibitor Profile

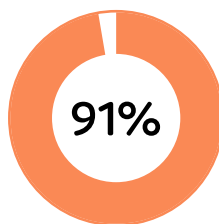
An average of US\$895,000 in sales is expected to be generated by MEE exhibitors over the 12 months following the show.



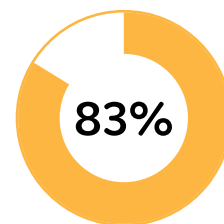
consider it important to exhibit at MEE



rated the visitor quality as high



were satisfied with MEE



see a positive ROI from exhibiting at MEE



What's New at MEE 2020

New initiatives have been introduced to shape the experience for our 1,400+ exhibitors and 48,000+ attendees by making business networking and knowledge sharing more accessible and efficient.



Conferences

For the first time, MEE will be hosting the Digitalisation In Energy Conference alongside the Renewables Conference (in partnership with InterSolar) that will provide added value to visitors.



Renewables Sector

The Renewables sector will showcase the enormous opportunity in alternative sources of energy including solar, wind, thermal, storage, management and other sustainable solutions.



Digitalisation Zone

This zone will highlight new technologies to an audience that is looking for ways to digitally transform their operations and business models.



Upgraded Features in 2020

B2B Matchmaking Programme

We offer exhibitors the opportunity to schedule meetings with qualified pre-registered attendees based on their job profile and interests.



Hosted Buyer Programme

200+ high-profile buyers and delegates will be invited for a series of pre-scheduled meetings with exhibitors to ensure maximum ROI.



Country Pavilions

MEE 2020 will host 17 dedicated country pavilions including three new pavilions from **South Africa**, **Singapore** and **Slovakia**, giving a truly international representation of the global energy industry.



Exhibitor Promotion Tools

We will provide you with a complimentary customised marketing toolkit containing digital banners, emails and social media posts to promote your presence at the show. Onsite, you will be provided with a lead scanner to capture data for anyone that visits your stand.



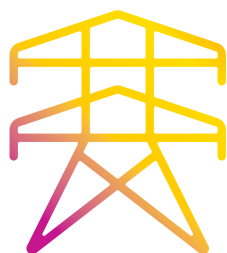
"MEE is the perfect platform for serious stakeholders who want to make a difference in the energy sector. I recommend colleagues from Sub Saharan Africa to start preparing for the 2020 edition."

Panganayi Sithole

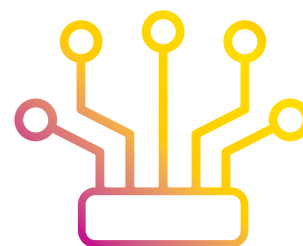
Chief Executive Officer –
Zimbabwe Energy Council

MEE Product Sectors

MEE 2020 unites the global energy community through FIVE dedicated product sectors within a combined mega-show.



TRANSMISSION & DISTRIBUTION

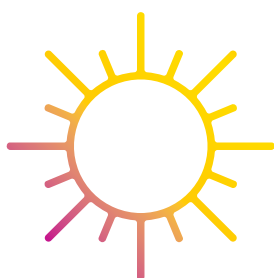


DIGITALISATION

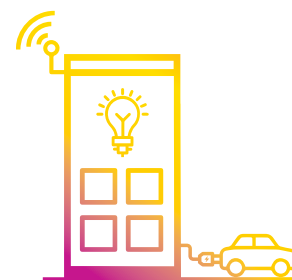
New for 2020!



POWER GENERATION



RENEWABLES



**ENERGY CONSUMPTION
& MANAGEMENT**

New for 2020!





Power Generation

The future of power is intelligent.

The MENA region is working at full capacity to build the optimum mix of power generation to meet the increasing demand for energy, sending a strong signal to the world about the enormous opportunities at hand.

The Power Generation Sector at MEE 2020 is a central meeting place for the MENA region's power industry featuring the entire spectrum of power generation technologies. Innovative products and services will take centre stage as visitors search for transformative cost-saving and energy-conserving solutions.

Who you will meet:

Dealers & distributors

 Procurement & purchasing

 Contractors - mep/epc/main

 Project managers

 Engineers - mechanical/electrical

 Operations

 Sub-contractors

 Utilities

 Municipal authorities

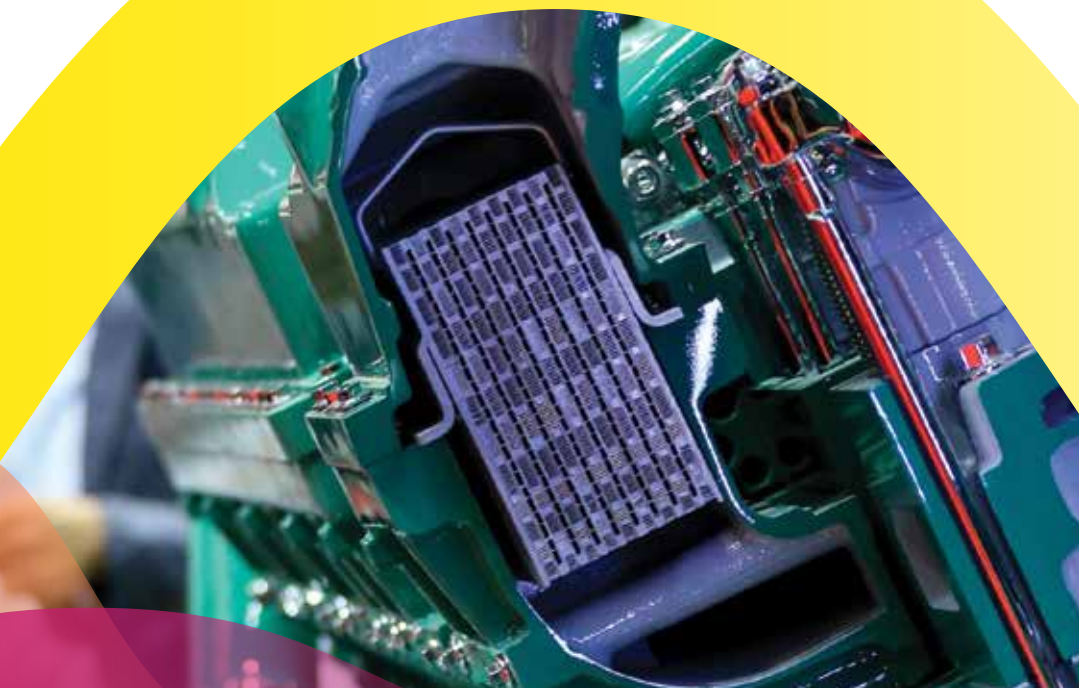
 Government

 Independant power producers






 Facilities management

 Original equipment manufacturers

 Power industry consultants



Why should you be part of the Power Generation Sector?

-  Be part of a future of intelligent power generation in the Middle East
-  Stake your claim in the US \$260 billion investment in the region's power industry
-  Showcase your technologies and service solutions revolutionising power generation, distribution and storage
-  Launch your latest products or services to a captive audience of power industry decision makers and end-users
-  Establish relationships with the region's leading power utility providers and government authorities

The power generation industry in numbers

US \$260 BILLION

to be invested in the MENA region's power sector from 2018 to 2022

US \$35 BILLION

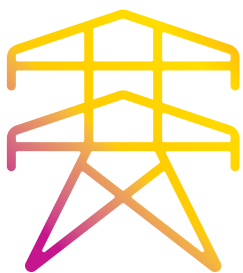
Renewable energy investments in MENA region by 2020

6.4% PER YEAR

MENA power capacity expansion from 2018 to 2022

Power generation brands at MEE





Transmission & Distribution

The future is in efficient transmission and distribution.

Many countries in the MENA region are focusing on improving grid efficiency and reducing transmission & distribution (T&D) losses through the use of regional power grids with interconnected electricity systems. Governments are further planning to strengthen their T&D networks by integrating more renewables, waste-to-energy and clean coal into their energy mix.

The Transmission & Distribution Sector at MEE 2020 is the perfect platform to highlight the need for breakthrough technologies and upgraded services as countries in the MENA region explore ways to drive higher efficiency and flexibility in the sector.

Who you will meet:

Agents

Distributors

Suppliers

Construction contractors

Government

Municipal authorities

Utilities

Engineering consultants

Main contractors

Community developers






Procurement

Project management

Quality assurance



Why should you be part of the Transmission & Distribution Sector?

-  Position yourself as a market leader as the MENA region and take steps towards market liberalisation for T&D in the power sector
-  Launch your products and services into a market expected to reach investment of US \$108 billion by 2022
-  Gain market knowledge of the latest power construction contractor awards in the region
-  Discover what your competitors are doing to improve transmission & distribution system performances
-  Meet with an audience looking to invest in long-term competitiveness and energy security

The transmission & distribution industry in numbers

US \$108 BILLION

investment required for T&D in the MENA region by 2022

US \$34 BILLION

GCC expected to require additional US\$34 billion for T&D over the next five years

6.4% PER YEAR

MENA power capacity expansion from 2018 to 2022

Transmission & distribution brands at MEE





Digitalisation

The future of power is digital.

The energy industry in the Middle East is on a fast-track trajectory towards a digitalised future based on Industry 4.0.

The new Digitalisation Zone at MEE 2020 is the ultimate platform for companies to highlight these new technologies to an audience that is looking for ways to digitally transform their operations and business models.



Artificial Intelligence



APM Solutions



Big Data Analytics



Blockchain Technology



Cyber Security Solutions



DERM Solutions



Digital Twin Technology



Edge Capabilities



Industrial Automation



IoT



Machine Learning



Remote Monitoring



Robotics



Smart Cities



Smart Technologies

Who you will meet:

Industrial factory owners

Military and defence equipment manufacturers

Consultants

End users of automation technologies

System integrators

Distributors and resellers

SCADA & other engineering experts

Investors

Project managers






Manufacturers of plants & machines

Utilities

Maintenance contractors



Why should you be part of the Digitalisation Zone?

-  Establish your company as an Industry 4.0 champion
-  Be part of the US\$ 1.3 trillion growth of digital transformation in the power industry
-  Engage with decision makers, industrial factory owners, government authorities, dealers & distributors and end users looking to ways to reduce costs and improve energy efficiency
-  Position yourself as an industry frontrunner at the Innovation Showcase
-  Demonstrate your vision of a digitalised power landscape

Digitalisation of the energy industry in numbers

US \$1.3 TRILLION

Digital transformation's value in the power sector is estimated to be \$1.3 trillion by 2025

US \$5 BILLION

50% of manufacturers with revenues of more than \$5 billion will have at least one digital twin system in place by 2020

20% - 30%

Boost in profitability rate by digital optimisation

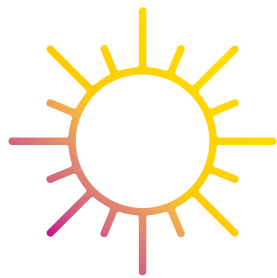
Digitalisation brands at MEE

BECKHOFF



ENEXSA





Renewables

The future of power is renewable.

Renewable energy deployment is set to see significant acceleration in the coming years as the MENA region prepares for an influx of renewable energy investments. Driven by well-designed auctions, favourable financing conditions and declining technology costs, renewables are being brought into the mainstream.

The Renewables Sector at MEE 2020 invites you to explore the opportunities available to you as the region honors its commitments towards the 2030 Agenda for Sustainable Development.

Who you will meet:

- Dealers & distributors
- Procurement & purchasing
- Contractors - mep/epc/main
- Architects
- Project managers
- Engineers - mechanical/electrical
- Operations
- Design engineers
- Sub-contractors
- Utilities
- Municipal authorities
- Government



Why should you be part of the Renewables Sector?

-  Launch your products and services in a renewables energy ecosystem primed for change
-  Stand out from the crowd as a renewables energy champion
-  Engage with utility providers, municipal authorities, engineers, procurement managers and dealers & distributors looking to invest in renewable technologies
-  Discover government initiatives and investments that could lead to lucrative project deals
-  Explore new market strategies to gain a competitive edge in this US\$ 35 billion market

The renewables industry in numbers

US \$46-76 BILLION

Renewable energy deployment estimated to save US\$ 46-76 billion in fuel costs in GCC

US \$35 BILLION

Renewable energy investments per year in MENA region by 2020

354 MILLION

By 2030, the region could save 354 million barrels of oil equivalent (a 23% reduction)

220,000 DIRECT JOBS

Achieving renewable energy deployment targets by 2030 can create more than 220,000 direct jobs in the GCC

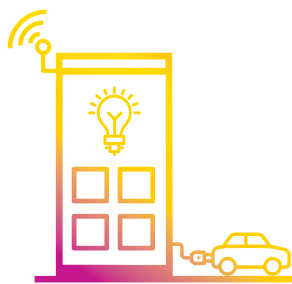
Renewables brands at MEE

AEROCOMPACT®

Ingeteam

JA SOLAR





Energy Consumption & Management

The future of EC&M is in smart technology.

Energy systems around the world are going through rapid transitions that affect many aspects of our lives. As governments and companies look to reduce energy consumption while enhancing the lives of citizens and employees, these shifts will not only continue but accelerate, affecting the way we heat our homes, and power our cars, cities and industries in the coming decades.

From smart buildings with a focus on automation, data and energy efficiency, to transformative lighting systems, strategic focus and business direction is now geared towards the global smart technology market.

Who you will meet:

- Agents/Distributors
- Architects
- Interior designers
- Design consultants
- Light planners
- Lighting designers
- Project managers
- Engineers - mechanical/electrical
- Consultants
- Contractors
- Developers



EV (Electric Vehicle)



Smart Building







Smart Lighting



Smart Security



Why should you be part of the Energy Consumption & Management (EC&M) Sector?

-  Connect with government authorities and utility companies aiming to enhance the lives of citizens while decreasing dependence on fossil fuels
-  Showcase energy-efficient technologies and solutions enabling the development of smart cities
-  Stake your claim in the US\$ 2.1 billion market for energy-efficient lighting systems
-  Meet with decision makers, agents, distributors, designers, consultants and utility providers looking to overhaul their systems

The EC&M industry in numbers

US \$56 BILLION

Infrastructure investment in the MENA region

US \$23.6 BILLION

Global smart lighting market projected to be worth US\$ 23.6 billion by 2024

US \$2.1 BILLION

MENA smart lighting market to reach US\$ 2.1 billion in 2023

53%

LED share of total lighting market in the MENA region to reach 53% in 2021

EC&M brands at MEE



Content Offering

CONTENT IS KING AT MEE 2020!

Visitors need much more than just an exhibition to make it worth their while to attend. In 2020, MEE is going beyond the exhibition with interactive and engaging content to attract a diverse array of visitors and keep them returning for all three days of the event.



CPD-Accredited
Conferences



Panel
Discussions



Training
Workshops



Student
Competitions

Digitalisation Conference

This three-day conference hosted in the Digitalisation Zone offers a critical learning platform for today's energy professionals to learn to adapt their businesses to the inevitable growth of digitalisation within the power industry. Led by the innovators who are at the forefront of these game-changing technologies, the conference covers digitalisation across all sectors of MEE.

Future Generation Competition

MEE's Future Generation Competition highlights the potential of engineering students currently studying in the MENA region. The competition provides an opportunity for undergraduate and postgraduate students to display and present their projects to the visitors at MEE 2020.

MEE Conference

This three-day flagship conference held in the Al Multaqua ballroom will focus on the key industry developments that are changing the face of the energy sector in the MENA region. Some of the biggest names and emerging players in the industry will address the challenges, pinpoint growth opportunities and identify technologies and tactics needed to survive in a rapidly changing industry.

Renewables Conference

The high-level Intersolar Middle East Conference focuses on photovoltaics, PV production technologies, and solar thermal technologies. Since its foundation, Intersolar has become the most important industry platform for manufacturers, suppliers, distributors, service providers and partners of the global solar industry.

In partnership with





Go Beyond Your Stand

Sponsorship opportunities for year-round engagement

MEE 2020 sponsorship opportunities are tailored to fulfil your business objectives before, during and after the show. Go beyond your exhibition booth to keep the engagement levels high and reinforce your presence in the market and gain maximum return on investment.

ENGAGE

Target your audience to get more closely involved with your brand or product by facilitating MEE's marketing platforms and branding channels during the exhibition.

PROMOTE

Promote your messages, brands and ideas through MEE's print and digital platforms.

ENHANCE

Stand out from the crowd while you are at the show and drive traffic to your stand through niche branding-avenues available during the show days.






Start planning for 2020!



Explore. Empower. Energise

3 – 5 March 2020 | Dubai World Trade Centre, UAE

Get in touch with us for booking options

 +971 (0)4 336 5161

 info@middleeast-energy.com

 www.middleeast-energy.com

EXHIBIT AT #MEE2020

Organised by

