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

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
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 groundbreaking force in the lighting industry
Through integrated IoT platforms, invaluable data can be minded 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.

Reasons for Visiting

- To discover the latest trends and innovations: 55%
- To search for a specific product or solution: 45%
- To network with industry professionals: 43%
- To attend preplanned meetings: 25%
- To attend seminars or conferences: 11%
- To finalise a purchase during the show: 7%
Who You Will Meet

- Distributors
- Suppliers
- Architects / interior designers
- Educational institutions
- Consultants (construction and engineering)
- Facilities management professionals
- Government & public entities
- Law/legal service professionals
- Manufacturers
- Contractors
- Telecommunications professionals
- Engineers
- Oil & gas professionals
- Project management professionals
- Developers
- Information technology/software professionals
- Sub-contractors
- Surveyors
- End users of automation technologies
- Utilities
- Data centre operations
- Independent power producers
An average of US$895,000 in sales is expected to be generated by MEE exhibitors over the 12 months following the show.

Exhibitor Profile

97% consider it important to exhibit at MEE
94% rated the visitor quality as high
91% were satisfied with MEE
83% 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!
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 required 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

- ABB
- اللفيان
- BAHRA ELECTRIC
- Ducab
- EATON
- Lucy Electric
- SIEMENS
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.

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

DELTA

etap

ENEXSA

LAPP

PHOENIX CONTACT

RITTAL
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®](image1)
![Ingeteam](image2)
![JA SOLAR](image3)
![TALESUN](image4)
![ZOHAL](image5)
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

Smart Building

- EV (Electric Vehicle)
- 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

[Brands logos]

LEDVANCE  Qlite  Relco Group  TCI LED  Tungsram
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.

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

[Logos: ees, inter solar]
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!

Middle East Energy Dubai

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Get in touch with us for booking options

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EXHIBIT AT #MEE2020

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