

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



**MIDDLE EAST  
ELECTRICITY**  
ENERGISING THE INDUSTRY

5 - 7 MARCH 2019 | DUBAI WORLD TRADE CENTRE, UAE

# Post Show Report 2019

Now known as



Middle East  
Energy Dubai

Explore. Empower. Energise



# 2019 in Numbers



15

halls



77,000

sqm



1,357

exhibitors



17

country  
pavilions



48,816

attendees



61

media  
partners



128

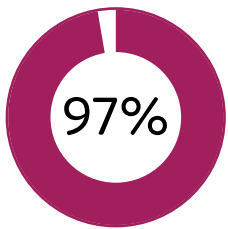
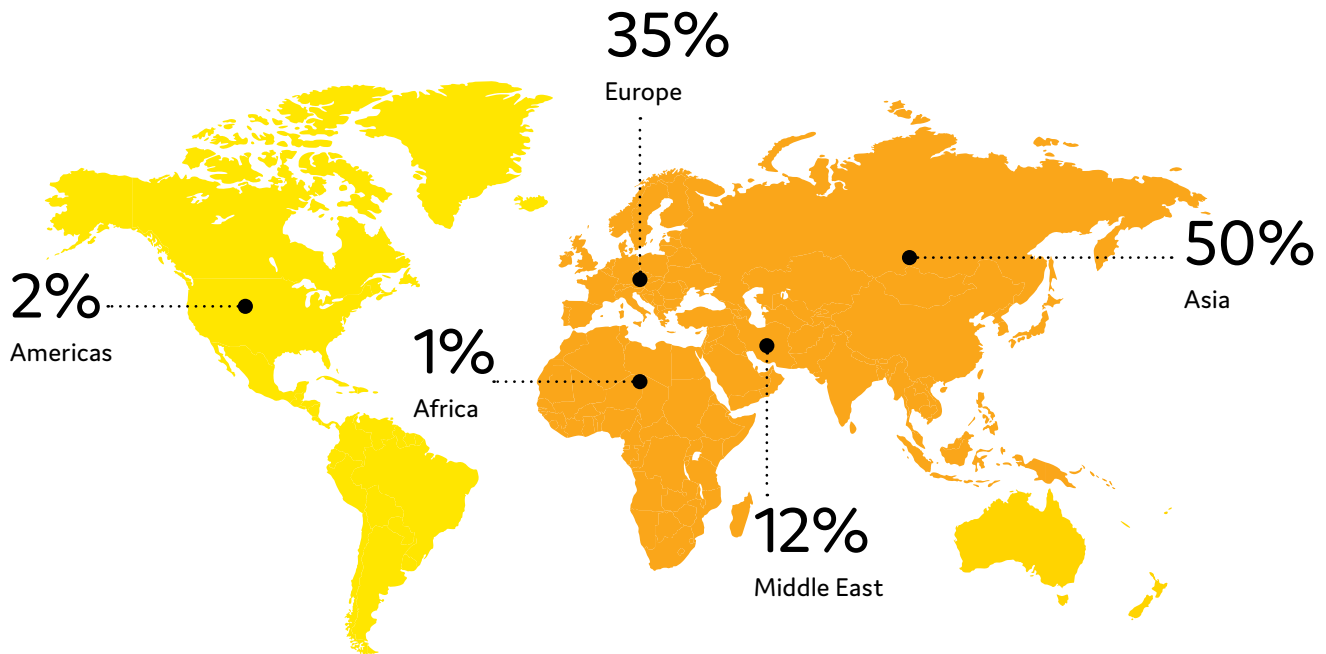
visiting  
countries

HH Sheikh Hamdan was accompanied by His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy, and Managing Director and CEO of Dubai Electricity and Water Authority (DEWA), and His Excellency Helal Saeed Almarri, Director General, Dubai World Trade Centre Authority.

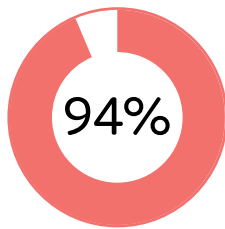


# Exhibitor Profile

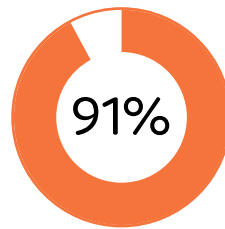
An average of **US\$895,000** in sales is expected to be generated by MEE exhibitors over the 12 months.



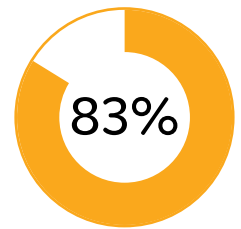
consider it important  
to exhibit at MEE



rated the visitor  
quality as high



were satisfied  
with MEE



see a positive ROI from  
exhibiting at MEE



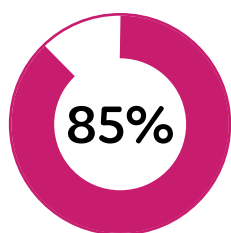
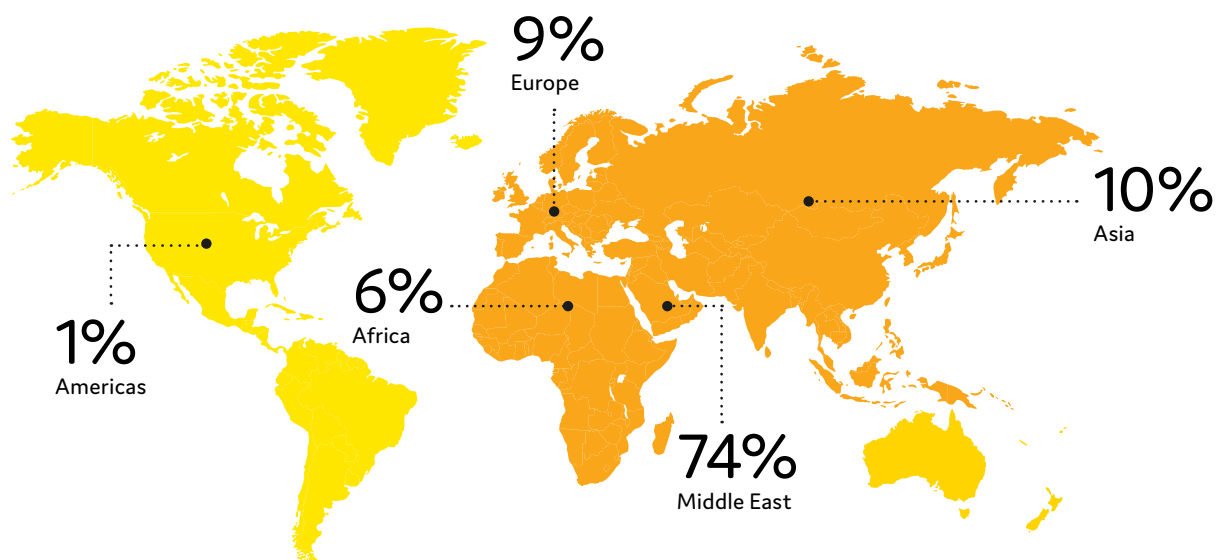
# Trade Mission Programme

MEE invited 60 representatives comprising of influential buyers and business leaders from 21 countries across the Middle East, Africa and Asia to MEE 2019 to take part in the inaugural Trade Mission Programme which included a full schedule of activities, and a networking dinner.

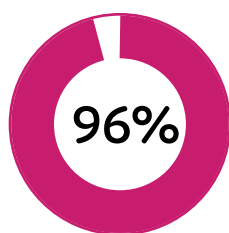
The programme targeted ministers, C-level executives from utilities, contractors, consultancies and independent power producers - all high-net worth industry leaders, with proven business to conduct in the region. 126 meetings took place with 50 exhibitors.



# Visitor Profile



85%  
rated the exhibitor  
quality as good



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



48,816  
attendees

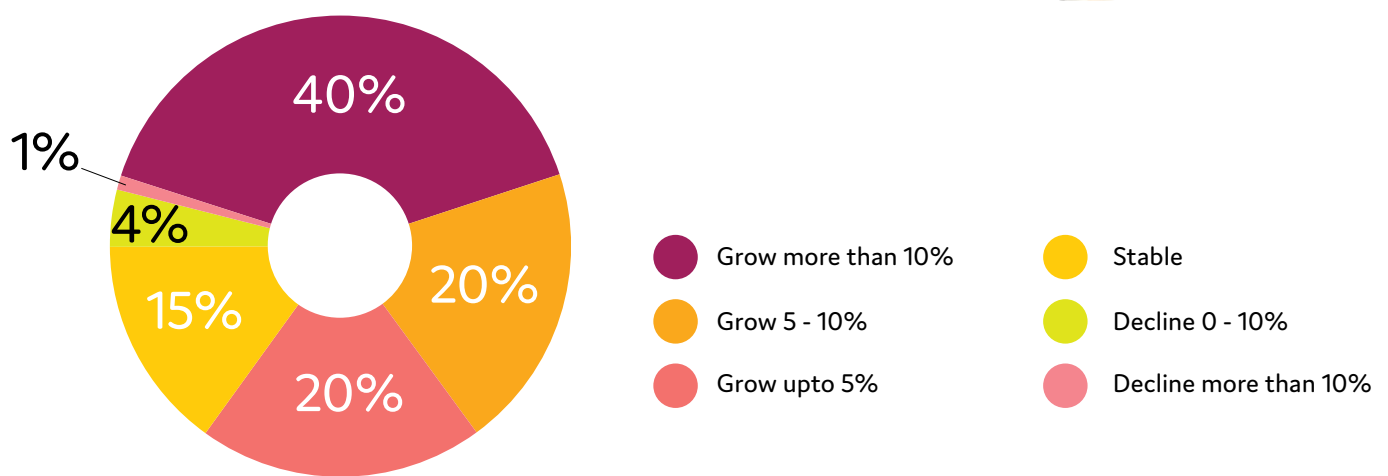


128  
visiting  
countries

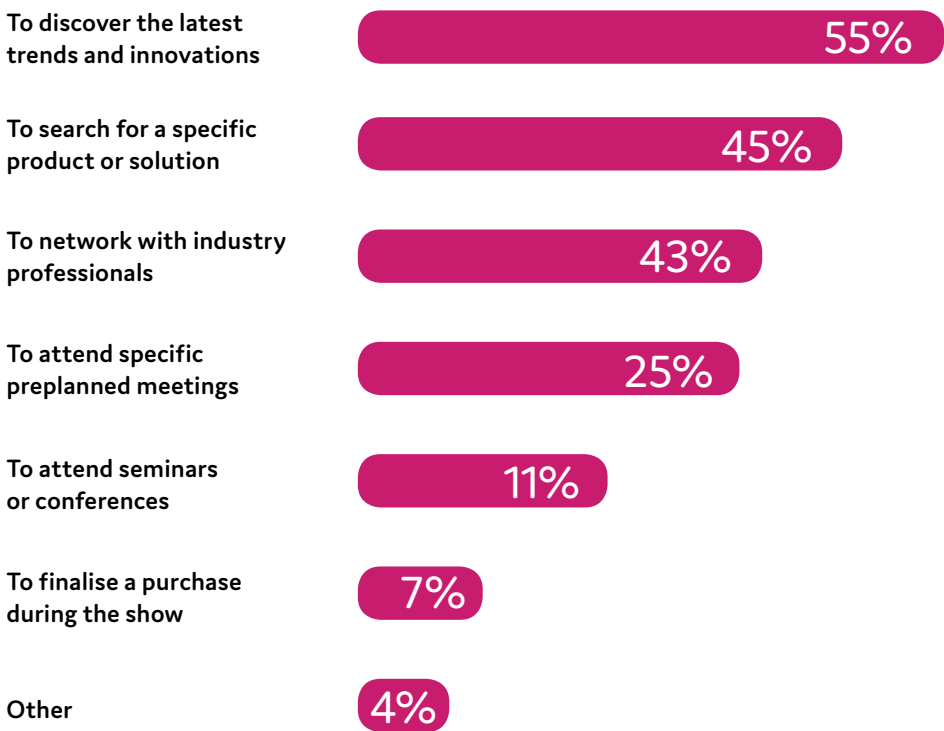




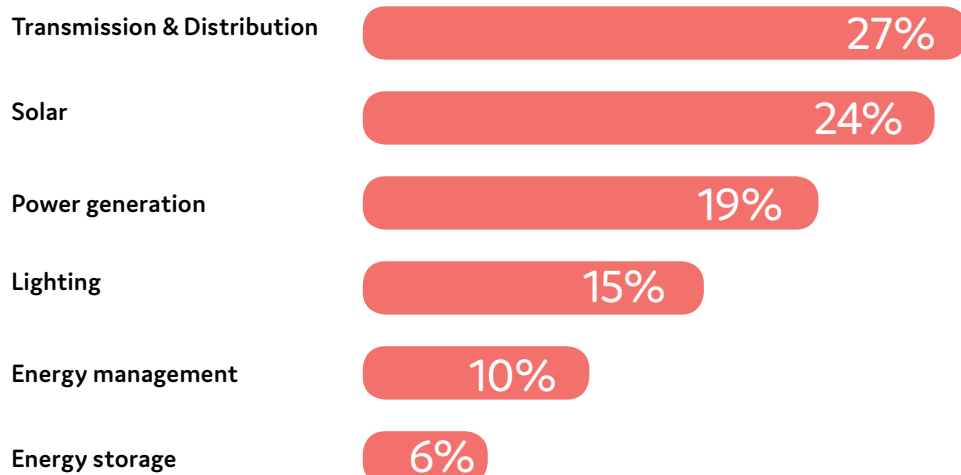
# Visitor Purchasing Capacity in the Next 12 Months



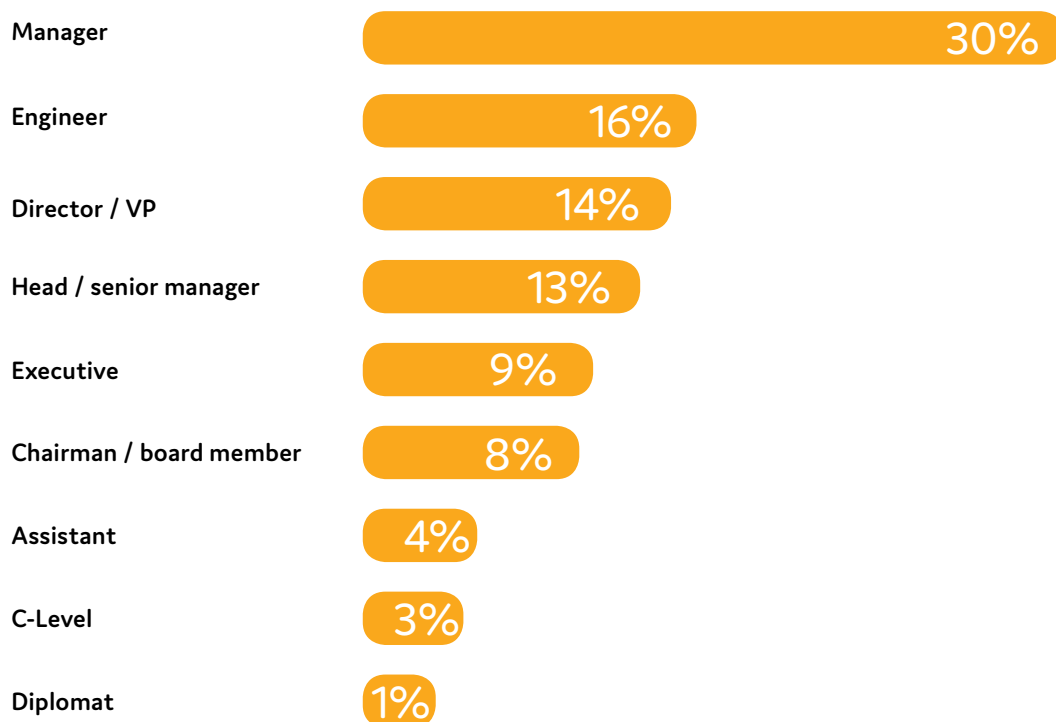
# Reasons for Visiting



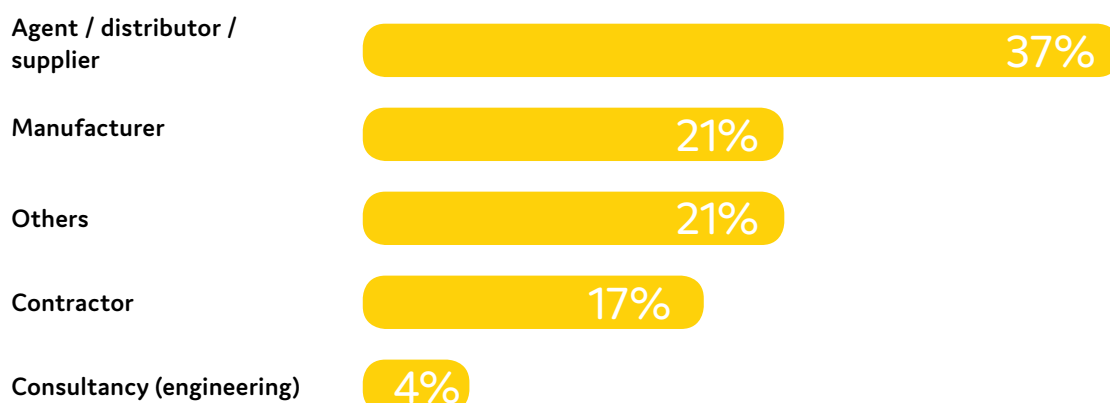
# Area of Interest



# Seniority



# Nature of Business



# Marketing and Promotion



## Digital

GOOGLE ADS  
**1.18** million impressions  
**644,000+** clicks

.....

FACEBOOK & INSTAGRAM  
**282,000+** reach  
**1.8** million impressions  
**17,000+** likes

.....

TWITTER  
**485,000+** reach  
**282,000+** impressions  
Trending hashtag in the  
UAE during show days



## Electronic messages

**2.47** million  
emails delivered

.....

**200,000+**  
SMS messages sent

.....

**50,000+**  
WhatsApp messages sent

.....

**10,000+** MEE advocates  
(people who invited  
their colleagues)



## Direct mail

**50,000+**  
mail invitations sent  
out to potential  
visitors and VIPs







## Radio, newspaper and outdoor advertising

**10+** international newspapers

**5** leading radio stations

**2** billboards on Sheikh Zayed Road



## Public relations campaign

Advertising value:

2018; **US \$1,207,685**

2019; **US \$2,076,829**

.....  
Total Clippings generated:

2018; **362**

2019; **597**

"It's a very good platform to interact with people from various countries and to explore the business possibilities & opportunities. It's also good to have long lasting and mutually rewarding relationships."

**Harish Sharma**

Power Generation Manager  
TAFE Motors & Tractors Ltd



## Media partner coverage

**61** Media Partners

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

**40+** emails with a reach of **370,000+** power industry professionals

# Thank you to our Sponsors and Partners

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Smart Utility Partner



Exhibition Partners



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Platinum Sponsor



Power Generation Sponsor



Lighting Sponsor



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# Start planning for 2020!



Explore. Empower. Energise

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

**Get in touch with us for booking options**

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**EXHIBIT AT #MEE2020**

Organised by

