Middle East Energy 50 YEARS

Special edition
September 2026

A SHARED JOURNEY

Fifty years of energy evolution

A regional story with a global impact

Tracing the rise of Middle East Energy

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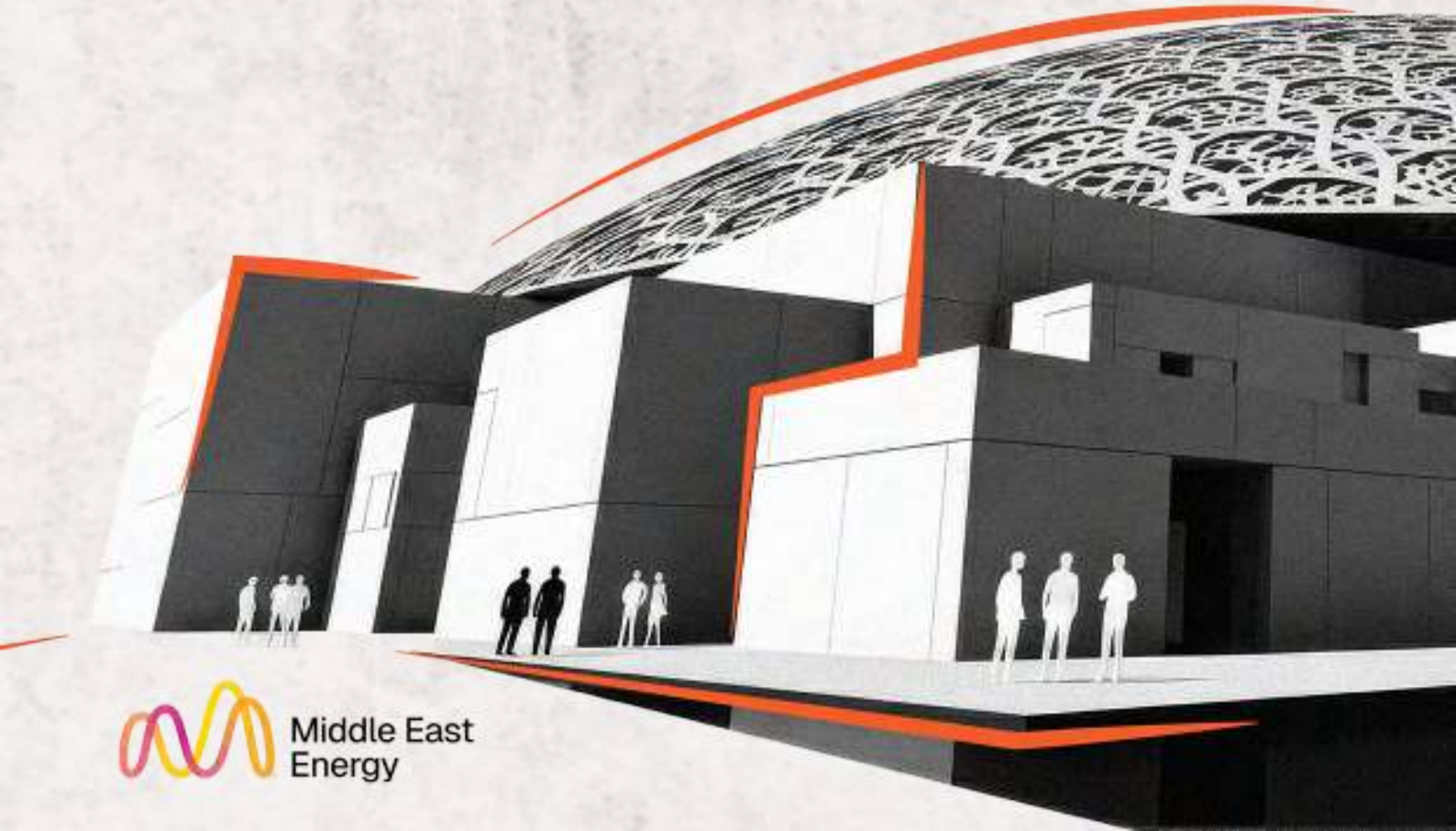

Middle East Energy

A LEGACY OF ENERGY

A future of opportunities

As we celebrate the 50th anniversary of Middle East Energy, we take a moment to reflect on five decades of innovation, collaboration, and progress that have shaped not only the event but the wider energy industry across the region. From its beginnings as a local trade exhibition to becoming one of the most influential platforms for the global energy community, Middle East Energy's story is one of vision, resilience, and connection. It has grown hand in hand with the industry; showcasing the technologies, partnerships, and ideas that continue to power transformation today.

This milestone is a testament to everyone who has been part of that journey; our exhibitors, partners, visitors, sponsors, speakers, colleagues and the Ministry of Energy and Infrastructure of the United Arab Emirates whose passion and commitment have driven the industry forward and made Middle East Energy what it is today. As we look ahead, our mission remains clear: to connect buyers and sellers, drive progress, and continue shaping the future of energy for the next generation.

We hope you enjoy reflecting on the past 50 years; and imagining the next 50; as we continue this journey together. The next 50 years start here.

M.E.J.Ring

Mark Ring

Group Exhibition Director,
Middle East Energy

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Fifty years of energy, innovation and impact with Middle East Energy

As Middle East Energy marks its milestone edition, we look back at the region's energy journey and the event's role in supporting the Middle East's transition towards a smarter, cleaner and more connected energy future.

In 1976, when the first edition of Middle East Energy (then known as Middle East Electricity) opened its doors in Dubai, it did so in a world that looked very different from today's. Oil dominated conversations.

Renewable energy was a distant idea. The UAE was just five years into its formation. Yet even then, there was an unshakable belief that energy would shape the region's destiny, and that the Middle East would not just participate in that future but help lead it.

Middle East Energy began as a modest gathering of power and electricity professionals. Fifty years later, it has grown into one of the largest and most influential energy events in the Middle East. It is a much-celebrated addition to the region's energy calendar and a living archive of the industry's evolution.

Mirroring the region's transformation

The story of Middle East Energy is, in many ways, the story of the region itself. As cities like Dubai, Abu Dhabi, Riyadh and Cairo grew upward and outward, so did their energy needs and ambitions. Middle East Energy provided a platform to match the scale of those ambitions. From showcasing the latest in diesel generators and power cables in its early editions to hosting global conversations on decarbonisation, hydrogen, smart grids, sustainability and AI, the event has tracked and anticipated every pivot of the industry. It has supported the region's move from oil dependence to energy diversification, from traditional infrastructure to smart, digital, and resilient systems. And in doing so, it has welcomed heads of state, industry leaders, international delegations, clean energy champions and the next generation of thinkers who will help carry this work forward.

> At the heart of Middle East Energy's legacy is its ability to adapt and anticipate.

A community, not just an exhibition

Perhaps the most powerful legacy of Middle East Energy is its community. Over five decades, it has become more than just an exhibition. It now serves as an annual homecoming for industry professionals.

For some, it's the place where their careers began. For others, it's where they secured major deals or unveiled breakthrough products.

This network spans utilities, EPCs, ministries, OEMs, start-ups, and sustainability advocates. Each brings a unique perspective, but all are united by a common goal: powering progress across the region and beyond.

With $4.08 billion in business generated onsite in 2025, Middle East Energy is all set to return from 1st to 3rd September 2026 at the Dubai World Trade Centre. Join us at the upcoming edition as we chart the next 50 years of the region's energy future.

> The event continues to provide a trusted space to reconnect, reimagine, and recharge.

A regional story with a global impact

Tracing the rise of Middle East Energy

From its first edition near Dubai Creek in 1976 to becoming the region's largest energy event, Middle East Energy has evolved alongside the industry it serves. This timeline charts the defining moments that shaped Middle East Energy into the powerhouse it is today and the journey that continues to drive the industry forward.

1976

The first edition of Middle East Electricity

The launch is at a venue close to the Dubai Creek.

1979

Dubai's World Trade Center is formally opened by HH Queen Elizabeth II during her state visit to Dubai.

Late 1970s

- Sheikh Rashid instructs John Harris to plan an Exhibition Center in Dubai.

- Bernard Sunley and Co. complete the construction in 1979.

2008

Middle East Electricity gains recognition as the region's trusted event for the energy industry.

2010

Exhibitors participate in product launches at the annual exhibition year after year.

HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai & Minister of Finance for the UAE, inaugurates the 2014 edition.

2014

Intersolar & ees Middle East partners with Middle East Electricity to help drive renewable and solar innovation.

2018

Middle East Energy becomes the largest energy event in the region, expanding into Battery & eMobility with a dedicated battery show & conference.

2025

2015

The exhibition celebrates its 40th edition gathering a record-breaking attendance of 50,000+

2021

The exhibition gets rebranded as Middle East Energy Dubai.

The first online edition of Middle East Energy takes place amidst the Covid-19 pandemic.

2026

Middle East Energy celebrates 50 years of making an impact in the industry

Middle East Energy

50 YEARS

Anniversary special

Meet the team behind the success

Behind Middle East Energy's legacy stands a passionate team brought together by a shared purpose: to deliver an unparalleled event experience for customers year after year.

It is their attention to detail, dedication to partnership, and a customer-first approach that has helped shape an event trusted by the industry for five decades. Turn the pages to see what our key stakeholders have to say about the event's evolution and the vision that continues to drive its success.

Fifty years of progress. Fifty editions of purpose

Middle East Energy has been built through thousands of conversations, partnerships and business opportunities, continually evolving alongside the industry it serves.

And that industry has transformed. Conversations that once centred on power generation now span grid intelligence, the energy demands of AI and data centres, hydrogen, nuclear and infrastructure investment at unprecedented scale. Energy security itself has moved beyond a technical challenge to become a strategic global priority.

This milestone also marks the first edition of Middle East Energy under inD, bringing together Informa's global reach with Dubai World Trade Centre's deep regional expertise. It is a powerful combination at a time when the industry increasingly needs both: international perspective and strong connections to the markets where investment, infrastructure and opportunity are accelerating.

In planning this edition, we listened closely to the industry, and the message was consistent: even in challenging times, people want to meet. Projects move faster when decision-makers, partners and solution providers are in the same room. That is an important principle for us: **Middle East Energy is delivered with the industry, not simply to it.**

It is a privilege to join Middle East Energy at such a significant moment. Fifty editions are testament to the strength of the community that has built this platform, but longevity is never something we take for granted. Our responsibility is to keep earning the industry's trust and remaining relevant to its changing needs, bringing the right people together, enabling meaningful business and helping turn ambition into progress.

> "Fifty editions are testament to the strength of the community that has built this platform, but longevity is never something we take for granted."

David Lynn
Chief Executive Officer, inD

Global energy events footprint

*This map highlights a limited selection of inD and Informa's energy events worldwide and is not an exhaustive list. To explore our full portfolio of events, please visit ind-group.com and informamarkets.com.

Warsaw, Poland
Energy Storage Summit
Central Eastern Europe
Greater Noida, India
The Battery Show India
Energy Storage Summit India
Renewable Energy India Expo
Dubai, UAE
Middle East Energy
The Battery Show Middle East
Energy Storage Summit Middle East
Chennai, India
RenewX India
Hong Kong, China
The Battery Show Asia
Jakarta, Indonesia
The Battery Show Indonesia
Cairo, Egypt
Egypt Energy
Sydney, Australia
Energy Storage Summit Australia
Africa Energy
Johannesburg, South Africa

How do industry leaders connect, grow, and innovate?

Insights from top energy companies and partner organisations on what drives their success and keeps them engaged with Middle East Energy.

For industry leaders and event partners, success isn't just about products or services. It's about building connections, discovering opportunities, and staying ahead in a rapidly evolving market. Leading energy companies and key partner conferences at Middle East Energy share how strategic engagement, meaningful dialogue, and showcasing expertise have helped them grow, innovate, and strengthen their presence in the region.

Andrew Shaw, Vice President @alfanar Electrical Systems

"Middle East Energy is by far our biggest exhibition and opportunity to showcase to the region our technical strengths through our full product range. It's the largest energy show in the Middle East and gives us an opportunity to showcase alfanar to an international audience. It is a very important part of our annual presentation to our customers and our partners."

Jonathan Stokes, Group Marketing Director @Mecc Alte

"From an organisational perspective, the Middle East Energy show is a big global player and setting the trends around the markets we serve. On a strategic level, it helps us connect through the areas we serve, and it allows us to expand into different market applications and sectors, meeting everybody all in one place."

Nauman Afsar, Regional Vice President (MEA & Turkey) @Oracle Energy and Water

"Middle East Energy is one of the largest events in the region and serves as a hub for all the utilities to get together. It gives us an opportunity to meet and engage with customers. It's a two-way dialogue to understand our customer requirements and identify how we can help serve them better in return."

Mariarosaria Fragasso, Director of External Relations and Research Services @ANIE Federazione

"Middle East Energy represents a flagship event for ANIE, the Italian Federation representing the Electrical Engineering and Electronic industry, and an unmissable appointment for Italian companies supplying technologies for the energy sector. Italian companies' interest in Middle East Energy has remained consistently strong over the years, sustained by the high quality of the exhibition and its global network of professionals. Looking ahead, ANIE remains committed to strengthening its presence and to supporting Italian excellence in the energy sector on this prestigious international stage."

Dr. Florian Wessendorf, Managing Director @Solar Promotion International GmbH

"Middle East Energy has consistently provided a unique platform where innovation meets opportunity. The event's ability to bring together the full energy ecosystem, spanning renewables, storage, grid technologies, and emerging solutions creates an environment that sparks meaningful dialogue and actionable collaboration. For Intersolar Middle East, this has translated into deeper market insights, stronger relationships, and a clearer understanding of the region's fast-evolving energy landscape."

Building the backbone of future power infrastructure

Innovation, reliability and long-term partnerships are driving the next chapter of power infrastructure, and Riyadh Cables explains how it's preparing for the decade ahead.

The energy sector is transforming rapidly through electrification, infrastructure expansion and sustainability goals. What do you see as the most pressing challenges facing power infrastructure today?

The global energy landscape is undergoing one of its most significant transformations in decades. Rapid electrification, the integration of renewable energy, expanding urban populations, and increasing industrial demand are placing unprecedented pressure on power infrastructure. One of the most pressing challenges is developing resilient and future-ready transmission and distribution networks capable of supporting higher loads while maintaining reliability and efficiency.

At the same time, utilities and developers are expected to deliver projects faster without compromising quality, safety, or environmental responsibility. Supply chain resilience, localisation requirements, and the need to reduce lifecycle costs are also influencing purchasing decisions across the industry.

In the Middle East, these challenges are amplified by ambitious national development programs, smart city initiatives, and large-scale infrastructure projects that require dependable, high-performance cable systems. Meeting these expectations requires not only advanced manufacturing capabilities but also, strong technical support and close collaboration with customers throughout the project lifecycle.

The industry's success will depend on combining innovation, quality, and long-term partnerships to build infrastructure that can reliably support the energy demands of the future.

How is Riyadh Cables responding to these challenges through its products, technologies and innovations?

Riyadh Cables Group continues to address the evolving needs of the energy sector by combining decades of manufacturing expertise with continuous investment in technology, quality, and product development. Our comprehensive portfolio covers low, medium, high, and extra-high voltage cable solutions, supported by cable accessories and integrated technical services designed to meet the requirements of complex infrastructure and energy projects.

Innovation is embedded throughout our manufacturing processes, with a strong focus on quality assurance, operational efficiency, and compliance with international standards. We continuously enhance our production capabilities and testing facilities to ensure our products deliver long-term reliability in demanding operating environments.

As a long-standing principal partner of Middle East Energy, what would you say has sustained this partnership and how have you benefited from it?

Our relationship with Middle East Energy has been built over many years because the exhibition continues to bring together the right people, the right conversations, and the right opportunities.

It has become much more than an annual event it's a place where the energy industry connects, shares ideas, and shapes future projects. For Riyadh Cables, it has always been an excellent platform to strengthen relationships with existing customers while meeting new partners from across the region and beyond. It also gives us the opportunity to showcase our latest solutions, understand market trends, and exchange technical knowledge with industry professionals.
The partnership has grown because both Riyadh Cables and Middle East Energy share a long-term perspective. We believe in building lasting relationships, supporting industry development, and creating value beyond individual projects. As the energy sector continues to evolve, we see Middle East Energy remaining an important platform for collaboration, innovation, and sustainable growth.

Beyond visibility, how does your presence at Middle East Energy help you engage with utilities, EPCs and developers across regional and international markets?

Middle East Energy is far more than a branding opportunity for us. It gives us the chance to have meaningful conversations with the people who are shaping the future of the energy sector from utilities and EPC contractors to consultants, developers, and technology partners. Many of the discussions that begin at the exhibition continue long after the event ends. It's an opportunity to better understand the challenges our customers are facing, whether that's delivering projects on tighter timelines, meeting sustainability goals, or finding reliable long-term partners. Those conversations help us refine our solutions and strengthen our relationships. The exhibition also allows us to connect with companies from new markets while reinforcing our presence in the regions where we already operate. As infrastructure investment continues to grow across the Middle East, Africa, and beyond, having a platform where decision-makers come together is incredibly valuable.

What's in store for Riyadh Cables over the next decade, and what role does partnership with Middle East Energy play in that journey?

The next decade will be an exciting one for Riyadh Cables. As demand for resilient, efficient, and sustainable power infrastructure continues to grow, we remain focused on strengthening our manufacturing capabilities, investing in innovation, and delivering solutions that support the evolving needs of the energy sector.

Our ambition is not only to grow our presence in existing markets but also to expand internationally while continuing to build long-term partnerships with customers who value quality, reliability, and technical expertise. We believe that success comes from continuously improving whether through technology, operational excellence, or the way we support our customers throughout every stage of their projects.

Middle East Energy will continue to be an important part of that journey. It provides a platform to connect with industry leaders, exchange ideas, explore new opportunities, and showcase how Riyadh Cables is evolving alongside the industry. As the energy landscape continues to transform, we look forward to playing an active role in helping build the infrastructure that will power the next generation of economic growth and sustainable development.

For Riyadh Cables, Middle East Energy is where relationships are built, ideas are exchanged, and future opportunities often begin.

Welcome Remarks

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Advisor to Group Chairman & Independent Board Member, Alserkal Group of Companies, Member, UAE Circular Economy

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MEMF

ducab دوكاب
UTEC

Powering the energy transition through innovation and local manufacturing

From AI-ready infrastructure and grid modernisation to sustainable manufacturing, DUCAB's CEO for Cable Business Unit, Charles Mellagui shares how innovation and regional expertise are helping shape the future of energy.

As demand for reliable, resilient and sustainable power infrastructure continues to grow, what do you see as the biggest priorities for the energy industry over the next decade?

The energy industry is entering a period of rapid transformation driven by electrification, digitalisation and the transition to cleaner energy sources. Global electricity demand is expected to grow by minimum 4% annually through 2027, while local initiatives like Dubai's Clean Energy 2050 are in place to produce 100% of its energy requirements from clean sources by year 2050. Over the next decade, the priority will be to build energy infrastructure that is reliable, resilient, and capable of meeting growing demand while enabling the large-scale integration of renewable energy. This requires combining a robust energy backbone with intelligent, AI-powered systems that optimize energy use and accommodate emerging demands from artificial intelligence and data centers. Sustainability must also extend across the entire value chain—from responsible sourcing and lower-carbon manufacturing to energy-efficient products and circular economy practices.

DUCAB has played a significant role in supporting major infrastructure and energy projects across the region. How is the company helping customers meet today's evolving energy needs through its products, manufacturing capabilities and sustainability initiatives?

Our role has evolved beyond manufacturing cables. Today, we provide integrated energy solutions that help customers build smarter, more efficient and sustainable infrastructure. With one of the region's most comprehensive manufacturing ecosystems, we produce everything from low-voltage and medium-voltage to extra-high-voltage cables. and we support our clients in designing and implementing efficient and optimized cabling particularly for renewable projects, transmission and industrial projects. We continue to invest in innovation, including our high-voltage fibre optic cable technology, digital monitoring solutions and technologies that improve grid performance. Sustainability and 360 recyclability targets remain equally important when designing our products and services. Through continuous improvements in manufacturing efficiency, we are reducing our environmental footprint while helping customers achieve their own sustainability objectives.

What value does the Middle East Energy event create for DUCAB beyond exhibiting, and how does it help strengthen relationships across the industry?

Middle East Energy is a strategic platform for collaboration, knowledge sharing and shaping the future of the energy sector. It brings together customers, partners, policymakers and technology leaders to discuss emerging challenges and opportunities.

It provides opportunity to showcase our latest innovations, understand evolving customer requirements and strengthen relationships with stakeholders across global markets. These conversations often lead to long-term partnerships that drive innovation and create value well beyond the event itself.

Looking ahead, what opportunities are you most excited about for DUCAB, and how do events like Middle East Energy support your long-term growth and engagement with the global energy community?

The opportunities ahead are significant. Growing investment in renewable energy, grid modernisation, electrification, AI-driven infrastructure and regional industrial development is creating strong demand for advanced energy solutions.

We are particularly excited about expanding our role in supporting the energy transition through innovative products, sustainable manufacturing and greater digital integration across our operations.

Events like Middle East Energy play an important role in connecting us with customers, technology partners and industry leaders from around the world. They enable us to exchange ideas, explore new collaborations and ensure Ducab remains at the forefront of delivering innovation, technology and solutions that power sustainable growth for the region and for the world.

“We believe it is Ducab’s responsibility, as the manufacturing champion of the UAE and the GCC, to drive innovation and advanced technologies that shape the future of the global energy sector.“

Charles Mellagui
CEO for Cable Business Unit, DUCAB

A note of gratitude to our customers, partners, and agents

As Middle East Energy celebrates this milestone edition, we pause to express our deepest gratitude to the people and organisations who have been at the heart of this journey: our customers, exhibition partners, and dedicated agents. Your unwavering support, creativity, and commitment have helped shape Middle East Energy into the vibrant, influential platform it is today.

From the earliest days of the exhibition to the global-scale event we host now, your contributions have been the driving force behind meaningful conversations, industry collaborations, and the exchange of ideas that have helped progress the energy industry forward.

Your presence on our show floor, your thought leadership in conference sessions, and your dedication to connecting with the industry community have all played a vital role in creating an event that is more than a trade exhibition, it is a hub for inspiration, innovation, and growth.

As we look forward to the future, our commitment to you remains stronger than ever. We envision the next chapter of Middle East Energy as one defined by collaboration, sustainability, and technological advancement.

It is your trust, enthusiasm, and partnership that make this event a success year after year. For this, we extend our heartfelt thanks and appreciation. Together, we will continue to build a platform where ideas flourish, partnerships thrive, and the energy sector continues to evolve in ways that inspire and empower the world.

Daria Ziolkowska
Head of Sponsorship

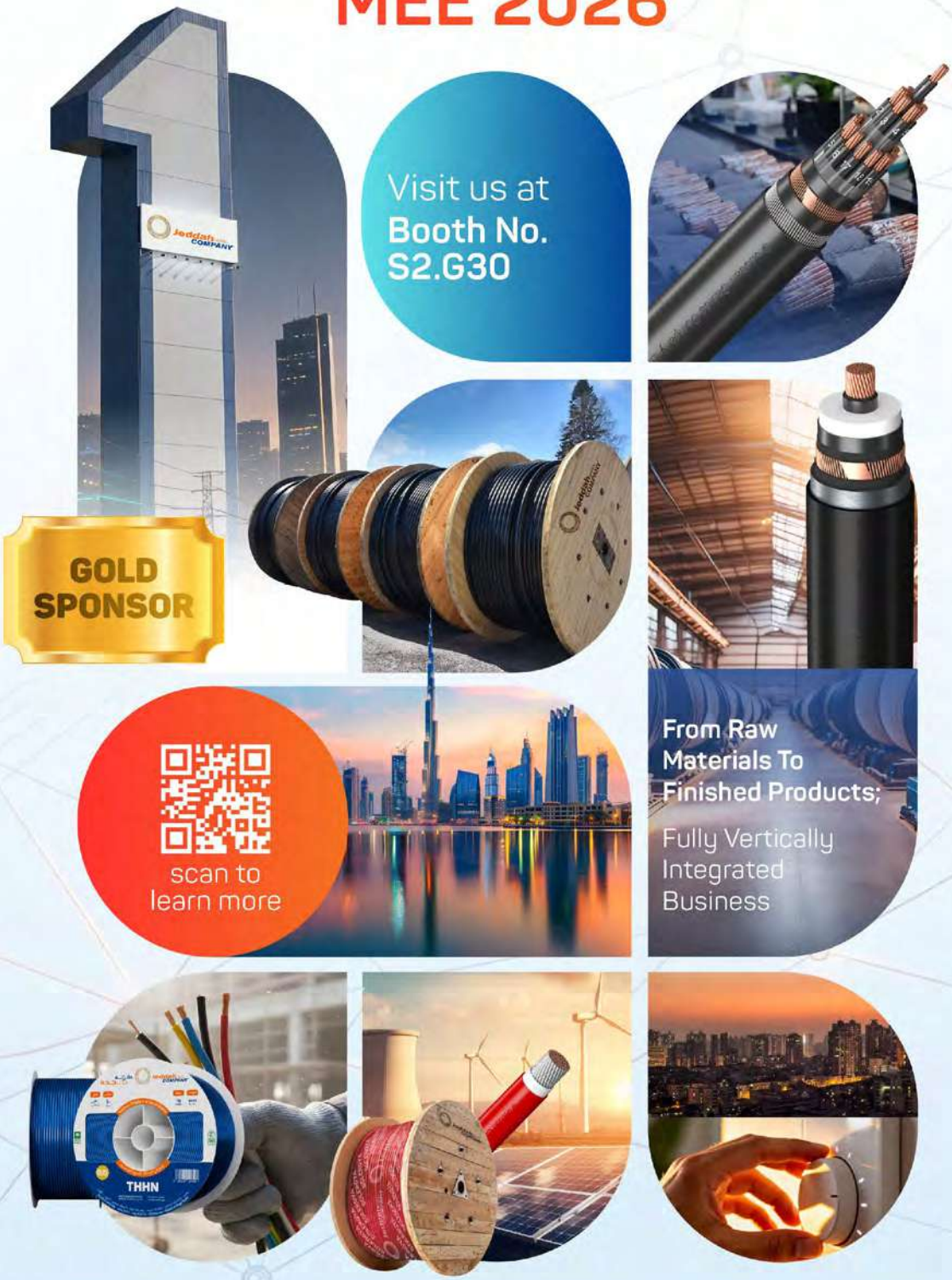
Vina Alcala
Exhibition Manager

Marianne Eguia
Sr. Account Manager

Jeddah cables COMPANY

Middle East Energy

JEDDAH CABLES AT MEE 2026



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From five decades of legacy

to the conversations shaping today

Looking ahead

Today, conversations around decarbonisation, digitalisation, and diversification are shaping a future every bit as transformative as the past. In this section, we turn the spotlight on trends, data, and voices redefining the Middle East's energy landscape.

The evolution of power industry and the growing role of innovation and sustainability

By: Sheryl Carvalho
Content Director, Middle East Energy

The power industry stands at crossroads. Once dominated by fossil fuels and centralised generation, the industry is undergoing a fundamental reconfiguration driven by climate change, technological breakthroughs, and shifting geopolitical priorities. Energy demand is rising at an unprecedented pace, fuelled by the rapid growth of AI data centres, industrial electrification, and the expanding needs of developing countries.

Emerging technologies such as energy storage, low carbon molecule production and e-mobility are scaling rapidly to meet net-zero targets and urban sustainability goals. According to the International Energy Agency (IEA), clean energy investments are projected to exceed USD 3.3 trillion, with renewables like solar and wind expected to generate over 40% of global electricity by 2030. China alone will invest USD 627 billion in clean energy this year closely followed by major investments from the USA, European Union, India and other emerging markets.

Yet the industry continues to grapple with balancing power supply and demand while navigating policy changes and supply chain disruptions. Against this backdrop, Middle East Energy (MEE) serves as a global platform, uniting over 45,000 professionals from 178 countries to foster collaboration and drive the energy transition.

Are trends reshaping the next decade?

As wholesale electricity prices and distribution costs continue to climb globally, power systems face immense pressure prompting utilities to rethink generation and transmission strategies to address growing electricity demands, with renewables leading the charge. Solar and wind installations are accelerating globally, despite challenges such as supply chain bottlenecks and financing hurdles.

New energy policies in 2025 reflect tensions between innovation and regulation, with emerging trends focusing on resilient infrastructure and technological integration. For instance, the US solar sector added 10.8 GW in Q1 2025, a slight dip from 2024 that underscores the need for innovative solutions and supportive policy to overcome these barriers.

Emerging technologies are redefining possibilities. Green hydrogen scaling at 20% annually, and advanced energy storage solutions are critical for grid stability and decarbonisation. Meanwhile, e-mobility is transforming urban sustainability, with EV charging infrastructure expanding to meet growing demand.

Competitive markets and real-time pricing are driving the adoption of clean energy sources, with power sector CO2 emissions down 45% since 2000. In the Middle East, the UAE and Saudi Arabia are channelling billions into solar and hydrogen projects, leveraging abundant regional resources to meet ambitious sustainability goals.

However, challenges persist. Workforce shortages, grid reliability, and resilience against extreme weather demand innovative solutions. For example, self-healing grids prioritised by 62% of industry leaders in 2025 are emerging as a key focus for grid modernisation. Geopolitical currents add complexity. Africa's untapped solar potential and Asia's urban grid demands highlight the need for resilient infrastructure, while Middle Eastern nations balance energy exports with domestic diversification. Smart technologies such as AI-driven energy management and advanced metering are critical for integrating renewables and optimising consumption.

Clean energy investments are projected to exceed USD 3.3 trillion, with renewables expected to generate over 40% of global electricity by 2030.

Platforms like MEE will continue to play a vital role in uniting global stakeholders to innovate and bridge the clean energy divide, ensuring a sustainable and equitable energy future. This is a decade of bold innovation, where localised energy systems and advanced technologies are redefining the global power landscape.

Decentralised power generation, driven by captive power and microgrids, is blurring traditional buyer-seller boundaries. Independent power producers (IPPs) are leveraging AI-driven demand response models to feed surplus energy back to grids, meeting the 15% annual demand surge through 2030.

Localised supply chains are gaining momentum, with advanced manufacturing of next-generation components addressing critical mineral shortages. Innovations like sodium-ion and flow batteries are projected to capture 25% of the stationary storage market by 2035, ensuring resilience against supply-demand gaps.

Sustainability and efficiency are reshaping energy-intensive sectors. Cogeneration and trigeneration systems are revolutionising industries like desalination, addressing the energy-water nexus while boosting self-sufficiency.

Middle Eastern nations, with 50% of global desalination capacity, are leading this evolution. Similarly, independent, renewably powered microgrids are enabling scalable electrification of transport, with EV charging networks expanding 30% annually, offset by solar and wind to slash carbon footprints. Geopolitically, regions like the Middle East, Africa, and Asia are prioritising localised energy ecosystems.

The UAE and Saudi Arabia are investing $200 billion in renewables by 2030, while Africa's solar capacity is set to triple. These shifts, supported by MEE's global platform, empower stakeholders to navigate regulatory complexities and supply chain challenges, driving a decentralised, inclusive, and innovative energy future.

Building a sustainable energy landscape

Middle East Energy has built a legacy of leadership by providing a platform where the energy sector's most pressing issues are addressed through dialogue, innovation, and action. The event's structured focus on five key themes: load growth, grid resilience, grid expansion, energy efficiency, and the electrification of everything ensures that participants gain actionable insights into the trends shaping the industry. The Leadership Summit, a hallmark of MEE, brings together global and Middle Eastern market leaders to explore policy shifts, investment trends, and strategies for grid resilience and expansion. High-level networking opportunities, such as the VIP Programme and government roundtables, enable forward-thinking dialogue. The inauguration of the Energy Storage Forum at the upcoming edition underscores the event's role as a launchpad for breakthrough technologies. The Energy Storage Forum will explore the integration of

renewables and storage to address intermittency issues with recommendations for supportive policy development and supply chain improvement, mirroring the industry's race against demand gaps. The Intersolar Middle East Forum brings together players from across the world's most influential markets and will reflect the synergies and interaction between photovoltaics, PV production technologies and solar thermal technologies.

As energy leaders grapple with the complex balance of grid expansion, resilience and affordability to meet surging power demands while improving system energy efficiencies, the Technical Excellence Forum will deliver essential strategies for navigating these intersecting challenges and inform global interoperability and technology standardisation recommendations.

The Battery & eMobility Forum will explore EV charging infrastructure development that is essential for managing EV-driven loads while supporting decarbonisation efforts. These forums collectively promote the development of resilient and clean energy infrastructure.

The UAE and Saudi Arabia are investing over USD 200 billion in renewables by 2030, positioning the Middle East at the forefront of the global energy transition.

Nurturing innovation and inclusion

Over the next decade, research and development will need to rapidly scale, and human talent will need to develop at pace to meet the demands of future energy systems. Middle East Energy is committed to supporting an energy transition that thrives on inclusivity with dedicated programmes that support talent development and gender equality. Dedicated programmes like 'Powered by Her' create mentorship opportunities and professional networks for women in energy, while the Youth Programme inspires the next generation of engineers with game-changing solutions to grow beyond borders. As we look ahead to the 50th edition of Middle East Energy, the event will continue to evolve in line with the industry's needs. Middle East Energy empowers stakeholders to turn challenges into opportunities, driving the energy transition and shaping a sustainable, inclusive, and innovative future. We look forward to collaborating, innovating, and leading the way towards a brighter tomorrow.

Fastest growing energy sectors in the Middle East

The Middle East's energy transformation will alter its power generation landscape over the coming decades. Whilst the region has long been synonymous with oil production, the strategic shift towards renewable energy, natural gas infrastructure and nuclear power is now set to reshape its entire energy sector.

Renewable energy

Solar photovoltaic (PV) is expected to emerge as the predominant source of renewables, supplying more than half of the region's power demand by the middle of 21st century. However, wind will be the fastest growing segment in Middle East's renewable energy market in the near-term.

70%

of region's power generation mix to comprise renewable energy sources by 2050.

Sources: Rystad Energy, Mordor Intelligence

Natural Gas

Natural gas represents the largest segment of energy demand growth in the Middle East and North Africa region over the course of the current decade. It is central to the region's power generation mix, accounting for around 72% of current electricity production. Expected power demand growth, fueled by population increases, industrial expansion, and rising temperatures, will drive gas-fired generation up 12% by 2030.

142

million tonnes

is the expected annual capacity of Qatar's expansive North Field LNG Projects by 2030.

Source: Oilprice.com

Nuclear Energy

Nuclear energy development is poised for growth in the Middle East, with Saudi Arabia's plans to build 16 nuclear power reactors by 2040.

The UAE already has an operational power plant, among the first in the region, which supplies 25% of its electricity requirements. Egypt and Turkey are each pursuing the development nuclear energy at their own pace.

5,348 MW

is the total capacity of the four operational reactors in UAE as of Dec 2024, with a proposal to build two more.

Source: Baker Institute for Public Policy by Rice University

Largest energy sectors by market size (2024)

- Oil and Gas: **$1.07 trillion**
- Renewable Energy: **$2.03 billion**
- Natural Gas: **$1.41 billion**
- Nuclear Energy: **$671 million**
- Green Hydrogen: **$168.4 million**

Sources: RationalStat, Grand View Research & Cognitive Market Research

"According to the Invesco Global Sovereign Asset Management Study (IGSAMS) 2023, a notable 90% of Middle East SWFs now have sustainability embedded in their core strategies."

Laurent Depolla

Middle East Sovereign Investment Fund Leader, PwC Middle East

Czech National Pavilion

H2.C30

Middle East Energy Dubai
1–3 September 2026
Dubai World Trade Centre, UAE

Averna, a.s.

A global Test & Quality Solution leader, Averna Powered by Spherea helps manufacturers improve product quality, accelerate time-to-market and protect their brands throughout the product lifecycle. The company delivers advanced test systems, vision inspection, precision assembly and automation solutions for mission-critical industries, with strong expertise in the power and energy sector.

ComAp a.s.

ComAp develops smart control solutions for power generation and energy management. With more than 30 years of experience, the company provides flexible and scalable technologies for hybrid microgrids, critical infrastructure and industrial applications while ensuring clarity and transparency. Its InteliNeo product family enables efficient integration and control of modern energy assets.

ELKO EP, s.r.o.

ELKO EP is a leading European manufacturer of electronic devices for electrical installations and smart building automation. With 30 years of experience, operations in more than 70 countries and in-house development and production, the company delivers reliable solutions for homes, buildings, hotels and commercial applications. Company of the Year, Visionary of the Year, Super brands and Global Exporter of the Year.

HYDRA a.s.

With over 100 years of expertise, HYDRA a.s. is one of the world's most established capacitor manufacturers. Founded in Berlin and partnered with AEG for 60 years. Producing over 20 million capacitors annually, the company relies on metallized polypropylene film (MKP) technology, in-house manufacturing and 100% product testing to ensure exceptional reliability, quality and long service life.

KMB systems, s.r.o.

KMB Systems is a Czech developer and manufacturer of industrial electronics specializing in power quality monitoring, power factor correction and energy efficiency solutions. Since 1992, the company has delivered precise measuring instruments, analyzers, controllers and software solutions supporting smart grids, buildings and industry and has helped businesses optimise energy utilisation.

ModemTec s.r.o.

ModemTec helps utilities and asset owners prevent failures in MV and HV networks through continuous partial discharge monitoring. Its PD Doctor platform detects insulation degradation before outages occur across cables, switchgear, transformers, rotating machines and battery storage, enabling predictive maintenance, extended asset lifetime and reduced operating costs without interrupting operation.

CS

شركة حلول التيار التجارية

Current Solutions Trading Co

Your Trusted Partner
In Electrical Solutions Supply

We deliver safe, reliable, and high performance electrical solutions from installations to emergency repairs built to keep your space running without interruption

Reliable Solutions | Expert Support | Fast & Efcent Delivery | Quality You Can Trust

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Keeping pace with a changing power sector

As technology transforms the power sector, Eng. Yousef Mohammed of Current Solutions Trading explains why technical expertise, adaptability and trusted partnerships will remain at the heart of a future-ready energy industry.

With the power sector becoming increasingly digital, intelligent and interconnected, customers are looking for more than reliable products; they need partners who can help them navigate increasingly complex energy challenges. Eng. Yousef Mohammed, General Manager at Current Solutions Trading, shares his perspective on the technological shifts shaping the industry, the importance of solutions-driven expertise, and why strong partnerships will remain essential to the future of energy.

The energy industry has changed dramatically over the past 50 years. Looking back, which technological or market shifts have had the greatest impact on your business, and what lessons have they taught you?

The biggest shifts have been digitalisation, automation, smarter power systems and the growing adoption of renewable energy. They have taught us the importance of staying close to technology and continuously understanding evolving customer needs.

Reliability remains one of the biggest challenges in the power sector, even as the industry embraces new technologies and cleaner energy sources. In your view, what does it take to build energy systems that are both resilient and ready for the future?

It requires a combination of reliable products, advanced protection, smart technologies and strong technical expertise. Future-ready systems must be designed to meet today's demands while remaining flexible enough to adapt to tomorrow's energy needs.

Customers today expect more than quality products, they're looking for trusted partners who can help solve increasingly complex challenges. How has Current Solutions Trading evolved to meet those expectations?

We have evolved from being product-focused to becoming a solutions-driven partner. Through our partnerships with leading brands such as ABB, Eaton and Volt, combined with technical expertise and customer support, we aim to deliver the right solution, not simply the right product.

Across the Middle East, investment in energy infrastructure continues at pace. Which trends or emerging technologies do you believe will have the biggest influence on the industry over the next five to ten years, and why?

We expect grid modernisation, digitalisation, renewable energy integration and intelligent energy management to have the greatest impact. These technologies will help improve efficiency, reliability and the ability of energy systems to respond to growing demand.

Middle East Energy has brought the industry together for 50 years. From your perspective, what role do face-to-face industry events still play in building partnerships, sharing knowledge and driving progress in an increasingly digital world?

Face-to-face events remain essential for building trust, sharing knowledge and creating meaningful partnerships. Middle East Energy provides a valuable platform to connect with industry leaders, understand market developments and explore opportunities for collaboration.

"We have evolved from being product-focused to becoming a solutions -driven partner."

Eng. Yousef Mohammed
General Manager, Current Solutions Trading

Turning the region into the next renewable energy powerhouse

In conversation with Francesco La Camera, Director General of the International Renewable Energy Agency (IRENA) on the region's role in accelerating the global energy transition.

How do you view the role of the Middle East in accelerating the global transition to renewable energy, particularly in light of its ambitious sustainability goals?

The Middle East is a key player in the global energy market, and as the energy landscape rapidly transitions toward a renewables-based system, the region must adapt to maintain its leadership. In 2023, the Middle East's total installed renewable power capacity grew by 17.5%, making it the second-fastest growing region in renewable power capacity. Though renewables still form a modest share of the region's total power capacity, this growth signals a pivotal shift. Looking specifically at the GCC countries, the progress is even more pronounced: renewable power capacity surged from 6.1 GW in 2022 to 10.6 GW in 2023, marking an impressive 75% year-over-year increase. This strong momentum reflects growing commitments to clean energy, but progress must accelerate significantly across the broader Middle East to meet climate and development goals.

What are the key priorities for the Middle East to accelerate progress?

To stand any chance of remaining on track to achieve the goals of the Paris Agreement, the world must significantly ramp up renewable capacity additions in the remaining years to reach more than 11.2 TW of total power capacity by 2030, as outlined in the UAE Consensus at COP28. However, achieving this target requires more than just expanding renewable power capacity. It demands a fundamental transformation of global energy infrastructure, shifting from a centralised, fossil-based system to one that enables the widespread adoption of renewables. To make this transition possible, three key priorities must be urgently addressed. First, the region must transform its existing energy infrastructure, including modernised grid networks to become more balanced, flexible and interconnected.

With abundant low-cost renewables and a strategic geographic location, the Middle East also has a unique opportunity to lead in green hydrogen production. However, realising this potential depends on a well-structured framework for production, trade, and investment. Secondly, policy and regulatory reform must take priority.

Fossil fuel investments still receive greater market support and subsidies, which must urgently be redirected toward renewables. Finally, workforce readiness is key. Investing in education, training, and reskilling programs will not only facilitate a just transition in the Middle East but also unlock new economic opportunities.

IRENA's recent reports emphasise the importance of international collaboration for achieving net-zero goals. What steps can governments and businesses in the Middle East take to enhance such partnerships?

Countries in the Middle East have significant potential for energy export and shared energy systems, so it is critical for countries to work together to strengthen cross-border interconnection and joint renewable energy projects, from solar farms to wind energy and green hydrogen infrastructure. IRENA is fostering international collaboration through initiatives like the Utilities for Net-Zero Alliance (UNEZA). This platform unites leading global utilities and power companies, including key players from the Middle East, such as TAQA.

UNEZA is working to accelerate the development of renewable-ready grid infrastructure, promote clean energy solutions, and advance electrification efforts. Its investment commitments are substantial and continue to grow, with more than USD 117 billion pledged annually for grids and renewable energy projects.

"With abundant low-cost renewables and a strategic geographic location, the Middle East has a unique opportunity to lead in green hydrogen production."

Francesco La Camera
IRENA Director General

What's shaping the next decade of the region's energy transition?

As the Middle East accelerates towards a cleaner, more resilient energy future, the forces shaping the next decade extend far beyond a single solution. From people and purpose to technology, infrastructure and capital, the energy transition is increasingly defined by how these elements come together at scale. To explore what will matter most in the years ahead, we asked industry leaders to share their perspectives. Their insights highlight a common truth: the success of the region's energy transition will depend on empowered communities, breakthrough innovation, future-ready infrastructure and sustained, strategic investment working in unison to deliver a secure, inclusive and sustainable energy system for the decade ahead.

01 | PEOPLE

Laila AL Hadhrami

Founder of Communities Connect Cities & Women Future Cities

I believe the next decade of energy transformation will be driven by empowered, knowledgeable, and responsible individuals. Energy is not merely a technological or industrial sector, but a fundamental pillar for building a better life and achieving a balance between development and the environment, ensuring human well-being and the sustainability of our communities. Through initiative such as Smart Cities and Women of the Future, we empower individuals, particularly women and youth, to be active participants in the transition to clean and sustainable energy.

Our efforts focus on raising awareness, enhancing knowledge, and developing capabilities, contributing to the building of societies capable of embracing major transformations and creating positive change. We recognise that achieving a sustainable energy future cannot be accomplished by a single entity. It requires a long-term, integrated partnership between the public and private sectors, academic institutions, civil society, and innovators to unify visions and achieve the ultimate goal. We believe that the energy transition is not an end, but a path toward a future where development is measured by quality of life, and where people are at the heart of sustainability and the goal of development.

02 | TECHNOLOGY

Eng. Abdulla AlKhemeiri

Chief Operation Officer at Etihad Water & Electricity

Infrastructure will indeed define how effectively nations turn clean-energy ambitions into reality. It is not just an enabler; it's a pacesetter and accelerator of the transition. In the UAE, the focus has shifted from building capacity to building connectivity—making sure that generation, transmission, and consumption move in one rhythm. For us at Etihad Water and Electricity, this is about legacy infrastructure evolving into intelligent, flexible, and smart systems, modernising the grid so renewable energy flows where it's needed, investing in storage to balance variability, and ensuring resilient water and power systems are designed as one integrated network. Over the next decade, as we enter an era of industrial and digital intelligence, demand from data centres and AI will reshape load patterns, while large-scale desalination and EV infrastructure will test resilience. The infrastructure we build today must therefore be flexible, data-aware, and financeable, drawing on strong PPP frameworks and investor confidence. The real transition isn't only about infrastructure, but about the systems powering a future that is secure, sustainable, flexible, and adaptable. That's where the next decade will be won.

03 | INFRASTRUCTURE

Siddharth Malik

Managing Partner at Green Investors AG

The next decade of energy transition will be shaped by key trends in expanding renewable energy, improving energy efficiency, and upgrading grid infrastructure. Specifically, we will witness a continued upsurge of investments in energy storage, green hydrogen, electric vehicles, and emerging decarbonisation technologies. Beyond solar & wind, a new emergence of other technologies such as geothermal and carbon capture/transport/storage is expected to be witnessed. These investments shall significantly be driven by the energy demands of AI, which seeks clean, low-cost, scalable, and reliable power availability. The world is expected to witness a doubling down on current $53.9 billion investments in energy storage and quadrupling of $452 million investment in clean shipping driven by targets and mandates, alongside Sustainable Aviation Fuel and new emerging areas such as electrification of industrial heat with an investment of $77 billion in 2024. Carbon capture, storage, and mineralisation could emerge as a preferred area of capital deployment along with the promise of ~$1/kg of geological hydrogen to be unlocked. To combat climate change, the world must invest around USD 4 trillion annually in clean energy by 2030. This is a significant gap, but also a historic opportunity with all hands required on deck to meet global net zero ambitions.

04 | INVESTMENT

Dr. Nabih Cherradi

Chief Technology Officer at Desert Technologies

Technology will be the decisive force shaping the next decade of energy, driving a transformation toward a smarter, cleaner, and more resilient global system. Rapid progress in solar and storage technologies from high-efficiency PV cells such as HJT, TOPCon, and emerging perovskite tandem architectures to advanced lithium-ion and solid-state batteries, will continue to reduce costs and improve energy reliability. Simultaneously, digitalisation, artificial intelligence, and smart grid technologies will enable predictive maintenance, real-time energy balancing, and better integration of distributed renewable assets.

Green hydrogen will play a growing role in decarbonising hard-to-abate sectors such as industry and transport, while electrification and sector coupling will link power, mobility, and cooling systems into a more cohesive and flexible energy ecosystem. Together, these innovations will not only make clean energy more affordable and scalable but will also redefine the way energy is produced, stored, and consumed laying the foundation for a sustainable and technology-driven energy decade.

Can sustainability become a driver of growth in the Middle Eastern energy sector?

In conversation with Melina Taprantzi, UN-awarded sustainability strategist, on how ESG, innovation, and workforce transformation are shaping a resilient and low-carbon energy future in the region.

What challenges do organisations face in embedding sustainability into their core strategy, and how do you help them overcome these?

The common tendency is to treat sustainability as a separate function, something that sits on the periphery of operations rather than being embedded in everyday decision-making. This often leads to fragmented efforts, where ESG becomes a checkbox rather than a driver of value. Another challenge is the fear of complexity. Many organisations also hesitate to act because they feel they need to have everything figured out before taking the first step. But sustainability is a marathon, not a sprint. It is a journey that requires a mindset shift. I focus on helping leadership teams reframe sustainability not as a constraint, but as a lens for opportunity.

Whether we're mapping material ESG risks or designing future-fit strategies, my approach is to connect sustainability goals with business outcomes such as innovation, growth, or talent attraction. Once companies see that ESG is not about compliance, but a competitive advantage, they begin to move with more confidence and clarity.

> "ESG is the new language of trust. And trust is the currency of resilience."

How is the energy sector evolving to help achieve the Sustainable Development Goals, especially in emerging markets like the Middle East?

The energy sector is the engine room of the SDGs. Without access to reliable, affordable, and clean energy, progress on education, health, water access, and economic growth stalls. In markets like the Middle East, the opportunity is even more profound.

The region is not just a consumer of innovation; it is also becoming a producer. We're seeing bold moves through investments in green hydrogen, solar megaprojects, and regional interconnectivity plans that can replace older, carbon-intensive systems.

To achieve the SDGs, the energy sector must be agile and inclusive. That means investing in workforce transition, supporting community resilience, and ensuring that innovation serves both people and the planet.

This is exactly the kind of transformation we support through the Sustainability and ESG Programme at Kaplan, where we help regional leaders develop the tools to drive these changes with insight and impact.

Especially in the GCC, where an oil-dominated legacy is giving way to some of the world's most ambitious and brave moves towards a diversified, low-carbon energy future, education and upskilling are crucial to turning ambition into action.

How does strong ESG performance support organisational resilience, particularly in rapidly transforming sectors like energy and utilities?

"ESG is the new language of trust. And trust is the currency of resilience." In sectors like energy and utilities, which are at the frontline of climate risk and technological disruption, resilience isn't just about hard assets; it is about adaptive cultures and trusted relationships.

Companies that perform well on ESG metrics tend to have better stakeholder alignment, more engaged employees, and a stronger social licence to operate.These are the exact traits that help organisations weather crises and lead during transitions. I've seen firsthand how engaging stakeholders can transform resistance into co-creation. Whether it's regulators, communities, or investors, the organisations that succeed are the ones that listen, respond, and evolve.

How does the Middle East approach sustainability differently, and where do you see the greatest potential for impact?

What excites me most about the Middle East is the speed and ambition of its transformation. There is a clear top-down mandate in many countries to integrate sustainability into national visions and economic diversification strategies.

But what's even more powerful is the emergence of grassroots energy: young professionals, entrepreneurs, and local innovators who are pushing boundaries. Compared to more mature markets, where sustainability might be slowed by legacy systems and regulations, the Middle East has the advantage of being able to build new systems from the ground up. That means embedding circularity, digitalisation, and ESG thinking from the start. Through my work with global institutions, I've seen firsthand how professionals in this region are actively seeking education that is both globally grounded and regionally relevant. There's a real shift from theory to practice: people want to gain the tools, frameworks, and mindset needed to lead sustainability efforts in their industries and communities. The greatest potential lies in linking sustainability with identity and not just seeing it as an obligation, but as a source of pride, relevance, and purpose. In sectors like energy and utilities, this can take the form of bold infrastructure plays, regional collaboration, and climate-smart innovation that sets a new global benchmark.

What does impactful leadership look like today, particularly in sustainability-driven sectors like energy?

Impactful leadership today means being both visionary and vulnerable. It is about having the courage to challenge old paradigms while being honest about the uncertainties we face. It is about sharing setbacks and challenges openly, as nothing really happens overnight. In sectors like energy, leaders are stewards of transition and innovation. That requires systems thinking, intergenerational responsibility, and the ability to bring diverse voices to the table.

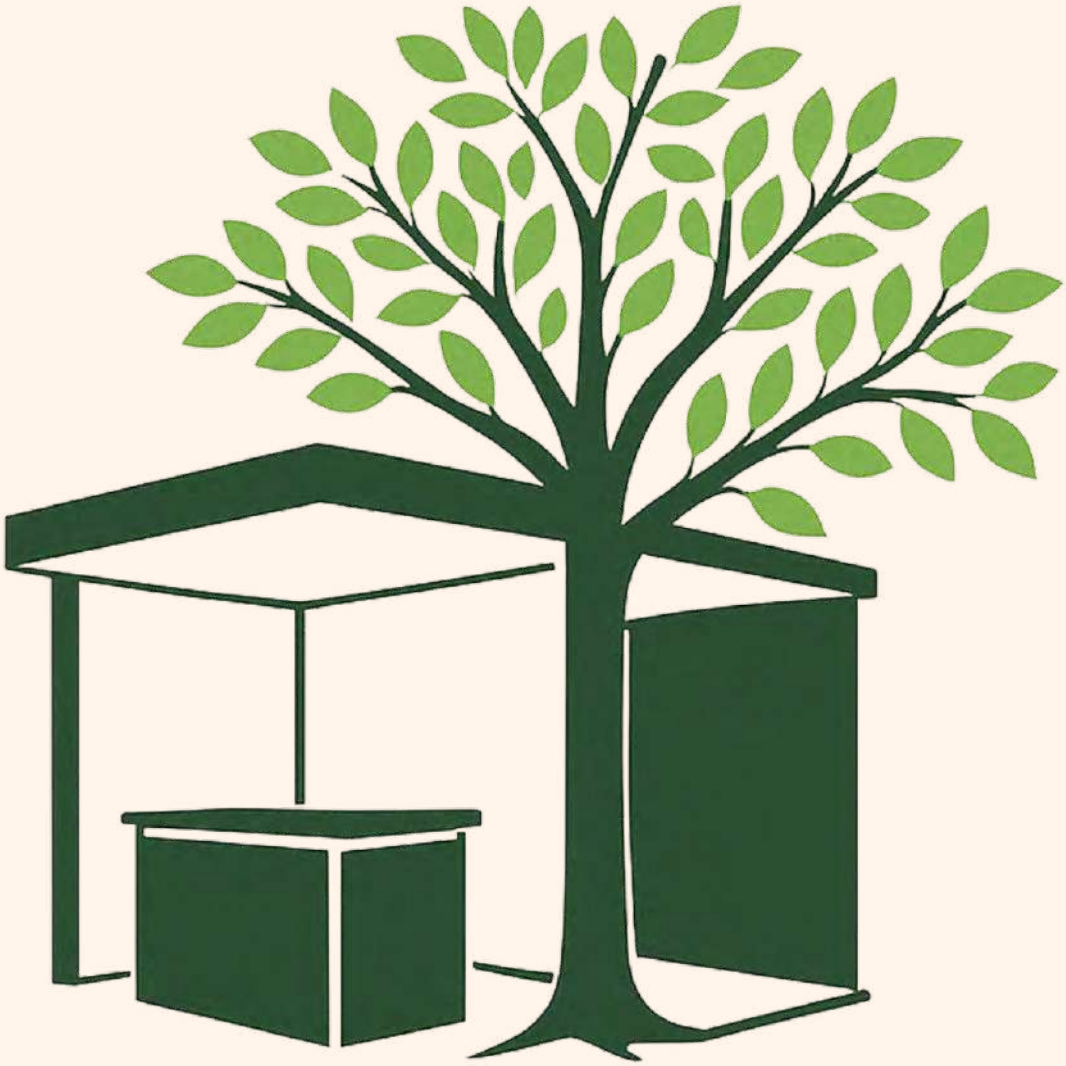
It also means embracing experimentation: trying new models, learning fast, and adapting with humility. Investing in workforce development and upskilling ensures that the people driving these transitions have the tools, mindsets, and support to lead change from within.

To me, impactful leaders are those who can translate global goals into local actions. Those who can align sustainability with strategy and inspire others not just by what they say, but by what they do. Most importantly, they create space for others to lead too, because sustainability transformation cannot be a solo act, it must be a collective performance.

"To achieve the UN's Sustainable Development Goals, the region's energy sector must be agile and inclusive. We must invest in workforce transition, support community resilience and ensure that innovation serves both people and the planet."

Melina Taprantzi

Sustainability Strategist



THINK BEFORE YOU STAND

The choice you make has an impact stronger than you think

Every year, Middle East Energy helps exhibitors build stands that are smarter in design, sustainable in materials, and lighter on the planet. By rethinking how stands are built and dismantled, we reduce waste and champion solutions that last beyond the event.

Middle East Energy

Rethinking events

Sustainability by design

Building events with impact

As part of the wider Informa Group, Middle East Energy is proud to play its role in shaping a more sustainable, inclusive and resilient future for the global events industry. Sustainability is not treated as a parallel initiative, but as a fundamental principle embedded into how our events are designed, delivered and experienced.

"Behind every sustainability initiative is a genuine passion to make events socially and environmentally better. It's about creating experiences that inspire responsibility, change and collaboration across the entire value chain."

Jodie Fowler

Sustainability Program Delivery Manager, inD , Informa Markets

96%

Informa offices are powered by renewable electricity.

Our approach to sustainability

Our strategy is built around three interconnected pillars that guide action across all Informa brands and markets.

Faster to zero

Moving faster towards becoming a zero waste and net zero carbon business, with measurable targets and accountable delivery.

Sustainability inside

Embedding sustainability into every brand and event, enabling customers and partners to accelerate sustainable development within their specialist markets.

Impact multiplier

Extending our positive impact by improving access to knowledge, enabling meaningful connections and investing in the communities we serve.

Impact Highlights

93%+
Event waste diverted from landfill in 2024

83%
Reduction in Scope 1 & 2 GHG emissions (2017 - 2024)

45,000
Stands assessed for reusability under Better Stands in 2024

Source: 2024 Informa Sustainability Report

Leading by example

Each year, Middle East Energy continues to raise the bar for sustainability in both event delivery and the wider energy ecosystem. In 2025, the show delivered more than 13 hours of content aligned with United Nations Sustainable Development Goal 7, supporting the transition towards affordable and clean energy. The event has also made measurable progress in advancing gender equality. Since 2023, women speaker representation across the conference agenda has increased by 61.9%, supporting SDG 5 and contributing to a more inclusive industry dialogue.

Middle East Energy's influence extends strongly into the renewables and wind energy sectors. In 2025, renewable exhibitor participation grew by 53% compared to 2023, reflecting the rapid expansion and growing confidence of the sector. Developing future talent remains another key focus. In 2025, the event welcomed 146 students through dedicated engagement initiatives, offering hands-on exposure to real-world technologies, live case studies and direct interaction with industry experts. For many, it transformed classroom theory into practical understanding and career clarity.

13+ HOURS

SDG-aligned content delivered in 2025

53%

Growth in renewable exhibitors since 2023

Better Stands Programme

BETTER STANDS by NZCE

More than 75% of stands at Middle East Energy now use modular or reusable stand systems. This shift significantly reduces waste, improves build efficiency and supports the UAE's Net Zero by 2050 Strategic Initiative. To further encourage exhibitor participation, Middle East Energy partnered with the Emirates Environmental Group. In recognition of exhibitor commitment, 100 mangroves were planted on their behalf on Earth Day, reinforcing the programme's environmental impact beyond the show floor.

75%+
Stands using modular or reusable systems

100
Mangroves planted with Emirates Environmental Group

"Sustainability isn't an add-on; it's part of how we build, connect and innovate across the event ecosystem."

Mark Ring
Group Exhibition Director, Middle East Energy

POWERED BY HER

Today's women leaders empowering tomorrow's generation

Powered by Her is an Informa Energy initiative dedicated to building a women-in-energy community where today's leaders build the next generation of women leaders driving mentorship, visibility, and inclusive growth across the global energy sector.

> **Through this initiative, we aim to celebrate and amplify female leadership while fostering connections that inspire women to thrive in a fast-evolving industry.**

At Middle East Energy 2026, our flagship event attracting more than 40,000 visitors, we'll be introducing 20 Founding Ambassadors from across the Middle East, Africa, and beyond, creating a global network of women leaders committed to advancing the sector and empowering the next generation.

MENTORSHIP

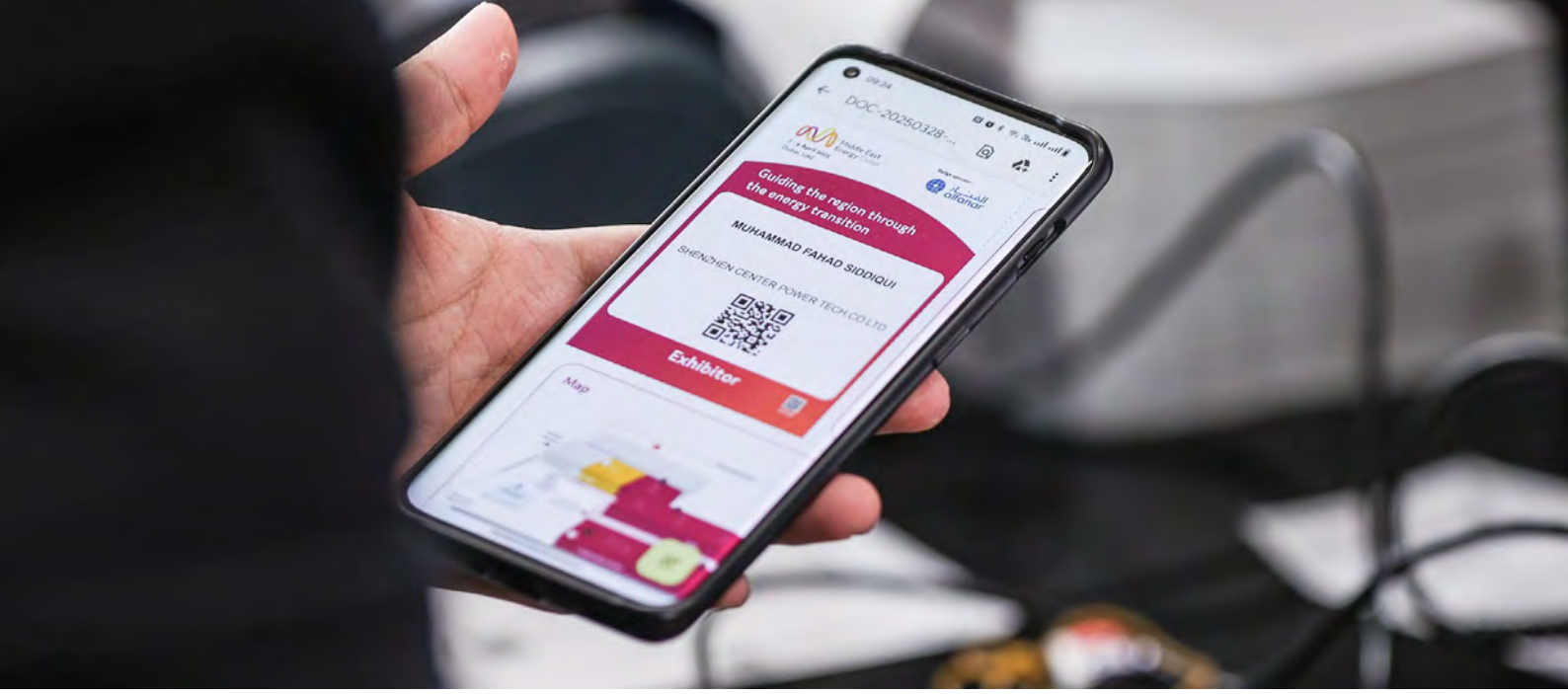
Facilitating support and accessible guidance

LEADERSHIP

Celebrating female leadership in energy

INCLUSIVITY

Nurturing an inclusive space for future leaders



From event to industry ecosystem

From year-round engagement to personalised experiences and high-value connections, Clare Puddifoot, Chief Marketing Officer, shares how Middle East Energy is evolving from a global trade show into an energy ecosystem designed to connect the people, ideas and investment shaping the region's future.

Middle East Energy is much more than three days on the show floor. What happens behind the scenes to keep the industry engaged throughout the year?

The exhibition is the culmination of months of work. Everything starts by listening to our exhibitors, visitors and industry partners to understand the challenges and conversations shaping the sector. Those insights guide the themes we focus on throughout the year, from AI and energy security to grid modernisation and battery storage.

A big part of that is extending those conversations beyond the event itself. Our content and PR strategy brings industry perspectives into national and regional media through executive interviews, thought leadership and media roundtables, keeping the issues shaping the sector visible and relevant year-round.

By the time the event opens, most attendees have already engaged with our content, planned meetings and identified the technologies they want to explore.

How do you attract the industry to Middle East Energy?

Our approach is really a combination of scale and precision. Middle East Energy is a global event rooted in Dubai, so we want the brand to feel highly visible in our home market, while at the same time being incredibly targeted in how we reach the individual communities that make up the energy ecosystem. If you're in Dubai in the lead-up to the event, you may have seen our advertising while booking an Uber or riding in a Hala taxi, heard us on the radio, or been welcomed to Dubai as you arrive at the airport.

Internationally, we become even more targeted. We map priority markets and energy hubs and build campaigns around the specific audiences we need to bring into the room. That might mean specialist activity in India or the CIS, dedicated campaigns across markets such as Saudi Arabia and Turkey, or working with industry associations and local partners who give us access to highly relevant communities. We also support international audiences with practical considerations such as visas, because attracting someone is only valuable if we can help them make the journey.

As we get closer to the event, the focus shifts again from awareness to intent. Through email, WhatsApp, personalised VIP communications and our digital platforms, we're helping people plan their visit, discover exhibitors, build their agenda, arrange meetings and invite their wider networks.

So while people might experience Middle East Energy through a billboard, a taxi, an email or a LinkedIn message, behind that is a highly connected marketing ecosystem. Every campaign has to demonstrate a reason to attend. The objective isn't simply to reach the largest possible audience. It's to identify the people who can influence, invest in and deliver the region's energy projects, give them a compelling reason to attend, and ultimately bring the right people together in Dubai.

How do you make an event of this scale feel relevant and personal to each individual attending?

That's one of the biggest opportunities we have. People are investing their time in coming to Middle East Energy, so the experience needs to feel worth that investment from the moment they start planning their visit.

That means helping people quickly find what is most relevant to them, whether that's the technologies they want to discover, the conference sessions that address their priorities, or the people they need to meet. The goal is to move away from a one-size-fits-all event experience and give each visitor a clearer sense of what is there for them.

For some audiences, that means more curated experiences, including Hosted Buyer support and introductions through our investor team. We're also using AI and new digital tools to make that discovery easier, from an AI-powered web chat and personalised agenda to short-form video content that gives audiences a quick sense of what they can expect.

Ultimately, we want people to arrive with a sense of purpose; knowing where to go, who to meet and what they want to take away from the experience.

In a world where business can happen anywhere, why does bringing the energy ecosystem together still matter; and how do you turn those face-to-face moments into real business outcomes?

Digital channels have transformed how we connect, and we see those connections creating true value when they lead to bringing the right people together in person. Our role isn't simply to attract an audience; it's to create an ecosystem where the right conversations can happen between the right people. One example is our Hosted Buyer and Energy Club programmes, designed to create a multi-layered meeting programme. It takes more than two roles to get a large-scale energy project into production, so we see this as an opportunity to connect all the roles needed to turn possibility into power. This covers everyone, from government and regulators to financiers, OEMs and manufacturers, all the way through to integrators and contractors. This year, these programmes will welcome more than 1,200 curated international buyers, representing around US$98 billion in planned investment and purchasing, alongside 56 international buyer delegations.

In 2027, Middle East Energy moves to Dubai Exhibition Centre. What does this mean for the future of the event?

2027 represents an important new chapter for Middle East Energy. The move to Dubai Exhibition Centre (DEC) isn't just about a larger venue, it's a complete reimagining of how we deliver value at scale. DEC gives us the space to grow, but more importantly, it challenges us to make that growth meaningful. We're creating a more navigable, more intentional experience that maintains the density and commercial energy that makes Middle East Energy valuable. What excites me most is the opportunity to design distinct zones that align with how people actually want to engage. Someone exploring emerging technologies needs a different environment from someone negotiating a multi-million-dollar project. At DEC, we can create dedicated spaces; from innovation showcases to premium Decision Rooms that serve these different objectives with the focus they deserve.
The move to DEC is our commitment to the next 50 years, demonstrating that when you combine scale with strategy, you create opportunity. Ultimately, our job is to bring the world's energy industry to Dubai and create the conditions for meaningful connections that can move real projects forward.

> "Ultimately, our job is to bring the world's energy industry to Dubai and create the conditions for meaningful connections that can move real projects forward."

Clare Puddifoot
Chief Marketing Officer,
Informa Markets EMEA

From today's conversations

to tomorrow's possibilities

Shaping what's next

The future of energy is more than technology; it's a shared vision. The choices we make today will define the cities we build, the way we move, and the communities we empower. In this section, we spotlight the people, partnerships, and innovations turning ambition into action; paving the way toward a sustainable, inclusive energy future.

The New Power Behind the Next Generation of Power

How artificial intelligence is reshaping energy beyond automation

Contributed by:
Komal Ishaq
Senior Consultant, PTR Inc.

The grid is no longer a one-way chain of large plants feeding passive consumers. It is a web of millions of connected assets: solar panels, batteries, EVs, sensors and meters, and artificial intelligence has become the layer that ties them together, turning a system that reacts into one that anticipates.

AI Connective Layer

Renewable forecasting
Generation

+33% solar-forecast accuracy · National Grid ESO

Asset inspection
Transmission

~15% reduction in outages on cables · Eney

Predictive maintenance
Substations

–30% reduction in unplanned outages · EPRI

Smart charging & V2G
Grid Edge

70% peak load reduction · NV Energy

Load disaggregation
Distribution

– 27% high-bill service calls · Avista

Grid & market optimisation
Balancing & Trading

Real-time supply–demand balancing & dispatch

Deployments documented by NESO · NVIDIA · Duke Energy · Bidgely · NV Energy

The Macro Picture

2x	$110bn	175Gw	12x	~30%
Data-centre electricity demand by 2030 (415→~945 TWh)	Potential annual savings for the electricity sector	Transmission unlocked on existing lines	Faster grid scheduling calculations	Fewer solar & wind forecast errors
IEA	IEA	IEA	US DOE · ARGONNE	NREL

From Automation to Augmentation

AI is no longer just about automation, it is about augmentation. By turning data from sensors, assets and markets into intelligence, utilities can make faster, better decisions across the whole system, not just isolated tasks. The result is a grid that is more predictive, resilient and efficient.

From Data to Decisions

Sensor, satellite and market data becomes real-time insight for sharper planning.

Resilience by Design

Models anticipate disruptions and steady the grid against weather and demand swings.

Accelerating Transition

AI weaves in more renewables and distributed resources on the path to clean power.

Where the AI-in-Grid Market is Heading

As grids fill with variable, distributed resources, the value pools in the AI services that coordinate them and adoption is following that logic:

AI-powered demand response leads in the US today, on near universal smart meters.

AI-orchestrated virtual power plants scale fastest, led by Germany and Australia.

AI-managed vehicle-to-grid is nascent but the quickest-emerging service.

Europe is scaling AI-driven DERMS & flexibility markets (UK ahead).

CONTINUE THE CONVERSATION AT

Middle East Energy 2026

KEYNOTE

Two Strategies, One Future:

Aligning the UAE's Energy Transition and AI Ambition

Tuesday, September 1 | 12:20 PM onwards

Leadership Summit | Al Multaqa Ballroom

As the UAE accelerates its national AI agenda alongside ambitious clean energy targets, this keynote explores how artificial intelligence can strengthen energy resilience, improve infrastructure planning and help shape the next phase of the country's energy transition.

Middle East Energy

SPEAKER

Eng. Mozah Alnuaimi

Chief AI Officer
Ministry of Energy
& Infrastructure, UAE

Redefining leadership in the new era of energy

Lubna Alwahaibi, Managing Director of Siemens Energy Oman, shares her insights on guiding teams, fostering local talent, and driving sustainable growth in a rapidly evolving energy sector.

What's been your journey to becoming the Managing Director at Siemens Energy Oman?

My journey to becoming Managing Director at Siemens Energy Oman has been shaped by over two decades in the energy sector - a period of significant change and transformation. When I began my career in 2001, women in leadership were still rare, and building a path forward required determination and resilience. Throughout my career, I have had the privilege of holding commercial, operational, and leadership roles at both local and international energy companies, including Schlumberger, Abraj Energy Services, and Air Products. Each experience broadened my perspective on how energy can drive Oman's economic growth and societal progress, and deepened my belief in the power of knowledge and collaboration. Pursuing my MBA at the University of Hull was another important milestone that equipped me with the tools to navigate complex business and leadership challenges. Yet beyond formal education, it has been my commitment to lifelong learning, trust in people, and adaptability that truly guided my journey. These values strongly resonate with Siemens Energy's culture that empowers local talent, nurtures future leaders, and opens doors for women to thrive. Today, as the first Omani to lead Siemens Energy Oman, I see my role as more than managing operations. It's about inspiring teams, connecting global expertise with national priorities, and ensuring that our strategic goals contribute to Oman's sustainable growth. For me, success lies in achieving the right balance between localisation, innovation, and sustainability. These three pillars will define the country's energy future.

What has been a pivotal project or decision in your career that changed how you approach leadership in the sector?

One of the most pivotal moments in my career came when I realized that leadership in the energy sector surpasses operational excellence and project delivery. I choose to lead beyond balance sheets, driving transformation through opportunity, empowerment, and legacy-building in a profoundly changing sector. True leadership lies in the ability to navigate transformation and create long-term impact. Early in my journey, I tackled challenges with a strong focus on execution, delivering results, meeting targets, and ensuring reliability. While these remain essential, I made a defining decision to broaden my approach and lead with a focus on people and purpose. This shift taught me that sustainable success comes from enabling others to grow and build trust across the entire ecosystem. I now empower teams and foster diverse perspectives. This approach ensures every business achievement contributes to national development and societal progress. That turning point redefined how I lead today as Managing Director of Siemens Energy Oman. I connect global expertise with local ambitions to create an environment where talent thrives and resilience grows for the future.

How do you envision the Middle Eastern energy sector evolving in the next decade?

Over the next decade, the Middle Eastern energy landscape will be defined by rapid growth in electricity demand driven by expanding populations, diversified economies, and accelerating electrification across sectors such as transport, industry, and digital infrastructure. The region's challenge will be to meet this rising demand sustainably while maintaining reliability and resilience. We will see a shift toward more integrated and flexible energy systems. Hybrid solutions that combine renewables with flexible gas, storage, and emerging technologies like hydrogen and nuclear will become the norm to balance volatility and ensure stable supply. Smarter, more resilient networks equipped with advanced transmission systems and AI-based controls will be essential to manage fluctuating generation and rising consumption. Another defining trend is localization. Governments are linking energy transformation with industrial development, encouraging local manufacturing, service hubs, and skills transfer to build self-sufficiency and long-term resilience. In this evolving context, success won't come from focusing on individual technologies alone. The real opportunity lies in shaping interconnected, adaptive energy ecosystems that bring generation, transmission, and industry together into one cohesive system

What skills and qualities do you believe will be essential for the next generation of energy professionals to succeed in a rapidly changing sector?

I have learned that success in the energy sector requires more than academic qualifications or technical expertise. The next generation of energy professionals must be digitally agile, resilient, and keenly aware of regional and international changes. In a global and fast-evolving industry like energy, challenges are inevitable. Staying focused, adapting to change, and remaining committed to long-term goals are essential. I actively encourage my teams to view obstacles as opportunities for growth and innovation. Equally important are empathy and inclusivity. In the next 15 years, more than 127 million young people across the MENA region will enter the job market, bringing with them diverse backgrounds, ideas, and perspectives. Leading diverse teams has taught me the value of understanding different perspectives. When leaders create inclusive environments where everyone feels heard and respected, they unlock creativity, collaboration, and performance. Continuous learning and adaptability are also vital. The energy sector is evolving quickly, and staying ahead means staying curious. I urge young professionals to invest in their development and remain open to learning at every stage of their careers. To young Omani professionals, I say: believe in your potential and take ownership of your journey. Step outside your comfort zone, gain hands-on experience, and pursue excellence.

In your role, how do you aim to mentor or inspire the next generation of energy leaders, particularly women?

It is my duty to mentor and help shape the pathways of the next generation of leaders, especially women who still need further representation in the energy sector. My approach begins with visibility and authenticity. I want young professionals including women to see that competence and vision – not gender – define leadership. Representation matters, and I aim to normalise women's presence at the decision-making table. Equally important is creating real opportunities. At Siemens Energy, we invest heavily in developing local talents through structured training, mentorship, and stretch assignments that allow young professionals to build confidence and leadership skills early in their careers. For women, I encourage open dialogue about the challenges they may face and provide coaching that empowers them to turn those challenges into strengths.

I choose to lead beyond balance sheets, driving transformation through opportunity, empowerment, and legacy-building in a profoundly changing sector.

Lubna Alwahaibi

Managing Director of Siemens Energy Oman

Driving the UAE towards a low carbon future with EVs and hybrids

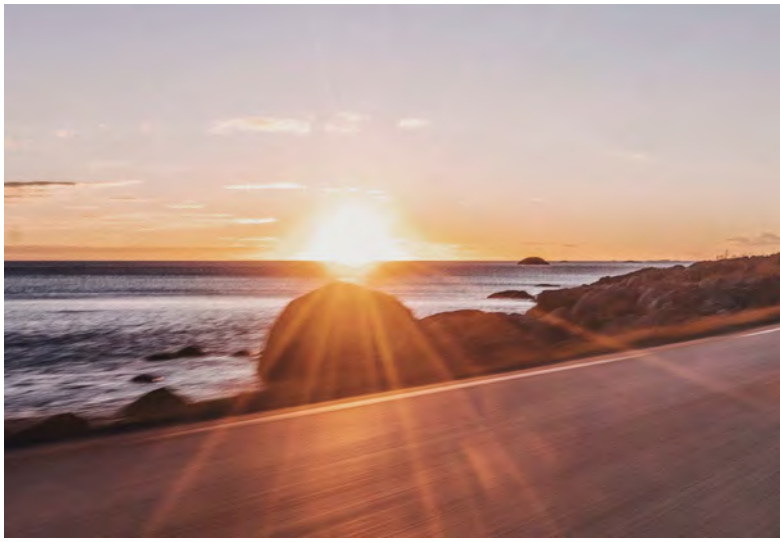
Jacques Brent, Managing Director of Al-Futtaim Toyota and Lexus UAE, on how hybrids, EVs, and multi-technology solutions are shaping a cleaner, more accessible mobility landscape in the Emirates.

As the UAE accelerates its clean energy transition, how is Toyota aligning its mobility strategy to support the country's vision?

At Toyota, we believe in supporting every market's unique journey toward sustainability and the UAE is setting a global benchmark with its ambitious energy transition goals. Toyota's global sustainability roadmap, particularly the Toyota Environmental Challenge 2050, is actively implemented in the UAE, aligning with our commitment to achieving carbon neutrality and reflecting the local commitment to sustainability and climate action, as evidenced by the "Sustainable and Practical" mobility solutions being offered. Toyota's Environmental Challenge 2050 is a global initiative, encompassing efforts in the UAE through the adoption of sustainable mobility solutions and collaborative research for hydrogen energy. This challenge aligns with the United Nations SDGs and involves reducing CO_2 emissions from new vehicles by 90% (compared to 2010 levels), promoting the use of hybrid, plug-in hybrid, electric, and fuel cell vehicles, and focusing on resource conservation and biodiversity.

How is Al-Futtaim Toyota preparing to meet the growing demand for electrified mobility in the Emirates?

Al-Futtaim Toyota is taking a comprehensive approach to readiness; expanding our portfolio of electrified vehicles, partnering with public and private stakeholders to accelerate infrastructure development, and investing in retail and aftersales capabilities to support EV adoption at scale. We're also actively collaborating with government bodies, fleet operators, and sustainability-focused businesses to electrify commercial transport and develop green mobility solutions tailored for the UAE. Our hybrid sales have grown substantially year-on-year, and we will shortly be scaling up our BEV offerings to match rising consumer demand.



From electric vehicles and hybrids to innovations like hydrogen or ammonia-powered engines, Toyota continues to explore multiple pathways toward sustainable mobility. What is the strategic thinking behind this multi-tech approach, and how does it serve the UAE market's unique needs?

As the global shift towards sustainable mobility accelerates, Toyota Motor Corporation has strategically positioned its brands to serve distinct market segments with tailored electrification approaches. Toyota continues to lead the mass market in electrified vehicle offerings. Its portfolio of hybrids, plug-in hybrids, and fuel-efficient internal combustion engines makes sustainable mobility accessible to a broader consumer base, especially in regions where EV infrastructure is still developing. Meanwhile, Lexus, the company's luxury arm, has carved out a leadership position in the premium hybrid segment. By integrating electrified powertrains into its hallmark of comfort, craftsmanship, and performance, Lexus has made hybrid technology aspirational. Models like the new LX 700h are luxury symbols that reflect a growing consumer preference for sustainable performance. In many markets, Lexus hybrids have outsold their petrol-only counterparts,

reflecting a shift in how high-end consumers define value and innovation. Together, Toyota and Lexus exemplify a multi-pathway strategy: meeting consumers where they are while steadily moving them towards a carbon-neutral future. Where Toyota builds scale and trust in electrification for everyday drivers, Lexus redefines what sustainable luxury looks like on the road. This multi-pathway strategy is rooted in pragmatism and inclusivity. We recognise that a one-size-fits-all approach doesn't work, especially in a region as diverse and climate-sensitive as the Middle East. Factors like grid capacity, energy mix, infrastructure readiness, and user preferences vary across markets, and our strategy reflects that reality. For the UAE, hybrids provide an immediate, impactful solution with no dependency on charging infrastructure. Having invested in all the meaningful powertrain alternatives, our aim is to support every step of the UAE's clean mobility roadmap with proven, scalable, and accessible technologies that are implemented in due course.

What shifts are you seeing in customer behaviour regarding sustainability? How are these trends influencing your product development and local energy collaborations?

We're seeing a definitive shift in customer expectations, especially among younger, urban consumers who want their mobility choices to reflect their values. Sustainability, ethical manufacturing, and environmental impact are now part of the buying criteria, not just performance or price. This shift is influencing everything: from the vehicles we introduce, to how we communicate, to how we partner with energy providers and government entities. For instance, our recent consumer research showed that nearly two-thirds of UAE residents want EVs to be their primary mode of transport. That insight shapes how we design our product mix, expand our hybrid and EV offerings, and build local energy collaborations to support a seamless ownership experience. Ultimately, this is a long-term mindset shift. As Toyota's exclusive distributor in the UAE, we are committed to shaping a mobility ecosystem where every customer can contribute meaningfully to a more sustainable UAE.

Do you see hybrid technology as a transitional phase or a long-term pillar of mobility in the country?

We see hybrid technology as a vital, long-term pillar in the UAE's mobility landscape. The beauty of hybrid vehicles lies in their ability to deliver immediate CO_2 reduction without requiring new infrastructure or behavioural change. The success of the Lexus LX 700h and our broader hybrid lineup underscores that consumer trust in this technology is growing. As BEV infrastructure scales and customer habits evolve, we'll continue to expand our electric offerings. But hybrids will remain a critical tool in the decarbonisation journey especially as part of fleet electrification and the national sustainability agenda.

"Our recent consumer research showed that nearly two-thirds of UAE residents want EVs to be their primary mode of transport."

Jacques Brent

Managing Director of Al-Futtaim Toyota and Lexus UAE

MIDDLE EAST EDITION

Paving the path to net-zero

Net-zero in the Middle East is moving from ambition to action, with countries setting bold targets and investing heavily in renewable energy. Ambitious national plans, billion-dollar projects, and groundbreaking solar and hydrogen initiatives highlight a shift that is as much about innovation and resilience as it is about cutting emissions. The path ahead remains complex, with high energy consumption, desalination demands, and economic diversification challenges shaping the journey. What emerges is a transition that will create new jobs, transform industries, and redefine the region's place in the global energy landscape.

2050

is the target year for the UAE and Oman to reach net zero, making them the most ambitious in the region.

UAE

has pledged a 40% reduction in its emissions by 2030.

$2 trillion

needed across MENA to meet net-zero ambitions, according to the IEA.

Less than 5%

of the region's electricity comes from renewables currently.

3 solar parks

in the Middle East rank among the world's ten largest solar facilities.

Saudi Arabia

in the Middle East rank among the world's ten largest solar facilities.

10%

of global carbon capture and storage (CCS) capacity is concentrated in the Middle East.

1 million jobs

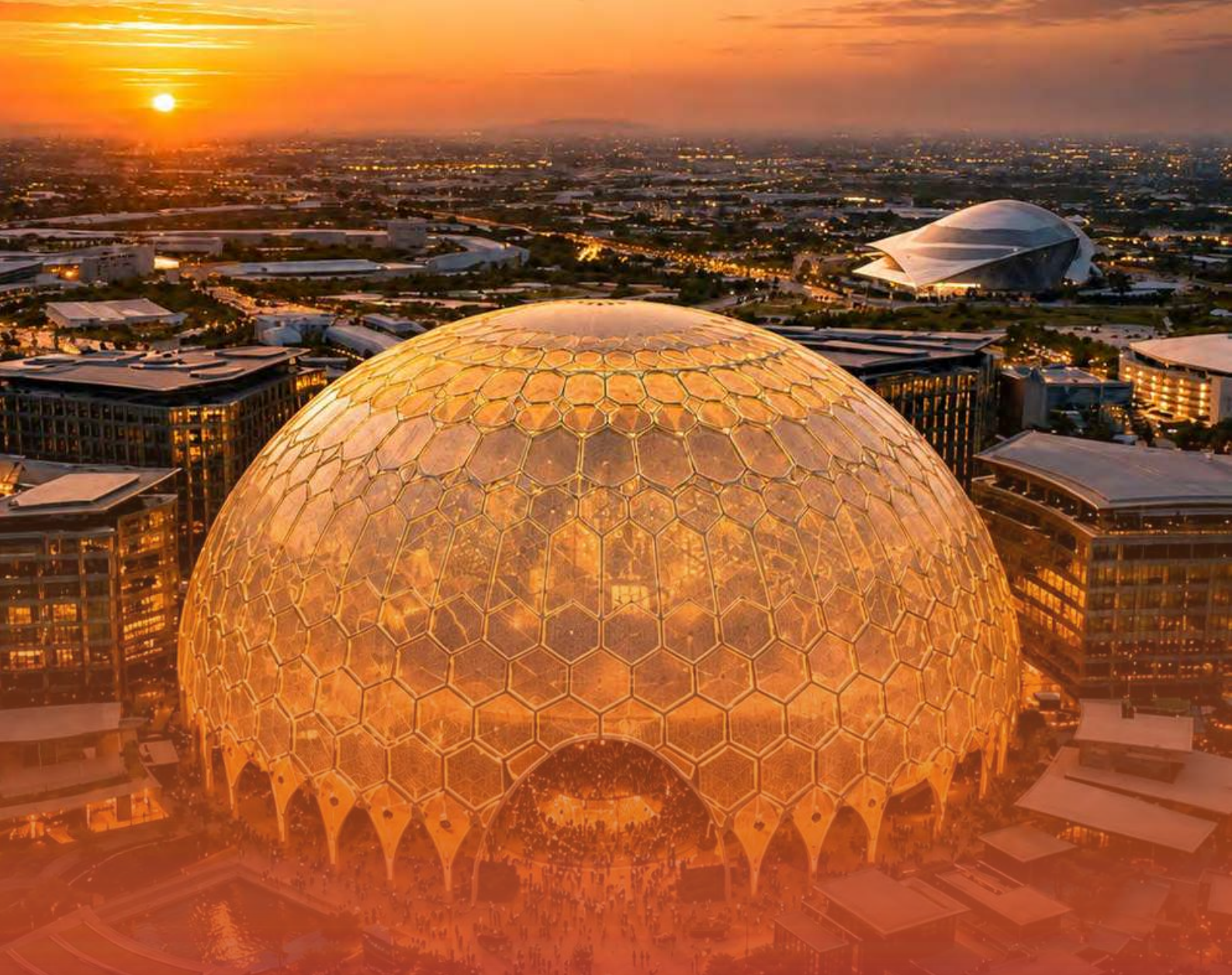
could be created in MENA by 2030 through the clean energy transition.

Desalination

alone uses 10% of the region's total electricity.

3x energy consumption

in the region compared to the global average.



What's coming next?

Middle East Energy | 2027 and beyond

For 50 years, Middle East Energy has reflected the evolution of the region's power and energy landscape. As the industry enters its next phase, Middle East Energy is evolving in scale, ambition and experience to meet the demands of a rapidly transforming global energy ecosystem. This is not simply a new chapter. It is a step forward in how the industry connects, collaborates and turns possibility into power.

From legacy to the next leap, the journey continues.

The next phase of Middle East Energy begins with an experience designed for what the industry is becoming.

A new home for what comes next

From 2027 onwards, Middle East Energy will take place at Dubai Exhibition Centre, located within Expo City Dubai, a purpose-built destination created to host the world's most future-focused industries. This move marks a natural progression from the Dubai World Trade Centre, aligning the event with a venue that reflects scale, innovation and global relevance of the energy transition.

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01

SCALE

A next-generation venue designed to support larger exhibitions, immersive experiences and future-ready infrastructure.

02

CONNECTION

A larger space that encourages collaboration, dialogue and meaningful engagement beyond the show floor.

03

AMBITION

A setting that mirrors the industry's focus on innovation, sustainability and long-term impact.

A space that matches the ambition of the energy transition.

As Middle East Energy looks to 2027 and beyond, the focus remains the same; bringing the global energy community together to help shape a smart and sustainable future.

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Middle East Energy

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- ✓ Over 1300+ Customers
- ✓ More than 30 products in range
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Middle East Energy 2026
01st- 03rd September at S1-H30

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