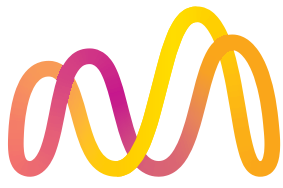


Under the patronage of
H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler Of Dubai



Middle East
Energy Dubai

Online & Live

Online: 17 May - 7 June 2021

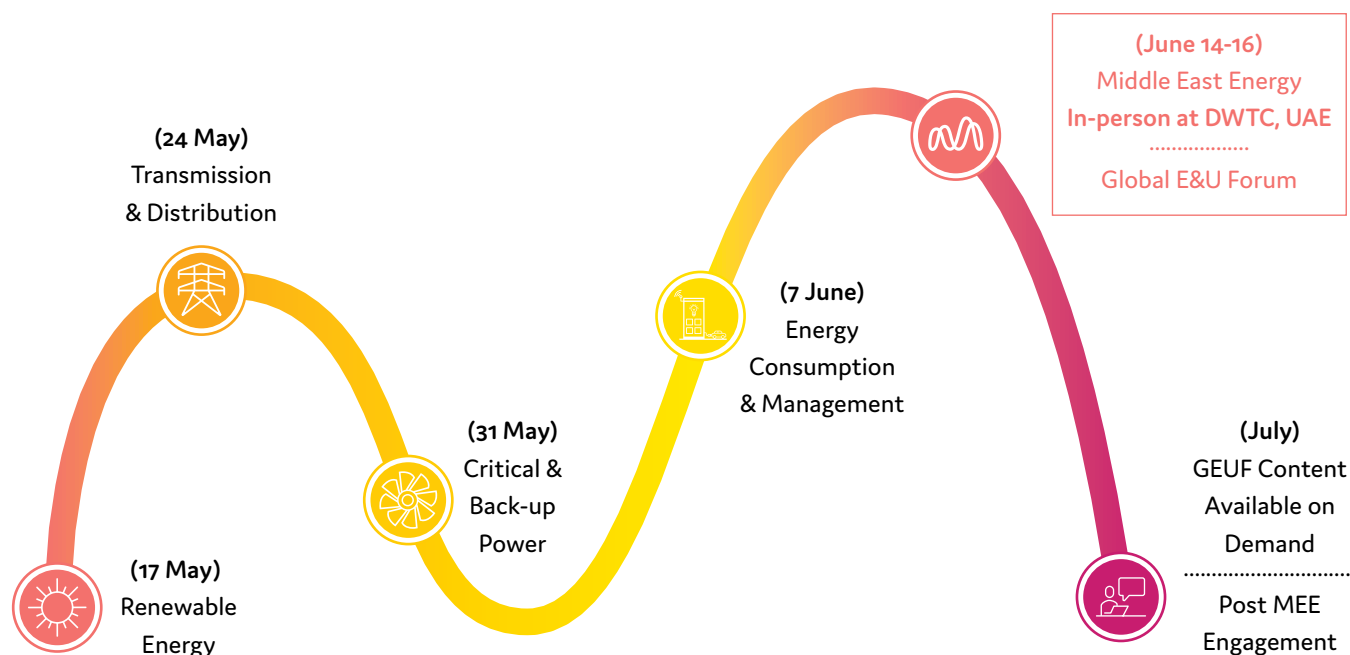
Live: 14 - 16 June 2021 | Dubai World Trade Centre, UAE

Explore. Empower. Energise

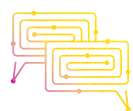
Guide to MEE 2021



Timeline of Events



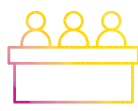
Content offerings



Tech talks & Webinars



Roundtable sessions



Panel discussions



Thought leadership



Remote interviews



Product demos

Networking offerings



Speed networking sessions



Hosted buyer meetings



Fireside chat



Breakout sessions



Personalised meetings



Live Exhibition



Uniting the Global Energy Community

Middle East Energy (MEE) enjoys a 45-year legacy as a leading global energy industry event.

By catering to the entire product spectrum of the power industry, from critical & backup power to energy storage and management, year after year, the event attracts a more diverse audience of professionals seeking to source products from multiple sectors, drive cost-effectiveness and efficiency, and move projects forward.

Connecting businesses for over 40 years, MEE has been an essential part of the economic expansion of the Middle East, introducing new products to the region to build infrastructure, real estate and commerce.

MEE is now helping governments, organisations and SME's diversify the generation and supply of energy and build a sustainable future.

"MEE is an event which generates a lot of vibe and curiosity in the Energy sector bringing together big players from the industry to display the latest technology advancements and create a path for businesses"

Ashrit YN

Country Manager

International Energy Technik (Tz) Limited



Energy Market Overview

Middle East energy market outlook for 2035



The Middle East region needs to add **277 GW** of new capacity by 2035



Power demand in the region is expected to grow by **3.3%** each year until 2035



Gas is expected to remain the largest source for power generation in the region representing **60%** of installed capacity through 2035



An estimated **83 GW** of renewable energy capacity alone will be added to the region's energy mix by 2035

Post Covid-19 predictions

- Despite Covid-19, revenue generated from renewable energy is expected to increase from \$184 billion in 2020 to **\$226 billion** by 2021
- Batteries and hydrogen technology are key to a **clean energy** future
- Green energy could drive Covid-19 recovery with **\$100tn** boost
- The pandemic has created an opportunity for utilities to transition to **100% renewable energy** following massive declines in demand for energy, fossil and transport fuels
- Investing in green hydrogen could play a greater role in curbing the energy industry's CO₂ emissions by **70%** by 2050 by replacing fossil fuels

"Government ministries play a crucial role in adapting power sector planning practices to create robust, long-term energy strategies."

IRENA (2020)

Power sector planning in Arab countries:
Incorporating variable renewables



Industry Trends



Renewable energy rises to the fore

Solar and wind energy will make up 50% of the world's electricity generation by 2050 and an estimated \$13.3 trillion is to be invested in new power generation assets to fund 15,145 GW of new plants between 2019 and 2050, of which 80% is expected to be carbon-free.



Fossil fuels prove resilient

Parts of the world will continue burning fossil fuels including oil, gas, and coal for energy production and to support the increasing need for flexibility in energy despite the optimistic outlook for renewables.



Flexibility and innovation in supply will play a key role

As the world moves towards 100% renewable energy, reliability, flexibility and innovation in supply and controlling demand will emerge as a key area of concern.



Energy storage is shaping decentralised grids

With battery prices falling almost 80% in the past few years, energy storage has become more commercially feasible and is driven by consumer energy decisions such as rooftop solar and behind-the-meter batteries.



The increasing power of hydrogen

Hydrogen is enjoying unprecedented momentum and is increasingly viewed as an essential component of the world's energy future. Now is the ideal time to support the growth of hydrogen production and utilisation as we seek out a better system of supplying extensive demand for electricity.

MEE at a glance



200,000

Global audience



1200+

Exhibitors



1

Live event



4

Virtual sector weeks



150+

Speakers



300+

Hours of content



131

Countries represented

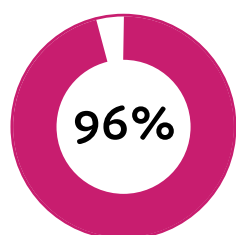
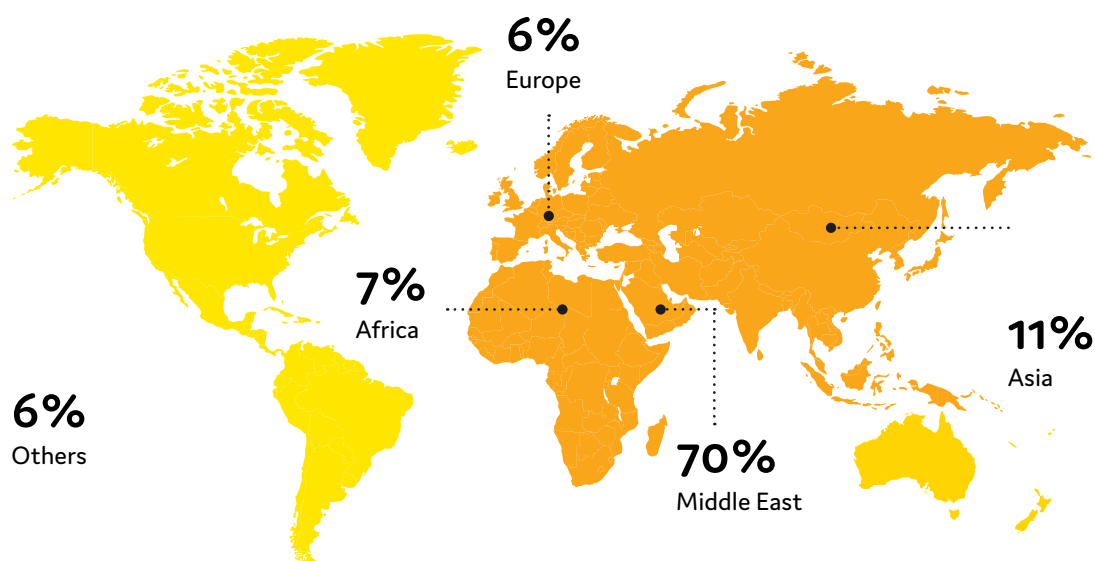


100+

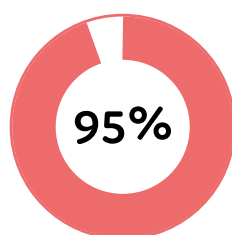
Key buyers



Visitor profile



Find it important to visit MEE to grow their business

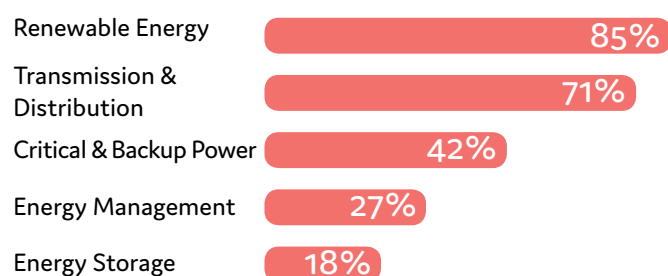


Visitors are likely to return next year

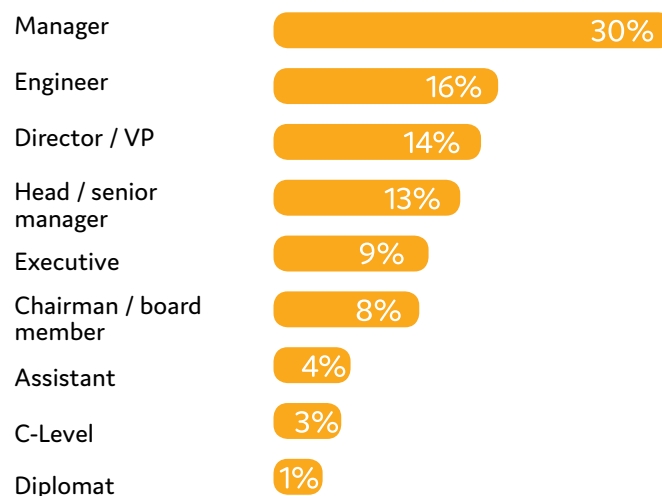
Reasons for visiting



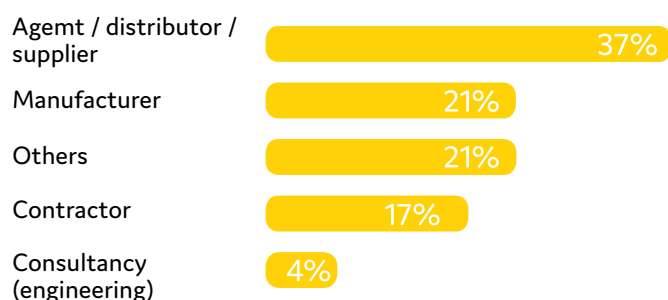
Area of Interest



Seniority



Nature of Business

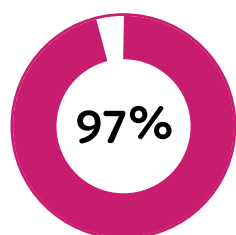
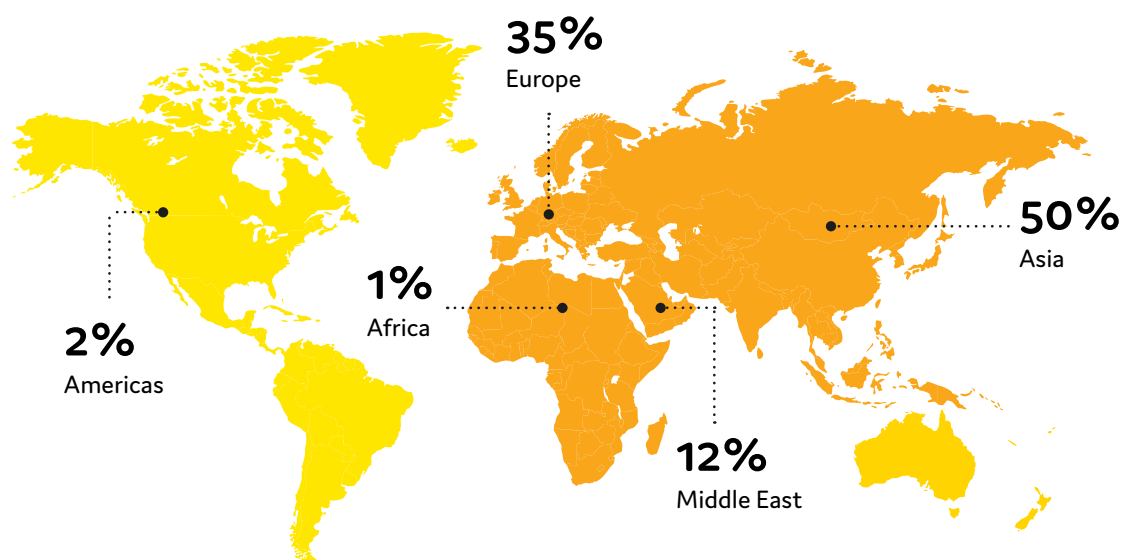


Who will you meet

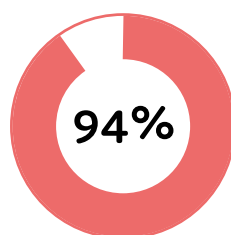


Exhibitor Profile

An average of \$840,730 sales is expected to be generated by MEE exhibitors over the 12 months following the show.



Consider it important to exhibit at MEE



Rated the visitor quality as high



Exhibitor Journey: Live & Virtual

Exhibitor Virtual Journey

Sign the contract and
get your logins



Schedule 1-1 meetings
with your leads



Update your E&U Marketplace
and add your products



01

02

03

04

05

06

Complete your company profile
and browse new connections



Book follow up
meetings



Login during the sector weeks
to meet new connections



Exhibitor Live Journey

Sign the contract and
get your logins



Promote your participation
at the MEE Live show



Set up your personal profile
and find your leads



01

02

03

04

05

06

Update your E&U
Marketplace and add
your products



Attend health & safety
sessions on physical stands and
Informa AllSecure procedures



Schedule meetings with
your current and
previous clients onsite



New live show features

With a year-round calendar of content and marketing activities, MEE offers a wealth of opportunities to make business networking and industry knowledge more accessible and efficient.



Green Hydrogen ^{NEW*}

The Green Hydrogen Zone offers you a head start to capitalise on the green hydrogen projects across the globe and enables you to showcase your latest products and services in green hydrogen that are set to transform the global energy industry.



Steering Committees'

New for 2021, the MEE Steering & Executive Committees', comprising influential industry leaders, will provide expert guidance to ensure the event delivers real value to exhibitors and visitors. View Steering Committee members [here](#) and GEUF Executive Committee members [here](#).



Energy Storage & Batteries ^{NEW*}

The Energy Storage and Batteries Zone is the perfect meeting place for those looking to capitalise on the drive for energy storage through innovative technical solutions that can unlock new business models and revenue streams.



Hosted Buyer Programme

The VIP programme brings together 200+ investors, influencers and high-profile buyers from across the globe for a series of pre-scheduled meetings with exhibitors to ensure maximum ROI.



MEE Product Sectors



Transmission & Distribution



Smart Solutions



Renewable Energy



Critical & Backup Power



Energy Consumption & Management





Smart Solutions

Smart Solutions at MEE will highlight new and trending technologies to organisations and governments looking for ways to digitally transform their operations and business models, reduce costs and increase product quality.



Artificial Intelligence



APM Solutions



Big Data Analytics



Blockchain Technology



Smart Technologies



Cyber Security Solutions



DERM Solutions



Digital Twin Technology



Edge Capabilities



Smart Cities



Industrial Automation



IoT



Machine Learning



Remote Monitoring



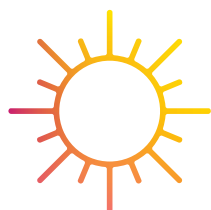
Robotics

Smart solutions market in numbers

- According to Deloitte, the application of existing digitalisation technologies could generate a further 1.6\$ trillion in global revenue
- According to a study conducted by Rystad Energy, up to 100\$ billion can be saved from E&P upstream budgets through automation and digitalisation
- Digitalisation could boost the MEA's power sector profitability by %30 – 20. Smart grid investments are tipped to grow to US\$ 17.6 billion by 2027

Smart Solution brands at MEE





Renewable Energy

Sector week: 17 May 2021

The Middle East is set to become a market leader in renewable energy. Driven by well-designed auctions, favourable financing conditions and declining technology costs, renewables are being brought into the mainstream. MEE, alongside Intersolar, is working together to bring the investment opportunities within the region and solidify the network.

The renewable energy industry in numbers

- Up to **90GW** of renewable energy capacity, mainly solar and wind power, is planned across the MENA region over the next 10- 20 years
- Renewable energy will account for **34%** of total power sector investments across the MENA region over the next five years
- At least **\$15 billion** of solar power projects will enter operation in the region in the next five years

Renewable energy brands at MEE



Sub sectors under Renewable Energy



Energy Storage and Batteries ^{NEW*}

The Energy Storage and Batteries sector is the perfect meeting place for those looking to capitalise on the drive for energy storage.

The energy storage and batteries industry in numbers

- The global energy storage market will grow quickly to a cumulative **942 GW** by 2040
- Energy storage deployment in emerging markets is expected to increase by over **40%** each year until 2025
- Manufacturing capacity for lithium-ion batteries is expected to increase **threefold** by 2022

Energy storage and batteries brands at MEE



Green Hydrogen Zone ^{NEW*}

Hydrogen is a key pillar when it comes to running a decarbonised economy. Today, the MENA region has the potential to position itself as the alternative energy capital of the world by capitalising on a fuel that can power both the electricity and transportation sectors.

Join us at the newly launched Green Hydrogen zone to discover how to support the growth of hydrogen production and utilisation as the global energy industry seeks out a decarbonised system of supplying its increasing demand for electricity.





Critical & Backup Power

Sector week: 31 May 2021

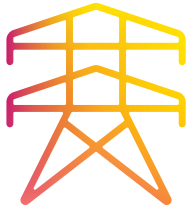
The Critical & Back-up Power sector at MEE 2021 will help you source progressive energy solutions at the most competitive prices and explore new technologies from niche solutions providers and fresh-thinking startups at the world's leading energy event. Find out exactly what you need to secure your critical infrastructure.

The critical & backup power industry in numbers

- MENA power capacity will need to expand by an average of % each year between 2019 and 2023
- The MENA region will require the addition of **88 gigawatts** by the end of 2023 to meet demand
- Achieving renewable energy deployment targets in the GCC by 2030 could save **354 million** barrels of oil equivalent in fossil fuel consumption in the power

Critical & Backup Power brands at MEE





Transmission & Distribution

Sector week: 24 May 2021

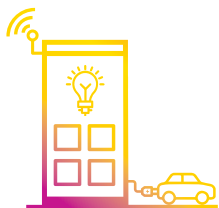
Investments in the transmission and distribution sector are expected to grow to \$108 billion by 2022. For more than 40 years, MEE has provided a platform for manufacturers and distributors from the entire value chain to meet clients, capture new business and network with the industry.

The transmission & distribution industry in numbers

- Power Transmission and Distribution Equipment market worldwide is projected to grow by **US\$74.3 Billion**
- In April 2019, about **\$451 billion** worth of power generation and transmission projects were planned or under way in the MENA region
- An estimate of **USD 68 billion** investment is required for MENA's for transmission and distribution (T&D) industry and a **74GW** of capacity is set for commissioning by 2023

Transmission & Distribution brands at MEE





Energy Consumption & Management

Sector week: 7 June 2021

From smart buildings with a focus on automation, data and energy efficiency, to transformative lighting systems; MEE's strategic focus and business direction are geared towards the global smart technology market.

The energy consumption and management industry in numbers

- The global Smart Lighting Market size is estimated to grow from USD 9.4 billion in 2020 and projected to reach USD 24.2 billion by 2025, at a CAGR of 20.9%
- The MENA smart lighting market is estimated to be worth over \$2 billion by 2030
- Primary energy consumption will continue to grow moderately and increase 36% by 2050, this growth will be driven by manufacturing, buildings, and transport up to 2040

Energy consumption and management brands at MEE



EN-LIGHT



SYLVANIA



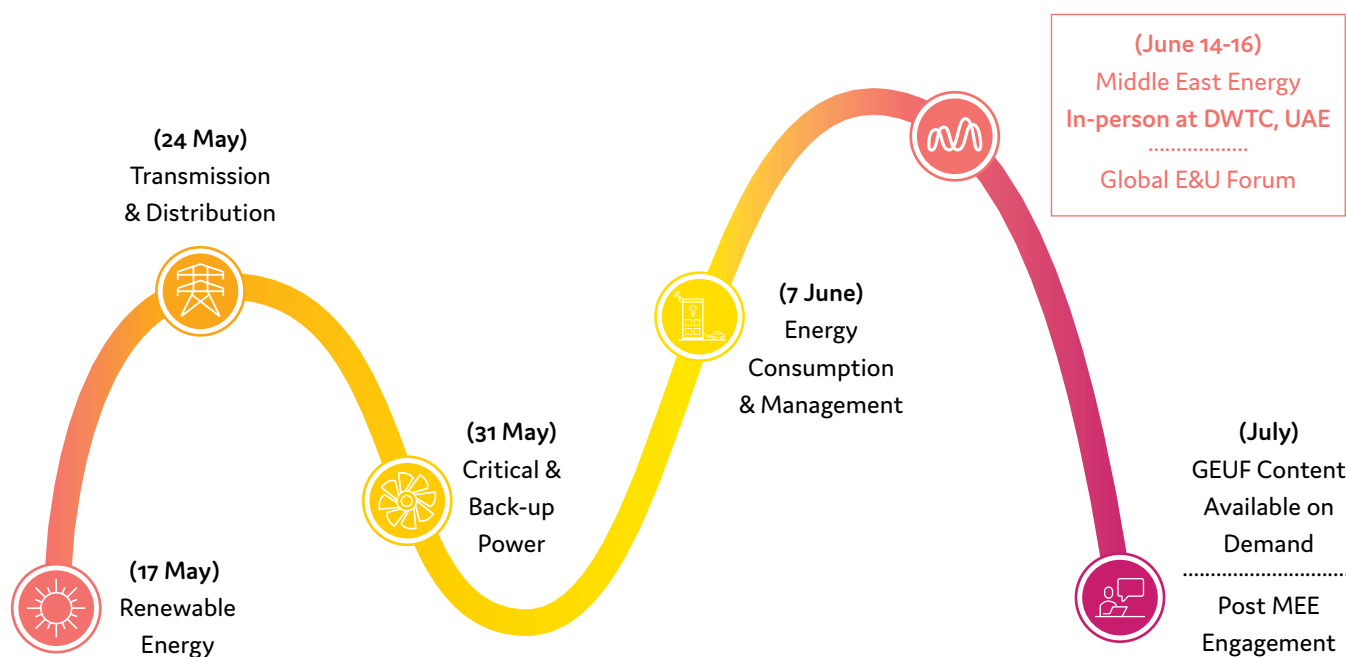
Sponsorship Opportunities

- How do you win more customers with budget constraints?
- How do you best showcase the unique value of your power products and solutions and establish your brand above the competition?
- How do you elevate your credibility level to win business and stand out from the rest?

As the leading global energy industry event, Middle East Energy will feature virtual conferences leading up to the live show based on the trending industry products and sectors, including Solar, Electrification of Transportation, Digitalisation, Renewable Energy, Transmission & Distribution, Energy Consumption & Management and many more - to meet your business objectives and position your brand at the forefront of the global energy community all year round, the means are endless!

So, tell us what you wish to accomplish below from the list of options available below.

Timeline of the events



Pricing for Virtual Participation

	Bronze	Silver	Gold	Platinum
Physical Exhibitors	Free	\$5,000	\$15,000	\$25,000
Digital Exhibitors	\$2,500	\$10,000	\$25,000	\$40,000

Packages include:

	Bronze	Silver	Gold	Platinum
Basic Listing	Yes	Yes	Yes	Yes
Product Listing	5	8	Unlimited	Unlimited
Sector Week Networking	1	2	Unlimited	Unlimited
Sales Brochures	--	2	Unlimited	Unlimited
Upload Videos	--	--	1	3
Remote Video Interviews	--	--	--	1
Product Demos/Pitches	--	--	1	2
Hosted Buyer Meetings	--	2	4	8
Basic listing on Egypt and Nigeria Energy events	--	--	Yes	Yes
Conference/Tech Session Sponsor & speaker slot	--	--	--	1

Benefits of attending online events



Access to global audience of government authorities and utility companies looking to accelerate the path to energy transition



Forge relationships with stakeholders as they make time-critical decisions on the transition to clean energy



Reap the benefits of the largest energy networking platform



Engage with decision makers, industrial factory owners, government authorities, dealers & distributors and end users looking to invest in smart technologies



Network with decision-makers and industry leaders looking to overhaul their energy systems



Capitalise on the tailored Hosted Buyer programme

"Middle East Energy is a very good platform to interact with people from various countries to explore the business possibilities and opportunities so as to have long lasting and mutually rewarding relationships."

Harish Sharma

Manager

PG Retail, TAFE Motors & Tractors Ltd

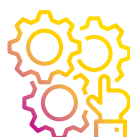
Benefits of attending live show



Demonstrate your ability to provide solutions in an energy ecosystem primed for change



Take advantage of the MENA region's enviable geographical position for access to the markets of Europe and Asia



Showcase your latest products and services set to transform the region's energy industry



Meet the leading distributors, dealers and small & medium traders within the MENA's power sector



Guarantee your place in the tender process for some of the MENA region's leading energy projects at the live show



Did you know?

At MEE 2020, a singular deal was signed worth USD \$5 bn.

Marketing & promotion

Digital

Twitter:



495,000+
reach

282,200+
impression

Trending Hashtag
in the UAE during
show days

Facebook & Instagram:



282,200+
reach

1.8 million
impression

17,000+
likes

Google ads:



1.18 million
impressions

644,000+
clicks

Tele-reminding campaigns to decision makers



19,000+
contacts invited

10,000+
reminders calls made

Electronic messages



2.47 million
emails delivered

50,000+
WhatsApp
messages sent

220,000+
SMS messages sent

10,000+
Advocates
(people who invited
their colleagues)

Media partner coverage



80+
Media and association
partners

50+
emails with a
reach of +400,000
power industry
professionals

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

Direct Mail



30,000+
mail invitations
sent out

Radio, newspaper and outdoor advertising



8+
national newspapers
advertised in the
Middle East

Year-round promotional platform: Energy & Utilities



The new industry voice for energy and utilities insights, market intelligence and news, provides exhibitors with additional exposure before and after the show via the comprehensive directory and advertising opportunities.



MEE's Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. With MEE's focus on renewable and clean energy, we are committed to running an environmentally responsible event.

Our 3 aims:



Help our markets through inspiring sustainable development



Run the event in an increasingly environmentally responsible manner



Run the event in a socially responsible manner

Are you interested in being part of the sustainable event?

Contact us to find out more



Planning to attend MEE Live? We've got you covered!

Placing your safety at the heart of our events

Middle East Energy will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

All Informa events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow the ten Informa [AllSecure priority commitments](#). Wherever applicable and possible, our events will also apply the fuller range of standards and guidelines described in the [Informa AllSecure guidebook](#).

Find out more about our commitment to your health and safety [here](#)





Participate live and online with Middle East Energy 2021




Middle East
Energy Dubai

Explore. Empower. Energise

Online: 17 May - 7 June 2021

Live: 14 - 16 June 2021 | Dubai World Trade Centre, UAE

**Get in touch with us for physical stand booking options and
virtual sector week participation**

 +971 (0)4 336 5161

 info@middleeast-energy.com

 www.middleeast-energy.com

Exhibit at #MEE2021

Organised by

