



UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

Under the patronage of

H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler Of Dubai



Middle East
Energy Dubai

inter
solar

connecting solar business | MIDDLE EAST

Live: 7 - 9 March 2023 | Dubai World Trade Centre, UAE

Guiding you through the energy transition

www.middleeast-energy.com

www.intersolar.ae





Renewable & Clean Energy

Middle East energy transitions are picking up speed. Driven by well-designed auctions, favorable financing conditions and declining technology costs, renewables are being brought into the mainstream. The Middle East is set to become a market leader in renewable energy.

In its sixth year, Intersolar and Middle East Energy are joining forces to offer the industry the ideal platform in the MENA region - this year with an extended renewable energy section in the exhibition halls of the Dubai World Trade Centre. The organizers expect approximately 800 exhibiting companies and more than 20,000 international visitors at Middle East Energy 2023.

The Renewable and Clean Energy exhibition segment will enable exhibitors forming valuable business relationships and network with decision makers in the region; bringing together the right solutions to the right people.

Intersolar's motto is "Connecting Solar Business". We bring together key global players to discuss and showcase technological trends and cutting edge solutions driving the new energy world. Exhibitors, visitors and conference delegates alike benefit from an industry platform which connects technologies and professionals over the world in order to increase the share of solar energy in our global energy mix.

The renewable & clean 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



How can Intersolar Middle East support you & your business?

The MENA solar markets offers multiple business opportunities along the value chain for manufacturers, suppliers, distributors, service providers and companies from related industries.

With more than 30 years of experience, Intersolar has the unique ability to bring together members of the energy industry from across the world's most influential markets and supply chains. Intersolar reflects the synergies and interaction between photovoltaics, PV production technologies, energy storage and solar thermal technologies on the highest level of expertise.

Take advantage of MENA's solar rise! The growing number of solar installations is also stimulating the energy storage market in the region and offers attractive business opportunities in both, solar and energy storage.

Exhibit at Intersolar Middle East



Generate new business



Network with industry leaders & potential buyers



Launch new products & services



Increase your international presence



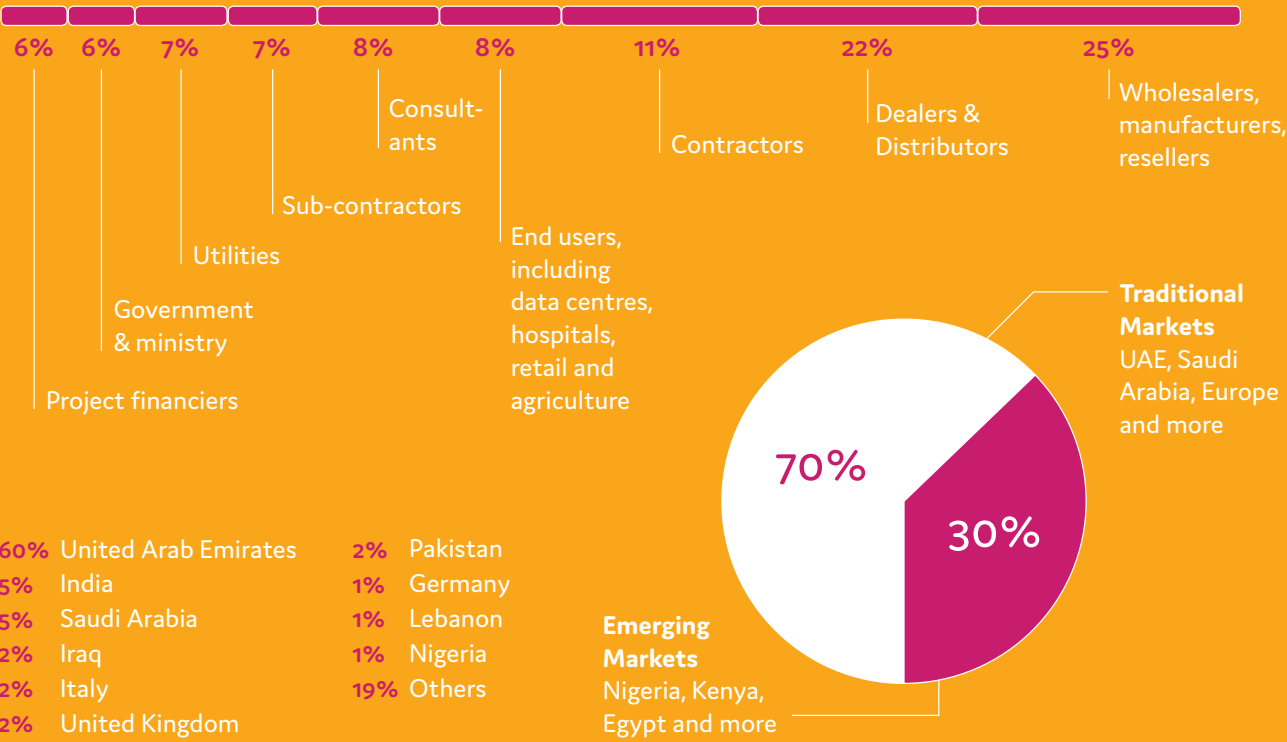
Increase brand exposure



Insights in Middle East Energy 2023 and Intersolar

Intersolar 2022 took place within Middle East Energy, which had over 20,000 buyers from over 170 countries. Below is a breakdown of who attended.

Who attends?



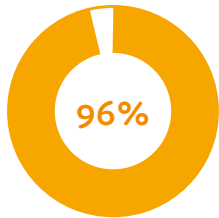
What are they interested in?

A significant interest in solar and energy storage was seen at the 2022 event. 15,075 buyers (70%) at Intersolar Middle East 2022 were interested in Solar.

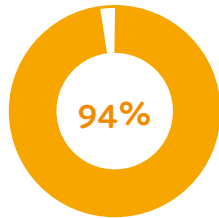
Reason for visiting

	Audience Interest (buyers & distributors)	Discover product innovation	Learn more about the sector through conferences and tech sessions
Transmission & Distribution	10,212	71%	37%
Renewable & Clean	17,005	73%	39%
Critical & Backup Power	8,964	73%	40%
Energy Consumption & Management	7,125	73%	58%
Energy Storage	9,182	73%	58%
Conventional Power Gen	4,274	73%	63.5%

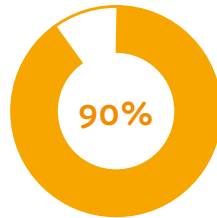
Feedback - Live visitors



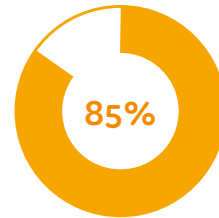
Rated Middle East Energy
as an important platform to
attend for their business



Rated their
experience from
good to excellent



Will attend Middle East
Energy 2023

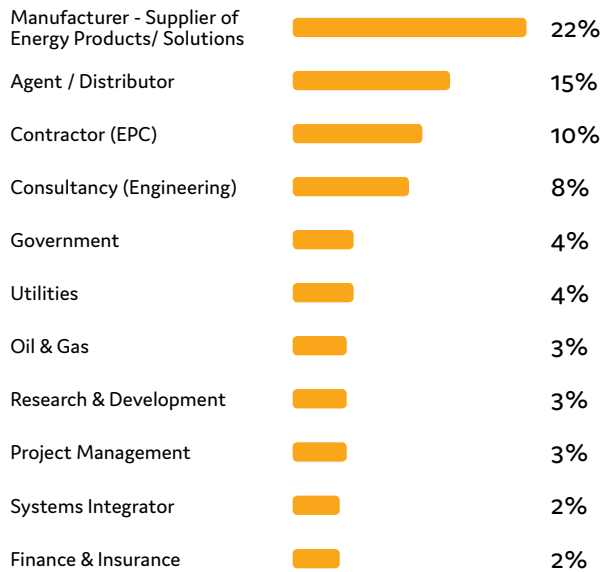


Sourced new
suppliers

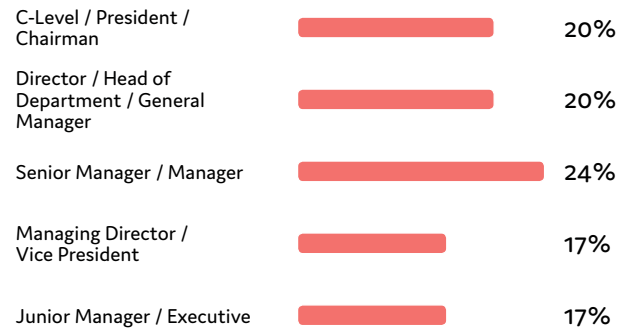
Companies registered



Nature of Business



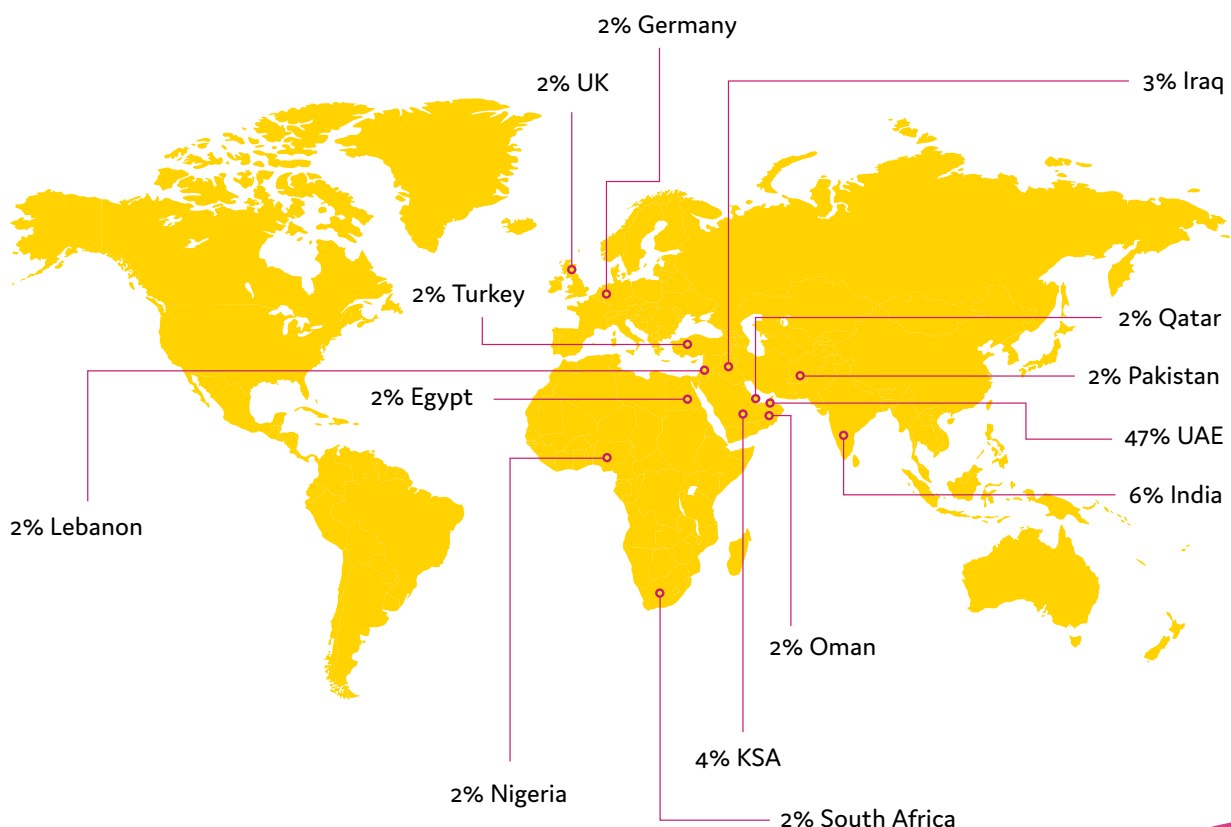
Seniority



Companies present

Dubai Electricity and Water Authority | Green Power | Intercontinental Energy | Yokogawa Electric Corporation | NESPAK Canadian Solar | Terabase Energy | J. Schneider Elektrotechnik Gmb | African Development Bank Group | Socomec SAS TotalEnergies Renewables International | Fuji Electri | Solar-Log GmbH | Emirates Health Services | Consulate General of Tunisia | Galadari Brothers Group | eHealth Africa | Hitachi Energy | Ministry of Energy & Infrastructure

Geo



Benefits of exhibiting



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



Benefit from the business of unlimited solar potential and grow your business at the largest gathering of energy and trade professionals in the MENA region



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

IRENA

Power sector planning in Arab countries: Incorporating variable renewables

How we will support you?

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
impression

644,000+
clicks



Energy & Utilities **NEW**

Year-round promotional platform: Energy & Utilities

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



Media partner coverage

80+

Media and
association
partners

85+

advertisements
placed in magazines,
newsletters and
various printed
promotional items

50+

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



Electronic messages

2.47 million
emails delivered

220,000+
SMS messages sent

50,000+
WhatsApp
messages sent

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



Direct Mail

30,000+
mail invitations
sent out



Tele-reminding campaigns to decision makers

19,000+
contacts invited

10,000+
reminders calls
made



Radio, newspaper and outdoor advertising

8+
national newspapers
advertised in the
Middle East



Ad value

\$2,863,979.50



PR coverage

1,099,831,052
web views/month

Packages tailored to your business needs

Intersolar Middle East will be a Live, In-person and online experience for the 2023 edition. The Live event will allow you to have face-to-face interactions yet again, strengthen relationships, demonstrate your products in real-life, and even bring you new opportunities.

While the online version of the show will help fuel your Live, In-person exhibition experience by providing you an online Sales platform for 2023. Through our online platform you can find new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services – before you even step foot into the live show.

Exhibit Online + Live

In addition to your stand booking, you receive an online exhibitor listing on the online platform, at no additional cost.

Alternatively, you can choose to upgrade your package to a premium listing to have unlimited number of meetings with our attendees.

Exhibit Online Only

Book your basic online exhibitor listing on the online platform or upgrade to a premium online exhibitor listing for added value.

Sponsorship Opportunities

Our sponsorship opportunities provide a range of entry points for brands, service providers and suppliers.

Talk to our team today to discover what Intersolar Middle East can do for your brand and build your bespoke solution.

Book your stand at Intersolar Middle East

For interested companies and newcomers to Intersolar, Intersolar Middle East 2023 offers various exhibit opportunities tailored for every budget. Design your own stand (available from 21 sqm) or book a fully equipped stand within our Intersolar/ees Pavilion (9 sqm) which allows your company an easy and cost-effective participation. Contact us for more information info@intersolar.ae.



Join us and profit from MENA's solar and energy storage rise

Stay ahead of the competition and present your innovation to new customers and qualified prospects in a dynamic market. Intersolar Middle East, alongside with Middle East Energy 2023, is the place to enter solar and energy storage markets in the Middle East & Africa. Pavilion pods or shell schemes stands are available from 9 sqm, individual stands (raw space) from 21 sqm.

Pricing

Intersolar / ees Pavilion Pod (9 sqm)	from USD 439 / sqm
Shell Scheme Stand (min. 9 sqm)	from USD 663/ sqm
Indoor Space only (min. 21 sqm)	from USD 600/ sqm
Indoor Show Ready Stand (min. 12 sqm)	from USD 840 / sqm

*All prices excluding additional fees and VAT.

Contact us for more information or visit us at www.intersolar.ae.





Intersolar and Middle East Energy 2022 show highlights



Contact us

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