

Regional governments depend on Middle East Electricity for essential energy industry expertise and innovation

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Despite the continued international economic slowdown, the Middle East's significance to companies involved in the global energy industry has continued to grow.

This was highlighted by the recent announcement by The International Renewable Energy Agency (IRENA) - which aspires to become the main driving force for promoting a rapid transition towards the widespread and sustainable use of renewable energy on a global scale - that Abu Dhabi is to be the agency's interim headquarters.

'Supporting the energy industry throughout the Middle East and North Africa, the Middle East Electricity exhibition, which is rated by visitors and exhibitors as the leading energy event of its kind anywhere in the world, will stage its 35th edition in 2010 at Dubai International Exhibition Centre, once again hosting the global leaders and innovators from the energy sector,'

said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of Middle East Electricity (MEE).

'The 2009 show attracted 43,800 visitors from more than 102 countries, who came to Dubai to meet the 998 local, regional and international exhibitors who took part in this major international event, which also featured 20 national and industry pavilions,' she added.

Major energy industry players such as General Electric continue to benefit from trade with countries in the Middle East - the conglomerate's Energy division recently announced the signing of contracts with the Kingdom of Bahrain totaling over \$500m.

This order comes on top of two GE has landed in the Middle East since December 2008, including a 56-turbine order worth nearly \$3bn placed by the government of Iraq, and a \$1bn order from a Saudi Arabian power company for 30 Frame 7EA turbines.

'The Middle East is a high-growth area, where they're developing their infrastructure,' said Cynthia Mahoney White, GE Energy spokeswoman.

Germany, one of the world's leading energy powerhouses, traditionally has one of the strongest representations at MEE, and in 2010 will be the event's official featured country, showcasing German expertise and product innovation.

'Middle East Electricity is the hub for the electrotechnical industry in the UAE and the leading event for this sector in the whole region. Products made in Germany stand for high quality and have a good reputation across the Middle East region. We're delighted to promote Germany as the official featured country at MEE 2010, and see this as a great opportunity to develop the co-operation and mutual relations between the United Arab Emirates and the Federal Republic of Germany,' said a spokesperson of The German Electrical and Electronic Manufacturers Association - ZVEI.

In 2009, more than 80 German exhibitors presented their latest developments in the field of power engineering, energy-efficiency, and electrical engineering at MEE, and in 2010, one of

the main features of the German presentation will be 'Energy Efficiency made in Germany' - setting the course for future growth.

'Middle East Electricity 2009 was marvelous,' said Ulrich Scheller, General Manager of Merkur Ueberseehandel GMBH. 'We left the show with literally hundreds of quality leads - 70% of the contacts we made at the show were new ones, and we met visitors from a large number of foreign countries, including a number of African countries, Syria, Libya, Pakistan, Jordan, Egypt and Kazakhstan.'

94% of exhibitors at MEE 2009 said that they had achieved their overall objectives, having reached a visitor audience with combined purchasing power in excess of \$2.15bn.

'We're projecting further expansion of the show in 2010,' added Woodbridge. 'The Middle East energy sector is maintaining its seemingly recession-proof position, and industry experts around the world are forecasting continued steady growth in all areas, from power generation to water desalination.'

Supported, by the UAE Ministry of Energy, the 35th Middle East Electricity exhibition will run from 9-11 February 2010 at Dubai International Exhibition Centre. All sectors of the energy industry will be comprehensively covered, with focus areas including water, lighting, new and renewable and nuclear energy, bringing essential expertise to the region.

(AME Info)