



BEIRUT ENERGY FORUM

UNDER THE HIGH PATRONAGE OF HIS EXCELLENCY

ENG. GEBRAN BASSIL

THE MINISTER OF ENERGY & WATER

29 - 30 SEPTEMBER 2011

HABTOOR GRAND HOTEL

BEIRUT - LEBANON



**POST SHOW
2011**

EVENT REVIEW



PATRONAGE:

HE. ENG. GEBRAN BASSIL

Minister of Energy & Water

DATES & VENUE:

29 -30 September 2011

Emirates Hall- Habtoor Grand Hotel- Beirut

STRATEGIC PARTNER:

Lebanese Center for Energy Conservation

EXHIBITOR SUMMARY:

Floor Space occupied: **300 sqm**

Number of exhibitors: **22**

Exhibiting countries: **7**

ORGANIZED BY:

MCE Group for Congresses & Exhibitions

POBox: 2914- Jounieh- Lebanon

Tel & Fax: +961 9 900110-1

Email: events@mcegroup.net

www.mcegroup.net

DELEGATES SUMMARY:

Number of delegates: **490**

Average days attended: **2 days**





**490
DELEGATES**

Under the patronage of H.E. Eng. Gebran Bassil, Minister of Energy and Water, the Beirut Energy Forum was held with the support of the Ministry of Energy & Water, League of Arab States, the European Union, the UNDP, the Order of Engineers and Architects in Beirut, Industrial Research Institute (IRI), the Lebanese Center for Energy Conservation (LCEC) as strategic partner and in partnership with "Le Salon des Energies Renouvelables de Paris". The Beirut Energy Forum was organized by MCE Group.

In its second edition, BEF provided a platform for professionals, policymakers, practitioners, donors, academics and companies to highlight the Lebanese, Arab and Euro Mediterranean initiatives in the renewable energy field, focus on the Energy Efficiency Building Codes, Green Building rating systems, Financing energy systems.

While enjoying the support and cooperation of the Regional Center for Renewable Energy and Energy Efficiency (RCREEE), the Lebanese Solar Energy Society (LSSES), the Lebanon Green Building Council (LGBC), the ASHRAE Lebanon Chapter, the EU-funded project MED-EMIP and MED-ENEC, the Beirut Energy Forum regrouped 490 delegates from 26 countries and featured 40 lectures presented by energy experts from Lebanon and the region. In addition to that, the event included a panel discussion gathering the Minister of Energy and Water and professors from the Lebanese Universities dedicated to highlight Politician vs. Scientist: Clash or Development?



EXHIBITORS SURVEY

EXHIBITORS VIEW OF EXHIBITION

95% RATED BEIRUT ENERGY FORUM 2011 AS A GOOD NETWORKING OPPORTUNITY

100% WERE SATISFIED BY THEIR PARTICIPATION

94% MET THEIR TARGET AUDIENCE DURING THE EVENT

95% RATED AS GOOD THE ORGANIZATION OF THE EVENT

94% ARE INTERESTED TO PARTICIPATE IN THE NEXT EDITION



SPONSORS

Regional Center for Renewable Energy & Energy Efficiency (RCREEE) as **Platinum Sponsor**

Consolidated Contractors Company (CCC) as **Diamond Sponsor**

Banque Libano Francaise (BLF) as **Gold Sponsor**

Green Future Lebanon Holding as **Gold Sponsor**

Johnson Controls as **Gold Sponsor**

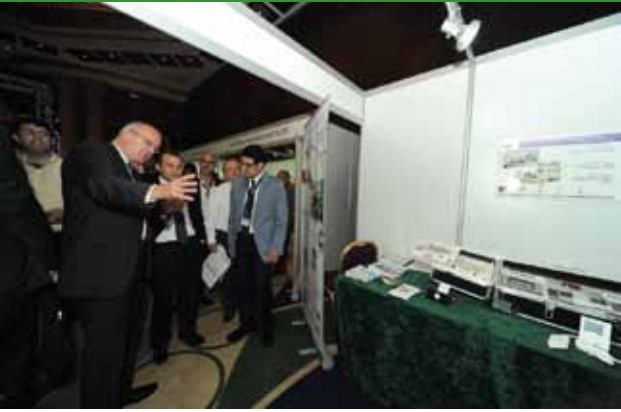
Societe Electricite de Zahle (EDZ) as **Silver Sponsor**

UNEP as **Co Sponsor**

Near East Engineering & Development Services (NEEDS) as **Coffee Break Sponsor**

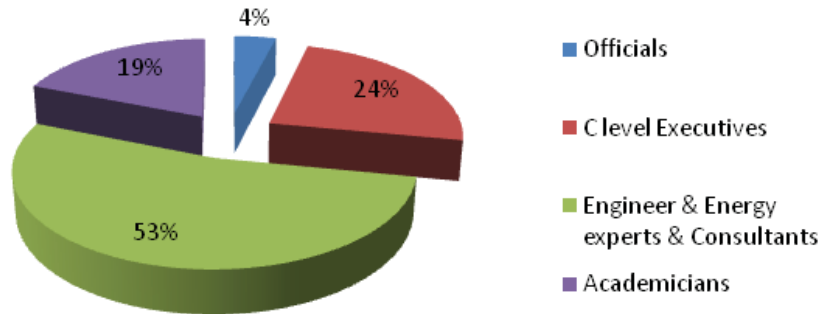


DELEGATES SURVEY



DELEGATES PROFILE BY POSITION

Delegates by position



26 PARTICIPATING COUNTRIES

- | | | |
|---------|-------------|----------|
| Algeria | Lebanon | Thailand |
| Bahrain | Morocco | Tunisia |
| Cyprus | Netherlands | UAE |
| Egypt | Oman | UK |
| France | Palestine | USA |
| Germany | Portugal | Yemen |
| Iraq | Spain | |
| Jordan | Sudan | |
| KSA | Sweden | |
| Kuwait | Syria | |

EVENT'S FEATURES



- 40 conferences

- 1 ministerial Panel discussion gathering HE. Eng Gebran Bassil with professors from Lebanese Universities focusing on: Politician vs. Scientist: Clash or Development?

- 1 Panel discussion highlighting: Do Green Building Rating Systems Compete or Complement?

- Signature of agreement between UNDP and BLF

- Submission of UNEP Declaration to HE. Eng. Gebran Bassil- Minister of Energy & Water

- Exhibition area

66% of the delegates stated that the scientific program was excellent

100% were satisfied with their participation in the conference

57% of the delegates stated that the speakers' knowledge of the subjects discussed was good

86% rated as excellent the panel discussion between the minister & the University professors.



SOME OF THE VIP SPEAKERS

- **Mr. Edmond Yammine**, Chairman, MCE group for Congresses & Exhibitions
- **Mr. Elie Bsaibes**, President, Order of Engineers and Architects in Beirut
- **Mr. Seifeldin Abbaro**, Country Director, UNDP
- **Mr. Adnan Z. Amin**, Director General, International Renewable Energy Agency (IRENA), Abu Dhabi, UAE
- **Ms. Angelina Eichhorst**, Head of the EU Delegation to Lebanon
- **H.E. Eng. Gebran Bassil**, Minister of Energy and Water in Lebanon
- **Mr. Samir Hassan**, Acting Executive Director, RCREEE
- **H.E. Eng. Salha Abou Sabaa**, Head of Renewable Energy Department, League of Arab States (LAS), Egypt
- **Dr. Albrecht Kaupp**, Team Leader, MED-EMIP, Germany/Egypt
- **Mr. Kamal Hayek**, Head of the Board, Director General of Electricité du Liban (EDL)
- **Mr. Pierre El Khoury**, Director, Lebanese Center for Energy Conservation (LCEC), UNDP Project Manager
- **Mr. Ziad El Zein**, PR coordinator, LCEC
- **Mr. Mahmoud Baroud**, Director of Tutelage, Ministry of Energy and Water (MEW)
- **Mr. Soren Krohn**, Senior Wind Power Specialist, World Bank, USA
- **Mr. Jean-Ives Kernel**, Head Officer of International Affairs, Biotope, France
- **Mr. François Joubert**, Executive Vice President and Global Head of Environmental Products, EDF Trading, UK
- **Dr. Kurt Wiesegart**, MED-ENEC Team Leader, Germany/ Egypt
- **Mr. Waleed El Araby**, Officer-in-charge of Council of Ministers, LAS
- **Dr. Imad Hage Chehade**, Technology and Development Director, Industrial Research Institute (IRI), Lebanon
- **Mr. Gustavo Manez**, Project Manager, En-Lighten Project, United Nations Environment Programme (UNEP), France
- **Mr. Wael Hamdan**, Head of the Financing Unit, Central Bank of Lebanon (BDL), Lebanon
- **Mr. Terry McCallion**, Director of Energy Efficiency & Climate Change, European Bank for Reconstruction & development, UK





GUEST SPEAKER OF THE FORUM 2011



MR. ADNAN Z. AMIN

Director General, International Renewable Energy Agency (IRENA), Abu Dhabi, UAE



SHOW MARKETING & VISITOR PROMOTION

By Mail, sms and e-mail campaigns targeted leading professionals, engineers, related companies & energy experts.

1- Email Campaign:

Marketing emails, specifically targeting different divisions of the energy industry individually were sent. These were used to support the mailing campaigns encouraging engineers and professionals to pre-register for the congress or to inform them about the latest updates with the latest registered exhibitors, new speakers etc...

2- Direct Mailing Campaign

A carefully researched direct mailing campaign was carried out to the names and addresses of concerned professionals in Lebanon. This comprehensive campaign included mailing of invitation cards, marketing materials at different stages to all segments of our huge database.

3- Liaison with Supporters, Partners

Main supporters of the event were involved in the promotion of the Beirut Energy Forum by displaying and distributing print materials.

MEDIA CAMPAIGN



1- Press Office

A press office was open throughout the exhibition and conference and provided a point of contact for exhibitors and local and specialist regional media.

2- TV coverage from

Reporters from renowned TVs covered the opening ceremony, the panel discussion and conducted interviews with exhibitors and key delegates.

3- Internet support

Continuous news concerning the event were listed on the Beirut Energy Forum website www.beirutenergyforum.com

4- Press releases:

Follow the link

ABOUT THE ORGANIZER



MOUNASSABATTCOM GROUP
For Congresses & Exhibitions

MCE Group specializes in global congress organization and association management services. We have successfully managed a complete array of corporate events in Lebanon and the Arab countries. Our company invaded the world of events through different segments: event organization and related services.

While operating from Lebanon, we cover the Arab countries & the Mediterranean basin and we maintain strong relationship with our collaborators in the different countries. Our clients are from the public, private sectors as well as NGOs.

During the year 2011, many achievements were reached in various fields:

The Health field through:

- . Medhealth 9th Edition
- . The Arab Health Ministers Council in Beirut 35th Edition,
- . Health Insight

The Energy field through:

- . The Petroleum field through Lebanon International Petroleum Exploration Forum (LIPE)
- . Beirut Energy Forum 2nd Edition

“Allow us to thank you and congratulate you for the great organization that you have showed during the planning of the Beirut Energy Forum, which made it a very successful event. It was a pleasure working with you.”

Nouchka Boustany
Chargée Communication Commerciale - Cellule
Communication Clients
Direction de la Communication
Banque Libano - Française

BOOK YOUR PLACE & SPACE FOR BOTH UPCOMING EVENTS

**BEIRUT
WATER
FORUM**

MARCH 2012

**BEIRUT
ENERGY
FORUM**

SEPTEMBER 2012