

SUSTAINABLE UTILITIES MIDDLE EAST EXPO

GREATER EFFICIENCY FOR POWER GENERATION, WATER & WASTE MANAGEMENT

SALES PROSPECTUS

28-29 OCTOBER 2015 • MADINAT JUMEIRAH, DUBAI

Supported by

UNITED ARAB EMIRATES
MINISTRY OF ENERGY



الإمارات العربية المتحدة
وزارة الطاقة

Organised by



Power Tech



Waste to
Energy Tech



Water Tech

Smart Grids
Smart Meters



WWW.SUME-EXPO.COM

CREATING SUSTAINABLE ENVIRONMENTS

EXHIBITION STATS

Sustainable Utilities Middle East (SUME) is the regions most anticipated utilities exhibition, dedicated to power generation, water and waste management. Taking place 28 - 29 October 2015, spanning more than 3,000 sqm, SUME will be held at the impressive Jumeirah Madinat Arena, Dubai, UAE.

The international showcase will bring together thousands of clients, consultants, contractors, government policy makers and key stakeholders involved in the multi-billion dollar utilities sector from the UAE, Saudi Arabia, Oman, Qatar, Bahrain, Kuwait, Jordan, Egypt and Lebanon.

4 DEDICATED VERTICALS

Power Tech
Water Tech
Waste to Energy Tech
Smart Grids Smart Meters

This is your opportunity to meet thousands of potential buyers and showcase your latest products and technologies built on the theme of **SUSTAINABILITY**.

3,000
SQUARE METRES OF
EXHIBITION SPACE



2,500
PARTICIPANTS



100
EXHIBITORS



100
SENIOR GOVERNMENT
DELEGATES



50
GURU INDUSTRY SPEAKERS



3
DEDICATED
CONFERENCES



2
SHOW SUB SECTORS:
WATER TECH; POWER TECH



1
SUSTAINABLE
PLATFORM



WHO SHOULD

INDUSTRIAL SPLIT

- Government and Environment Agencies
- Municipal Authorities
- Utility Management & Control Authorities
- Water Management Authorities, Building Regulatory Authorities
- Air Pollution Authorities
- Environmental NGOs, Sustainable Energy Companies
- Oil & Gas Companies
- Real Estate & Construction
- Industrial Plants
- Utility Processing & Service Companies
- Engineering Services
- Consultancy & Design Offices
- Environmental Management Organisations
- Research Organisations

INTERACT. LEARN. EDUCATE.



3 CONFERENCES. 2 DAYS.

POWER TECH CONFERENCE



WASTE TO ENERGY CONFERENCE

WATER TECH CONFERENCE



Demonstrate Expertise. Identify Common Challenges. And Highlight Solutions. The conference platforms allows you to get involved and provides you with an ideal platform to position your company in front of your customers and get noticed by them.

Delegates will be educated in an interactive learning environment which includes: round table sessions; demonstrations; interviews and presentations.

Call +971 4 609 1555 for more information

KEY TOPICS

- Sustainability: Criteria for energy generation from waste management
- Adopting environmental leadership through water conservation
- Guaranteed energy savings over time
- The future trends for uninterrupted power services
- Waste to Energy Technology - maximising cleaner practices

KEY AUDIENCES

- Government buyers
- Utilities managers
- Policy makers
- Industry experts
- Investors
- Media

Setting new standards in waste water management and energy controls across all infrastructure investments.

ATTEND

ATTENDEES JOB FUNCTION

- CEO
- Managing Director
- Director
- VP / GM and Managers of Sustainability and Environmental Policies
- Heads of Governmental Utilities Departments, National Power Grid Operators
- Water Management Professionals
- Waste Management Professionals
- District Cooling Operators
- Developers and Building Constructors, Architects
- Project Managers
- Engineers
- Consultants
- Academicians
- Policy makers
- Utility equipment Distributors and Resellers

WHY SUSTAINABLE UTILITIES MIDDLE EAST?

Organised by Fleming Gulf Exhibitions, Sustainable Utilities Middle East is the new flagship exhibition for the established and extremely successful portfolio of Utilities Events from Fleming Gulf, including:

- Asia Pacific District Cooling
- Latam Mine Water Conference
- Facilities Management Summit
- Global IWPP Summit
- Middle East District Cooling Summit
- Energy Efficiency & Conservation Forum
- Middle East Smart Cities
- Global Trigenation Summit

Coming from an organiser with considerable experience in the industry with thousands of contacts, you can be sure that Sustainable Utilities Middle East attracts senior buyers to help grow your business.

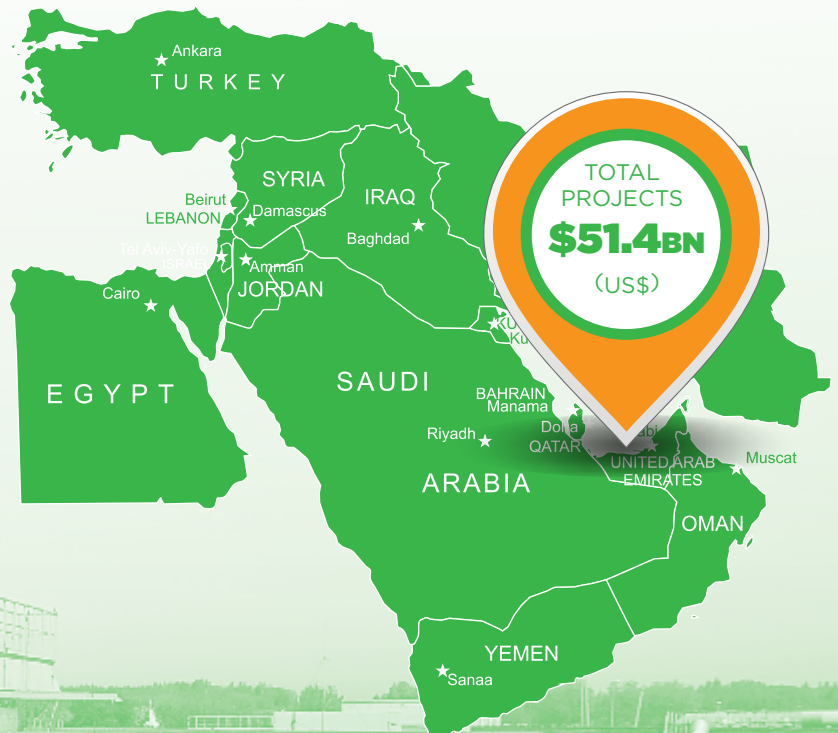


Visit www.fleminggulf.com for more information

GCC COUNTRIES ARE SET TO INVEST

(US) **\$155BN**

FOR THE CONSTRUCTION OF ENERGY-GENERATING PLANTS FROM NON-TRADITIONAL SOURCES



BY 2040, THE TOTAL INVESTMENT NEEDS OF MENA'S ENERGY SECTOR WILL EXCEED

(US) **\$30BN**

A YEAR - 3% OF GDP

IWPP PLANT IN JEBEL ALI IS THE LARGEST POWER & DESALINATION PLANT IN THE UAE WITH A CAPACITY OF 2,060MW OF ELECTRICITY AND 140MILLION GALLONS PER DAY OF DESALINATED WATER

SEE HOW YOUR BUSINESS CAN BENEFIT - CALL +971 4 609 1555

SMART GRIDS

Smart Grids
Smart Meters



The Smart Grid infrastructure and technology is growing rapidly and investments is expected to cross \$1 trillion globally by 2017. With regards to the Gulf region, the implementation of Smart Grids has been a challenge with huge investments expected in the GCC over the next five years.

CONFERENCE AGENDA

With 4 successful years of hosting the Smart Grids and Smart Meters Summit in the UAE, the 5th edition of this summit will bring together industry stakeholders, government authorities, research and innovation institutes, regional and global experts with most importantly global 'technology' & solution providers discussing and evaluating the way forward and the future of the grid and metering infrastructure in the region.

The 5th edition of the Smart Grids and Smart Meters Summit will be co-located within the Sustainable Utilities Middle East Expo (SUME EXPO 2015) and will be held between the 28-29 October 2015 at the Madinat Jumeirah, Dubai, UAE.

KEY HIGHLIGHTS FOR 2015

- Exclusive stakeholders & keynote panel discussion
- Real time case studies - regional & internationals
- Smart Grid & Smart Metering - global perspective
- Breakout & strategic sessions
- Open dialogue panels
- Live debates
- Round table discussions
- Exclusive Session - the future of smart metering and smart cities infrastructure
- Meet over 50 exhibitors

Visit www.sume-expo.com/smartgrids for more information

WASTE TO ENERGY

Within the Middle East, urban waste generation crossed 150 million tons per year. How to deal with this waste and convert the waste to energy in an environmentally friendly way is a challenge and an opportunity for the region. Global revenues for the waste to energy market are expected to reach US\$29 billion by 2016 which provides huge opportunities for business within the market.

Waste to Energy Tech will provide a platform for you to display the latest solutions and technologies and educate the industry, through limited speaking opportunities within the seminars.

KEY FACTS

- Waste to Energy market grown 20-25% in 3 years
- Global energy produced from waste is 140 terawatt hours per annum
- GCC plans to increase its waste to energy output by 900% by 2017

Visit www.sume-expo.com/wastetoenergy for more information

Waste to
Energy Tech



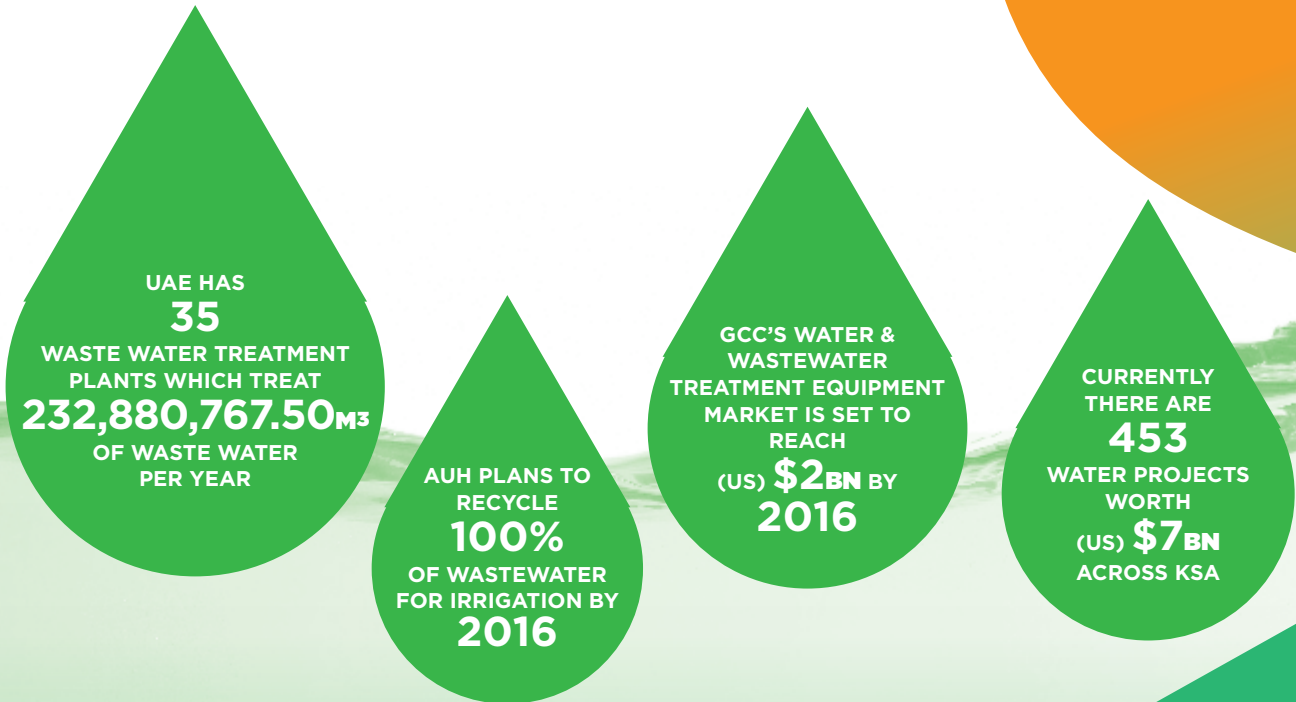
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In recent years the market has seen a run of new concepts including forward osmosis, membrane distillation, tri-hybrid applications using nano-filtration and low temperature distillation. All aimed at energy efficient desalination and lowering the energy foot print. With the UAE's water usage per capita at 550 litres per person per day, this is more than double than the global average of 250 litres and demand is only set to grow. WATER Tech will help address these issues along with the technologies and equipment needed.

As a dedicated sector within Sustainable Utilities Middle East, **WATER Tech** will cover:

- Desalination Plants
- Waste Water Treatment
- SCADA / Automation
- Irrigation / Sewage Systems
- Pumps
- Pipelines
- Hydraulics
- Valves
- Boilers
- Chemicals
- Sealants
- Adhesives
- Coating Systems
- Filter systems
- IT/Software Solutions
- Sanitary Equipment & Treatment
- Lab / Sampling / Analytical
- Maintenance Equipment

If you are involved with any of these sectors then you should be at Sustainable Utilities Middle East.



WATER TECH



FIVE-FOLD EXPECTED RISE IN MENA DESALINATION CAPACITY TO 110MMCM³/DAY BY 2030

A TERAWATT-HOUR CAN POWER A CITY OF 200,000 PEOPLE FOR A YEAR



POWER TECH

Energy consumption in the Middle East and North Africa (MENA) is expected to rise by as much as 114 per cent from 2010 to 2050. While coal, oil and gas accounted for 95% of MENA's primary energy mix in 2010, the region's attempts at diversification are expected to begin to pay dividends by 2050.

Biomass, hydropower and renewables will together account for 15-20% of the region's energy mix by 2050. Renewable energy capacity is poised to grow 30 fold in the MENA region by 2020. With 100+ renewable energy projects on going in the region and 250+ upcoming tenders over the next 36 months', worth more than \$40 billion USD, it makes opportunities endless within this sector.

As a dedicated section within Sustainable Utilities Middle East, **POWER Tech** will cover:

- Solar Energy
- Power Generation
- Substation Control Systems
- District Cooling Insulators
- Transmitters
- H.V.A.C
- Electrical Fitting
- Monitoring Equipment
- Cables
- Building Management Systems
- Turbines
- Calibration Tools
- Waste Energy

If you are involved with any of these sectors then you should be at Sustainable Utilities Middle East.

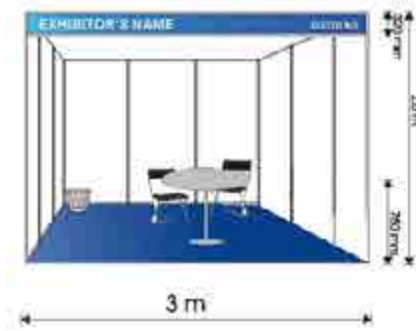
SOLAR ENERGY IS FORECAST TO RECORD THE LARGEST GROWTH GLOBALLY IN THE MIDDLE EAST BETWEEN 2010 AND 2015, DURING THIS PERIOD, PRODUCTION WILL RISE UP TO 7,740 TERAWATT HOURS A YEAR BY 2050, FROM JUST 34 TERAWATT HOURS IN 2010. SUCH AN INCREASE WOULD EQUATE TO US\$9.66 TRILLION WORTH OF INVESTMENT IN SOLAR, REPRESENTING THE LARGEST POTENTIAL INVESTMENT AREA OF ANY RENEWABLE ENERGY RESOURCE.

GLOBAL SPEND ON SMART GRIDS EXPECTED TO REACH US \$1TRN BY 2017

SAUDI ARABA WILL SPEND \$100 BILLION ON RENEWABLE ENERGY OVER NEXT 20 YEARS

THE UAE IS THE WORLD'S 7TH BIGGEST ENERGY PRODUCER

EXHIBITION AND SPONSORSHIP PACKAGES



Whether you want to build your own stand or just attend with your own material, there are options for you. Prices start at:

- Raw space **\$550 USD** per sqm.
- Shell scheme **\$650 USD** per sqm (walls, fascia board, power, carpet, lights, chairs, table, literature racks)



We offer a wide selection of tailored sponsorship solutions depending on your available budget and marketing objectives. Ranging from; conference speaking opportunities, bespoke branding, hosting round table discussions and exclusive lunches. For the full list of opportunities contact: sales@sume-expo.com.

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- Delegate Bag Sponsor



VENUE

Madinat Jumeirah is a resort built on inspiration. A self-contained sanctuary of Arabian elegance, this is a destination that will linger your memory. Set along a beautiful beach, Madinat Jumeirah includes two grand boutique hotels, traditional summer houses, a conference hall, a multi-purpose venue, an outdoor amphitheatre, indoor auditorium and the world class Talise Spa. At the heart of the resort experience is Souk Madinat Jumeirah, a vibrant retail, leisure and dining experience.

Visit www.jumeirah.com/en/hotels-resorts/dubai/madinat-jumeirah/meetings--events/venues/

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