



# ELECTRICX

ENERGISING THE INDUSTRY

CO-LOCATED WITH



SOLAR - TEC

## 2017 POST SHOW REPORT

[i How to use this interactive guide](#)

### Partner events



MIDDLE EAST  
ELECTRICITY



GLOBAL  
SMART ENERGY  
SUMMIT



POWER NIGERIA

3-5 December 2017

Cairo International Convention  
Centre, Cairo, Egypt



Under the Patronage of



The Cabinet of Ministers



Ministry of Electricity  
& Renewable Energy



Ministry of Military  
Production



Ministry of Local  
Development



Ministry of Supply &  
Internal Trading



Ministry of Housing Utilities &  
Urban Communities

# HIGHLIGHTS FROM 2017

Electricx and Solar-Tec in numbers

See highlights of Electricx and Solar-Tec



**ELECTRICX**  
ENERGISING THE INDUSTRY

03 - 05 December 2017 | Cairo International Convention Center

**27<sup>th</sup>**

edition of Electricx

**7<sup>th</sup>**

edition of Solar-Tec

**17**

countries

**3**

days



Solar-Tec 2017 below



**SOLAR - TEC**  
ENERGISING THE INDUSTRY

International Convention Centre, Nasr City, Egypt

**206**

exhibitors

**7,608**

unique visitors

**12,000**

sqm





# OUR EXHIBITORS

Discover who joined us from around the globe

17

countries  
represented

145

international  
exhibiting  
companies

61

Egyptian  
exhibiting  
companies

70%

expect the market  
in key sector(s) in  
Egypt to grow in  
the next 5 years

92%

consider exhibiting  
important to their  
business

61%

rated the quality  
of attendees as  
good to excellent



[Exhibitor Directory](#)





*“Electricx is a very important platform. The feedback from visitors is positive, and we’re looking forward to participating again in 2018.”*

Eng. Khaled Seif, Business Development & Sales Manager, KOHLER SDMO

*“Electricx is a very important exhibition for us as it gathers different companies from several sectors within the electricity industry. We’ve seen how the government is supporting the event, with the Minister of Electricity inaugurating it.”*

Mr. Medhat Fayek, Senior Vice President, ABB

*“Solar-Tec brings everything to one place and the other players in the sector. We’re seeing more savvy consumers in attendance this year and believe that this platform is very important for such a growing market.”*

Ahmed Khaled AbdelWahab, Sales Manager North East Africa, Jinko Solar

[+ More Testimonials](#)



[★ Featured Products](#)



# OUR VISITORS

Find out who attended the show and why

**7,608**

unique visitors

**95%**

of visitors are from Egypt  
and North Africa

**98%**

consider attending important to their business

**85%**

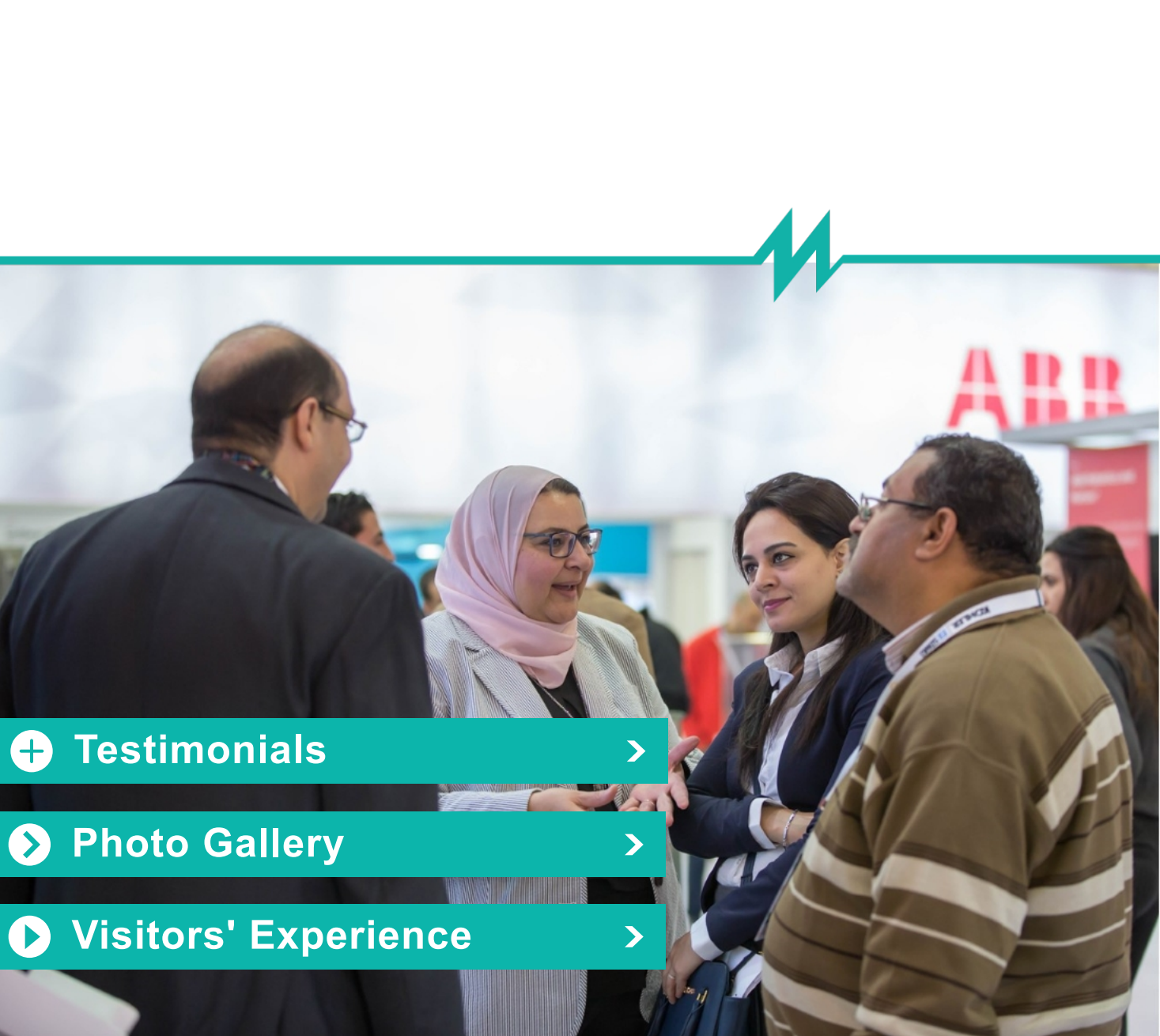
would recommend the show to a friend or  
colleague

**81%**

rated the quality of exhibitors as good to  
excellent

**81%**

are likely to attend Electricx / Solar-Tec 2018



[+ Testimonials >](#)

[▶ Photo Gallery >](#)

[▶ Visitors' Experience >](#)

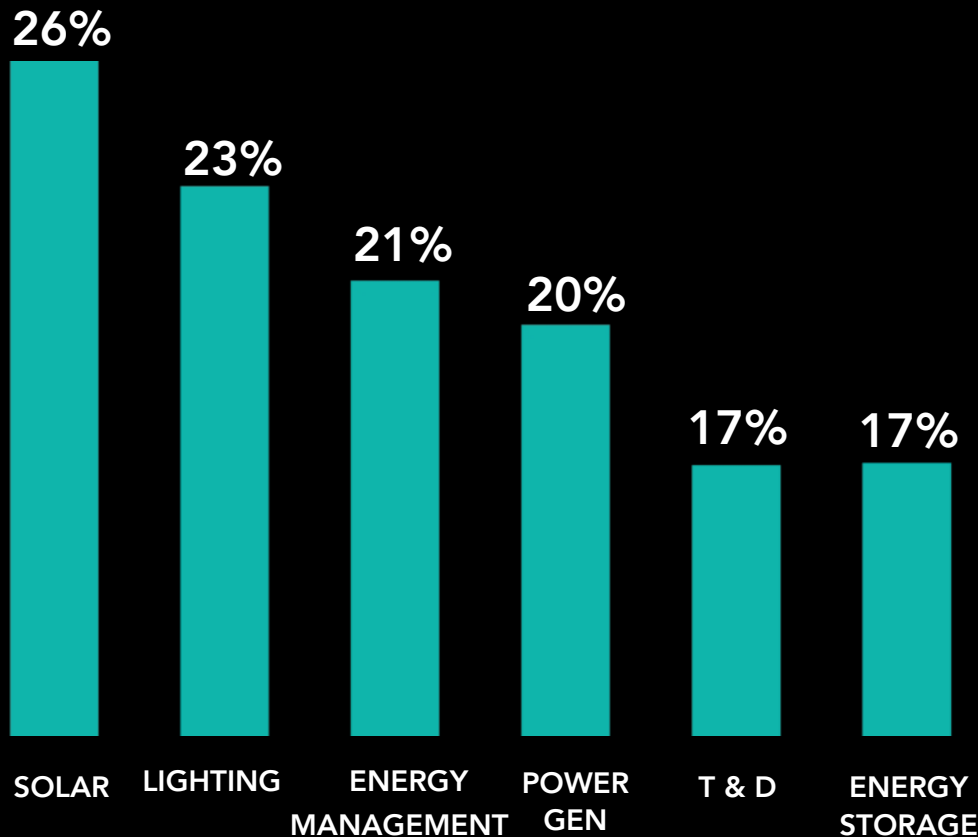
**"I am very pleased with the event. The variety of product sectors especially in solar and renewable energy were well covered, which is the main areas of interest for all North Africa's and Arab countries."**

**Moncef Harrabi, CEO, Tunisia Company of Electricity & Gas (STEG)**

# OUR VISITORS

A detailed breakdown of the show's attendees

## AREA OF INTEREST



"I liked the variety in the exhibiting companies at Electricx. Sharing knowledge was a great experience."

Mr. Amr el Bendary, Product Manager – Modular Systems, ABB Egypt





## DEPARTMENT

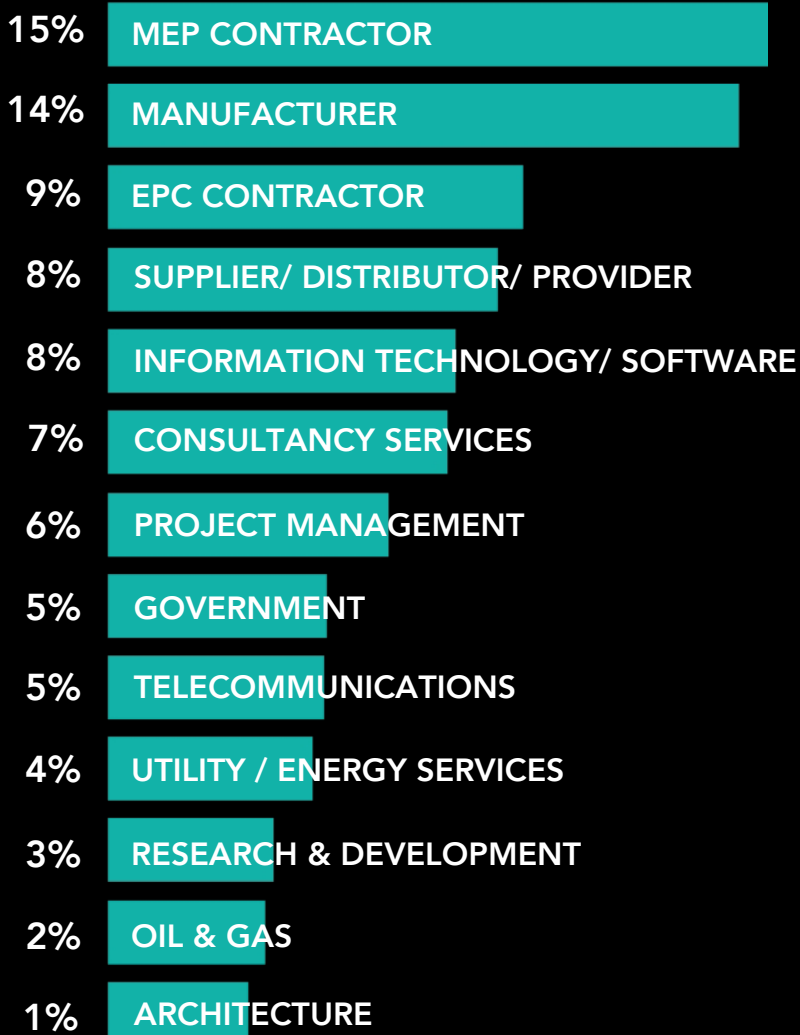


nowledge with all industry experts and exploring the latest products

# OUR VISITORS

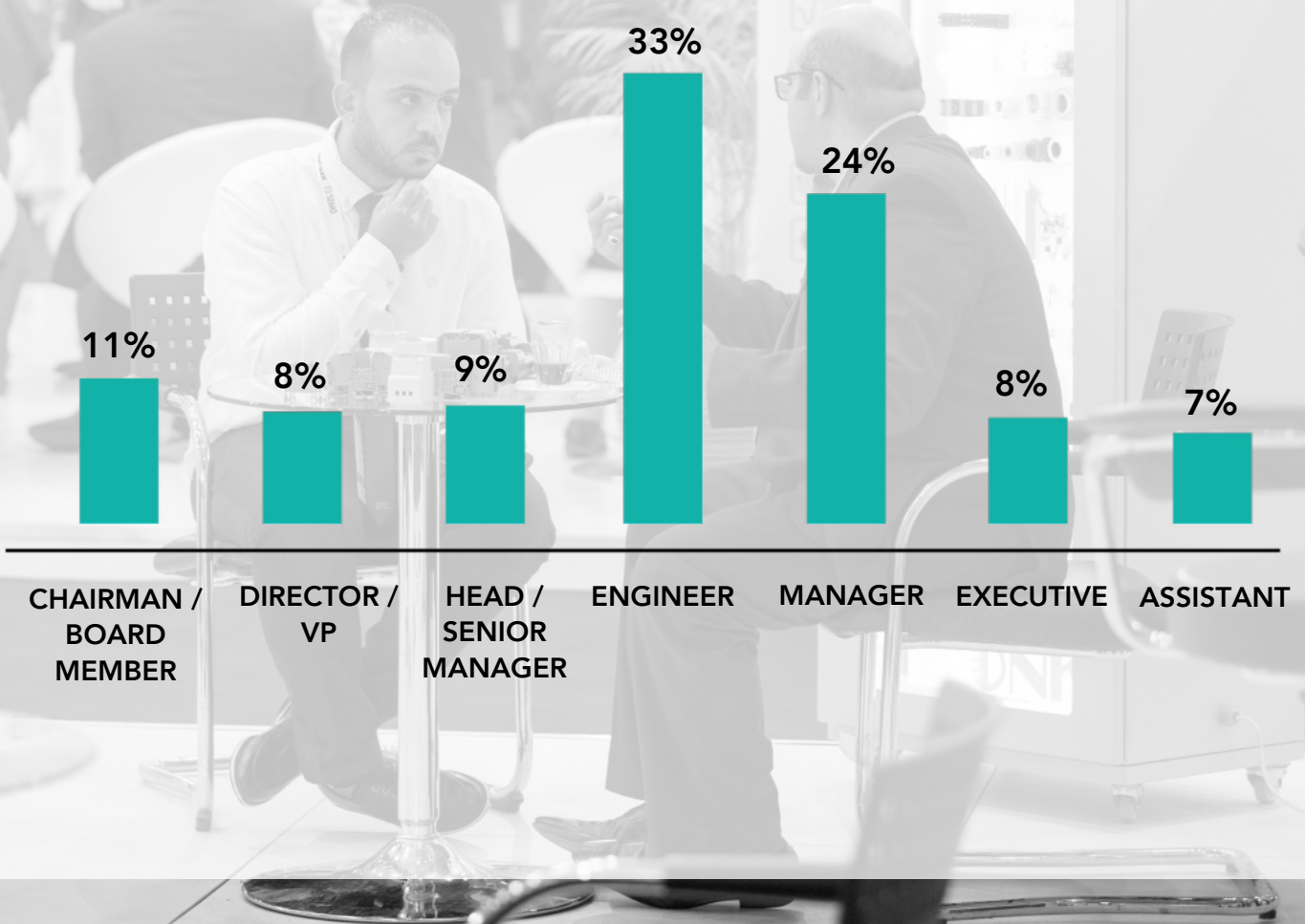
A detailed breakdown of the show's attendees

## COMPANY BUSINESS ACTIVITY





## LEVEL OF SENIORITY



# HIGHLIGHTS FROM 2017

Key moments and successes from this year's show

## VIP Opening Ceremony 2017

The 27<sup>th</sup> edition of Electricx and 7<sup>th</sup> edition of Solar-Tec were inaugurated by H.E Dr. Mohamed Shaker - Minister of Electricity, H.E General Hassan Abd Almagied - Deputy Minister of Military Production and Admiral Mahfouz Taha - Chairman of the Southern Sector, General Authority of the Suez Canal Economic Zone.



## Hosted Buyer Programme

The exhibition welcomed 33 hosted buyers from Africa and The Middle East who attended and interacted with leading exhibitors showcasing the latest developments and innovations in the power sector.



## Big Brands On Board

Leading companies in the power industry exhibited at Electricx and Solar-Tec 2017, including Elsewedy Electric who participated for the first time in 8 years. Other leading companies included: ABB, AKSA Power Generation, KOHLER SDMO, JA Solar, Complete Energy Solutions, Ingeteam and many more!



[View full exhibitor list](#)



## Insightful Conference Agenda

The 2-day conference featured practical ideas for building capacity and supporting those doing so. Influential speakers from ABB, UL, Jinko and other industry leaders shared how they are empowering local development and contributing to finance local energy infrastructure.



## Strong Governmental Support

Electricx and Solar-Tec 2017 was held under the patronage of The Cabinet of Ministers and the Ministries of; Electricity & Renewable Energy, Military Production, Local Development, Supply & Internal Trading and Housing Utilities & Urban Communities.



## Yemeni Minister Visit

Eng. Amr Shawki, CEO at Egytec Engineering and Chairman at Arab Power & Energy Association, welcomed H.E Eng. Abdullah Mohsen Al-akwa, Minister of Electricity & Energy of Republic of Yemen, to Electricx and Solar-Tec where he toured around the exhibitions and explored the latest power technologies.





# MARKETING CAMPAIGN

Electricx and Solar-Tec 2017 were supported by strong,

## DIGITAL

4.2 million impressions served

## EMAIL

50 email campaigns, sent to over 80k international professionals

## MOBILE

6 SMS campaigns sent to over 6k Egyptian professionals

## PRINT

9 adverts featured in the top 4 Egyptian newspapers; Al Ahram, Akhbar Elyoum, Youm 7 and Al Shorouk.

## RADIO

28 adverts broadcasted across 2 Egyptian stations; Nogoum FM and Radio Masr.

## INTERNATIONAL CAMPAIGN

\$1,700,000

ADVERTISING VALUE FOR ALL POWER PORTFOLIO

## INDUSTRY PARTNERSHIPS

84 Advertisements

56 Email Campaigns

Through partnerships with industry associations, societies and professional groups

diverse and targeted marketing activities

## ADVERTISING CAMPAIGN

100+

MEDIA OUTLETS

## PARTNERSHIPS

placements

campaigns sent

partnerships with 72 professional  
publications and trade publications



## ELECTRIX & SOLAR-TEC MEDIA PARTNERS

- Africa Energy
- Al Kahraba Al Youm
- Alain Charles
- Alam Al Kahraba
- BCN Network
- Clean Energy Business Council
- Electricity and Energy Markets
- Electricity Turkey
- Energy Hub Africa
- Engerati
- Green Match & Green Journal
- Gulf Oil and Gas
- MENA RP
- Renewables Now
- Souq El Kahraba
- The African Bulletin
- The Oil and Gas Year

+ View more >

# MORE INFORMATION

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**MIDDLE EAST  
ELECTRICITY**

DUBAI | 6 - 8 MAR 2018



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DUBAI | 6 - 8 MAR 2018



**POW**

LAGOS | 25 - 2

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Next edition dates  
17-19 November 2018

**Brand new, world class exhibition venue**  
Egypt International Convention Centre, Cairo, Egypt

# Sponsors and partners

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Knowledge Partner



Programme  
Sessions

ENER NIGERIA



ELECTRICX



SOLAR - TEC

27 SEP 2018

CAIRO | 17 - 19 NOV 2018

CAIRO | 17 - 19 NOV 2018

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[electricxegypt.com](http://electricxegypt.com)

