

Under the patronage of H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Dubai Deputy Ruler



7-9 February 2012
Dubai International Convention &
Exhibition Centre
United Arab Emirates

Your **FREE** invitation to the region's largest
dedicated event for the power, lighting, new and
renewable, nuclear and water sectors



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A POWER OF GOOD



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Free fast-track entry available at:
www.middleeastelectricity.com/register

Including:



MIDDLE EAST ELECTRICITY IS YOUR ONE-STOP SHOP FOR BUYING, LEARNING, DEBATING, NETWORKING AND CELEBRATING - ALL UNDER ONE ROOF!

Now in its 37th year, Middle East Electricity brings together exhibiting companies from over 60 countries and leading industry decision makers from over 118 countries; this edition will offer visitors more than ever before!

Middle East Electricity 2012 has introduced several new and exciting features and benefits to enhance the overall visitor experience for the three days of the show.

***NEW* Middle East Electricity Awards** – an exciting new opportunity to get close to the leading brands in the power, lighting, new and renewable, nuclear and water sectors and recognize the achievements of your peers. The awards will culminate in the Gala Dinner on 7th February 2012, providing a prestigious evening of networking and entertainment.

***NEW* Smart Power and Power & Utilities Infrastructure conferences** – these events will provide extensive networking opportunities with key industry players from around the world. The platform to debate, network and learn are available all in one place!

96% of visitors to the 2011 event said that they would attend in 2012

96% of visitors said that attending the 2011 event had been a productive use of their time

***SHOW CATALOGUE IS FREE ONLY FOR THOSE WHO REGISTER ONLINE IN ADVANCE* (50AED to purchase onsite)**

NEED A HOTEL AT MIDDLE EAST ELECTRICITY?

Rooms for as little as US\$70 per night including all taxes and breakfast. Limited rooms available.

For all your accommodation and visa needs, contact our Hospitality Team:
hospitality@informa.com or Tel: + 971 4 407 2693

www.middleeastelectricity.com/VTT



SECURE YOUR FAST-TRACK ENTRY:
www.middleeastelectricity.com/register

Middle East Electricity is the must-attend event for any person involved in the following sectors:

- Contractors
- Dealers
- Manufacturers
- OEM's
- Real Estate/Community Developers
- Consultants
- Distributors
- Municipalities
- Project Managers
- Utilities



Who should attend?

Area Managers • Architects • CEOs • Consultants • Electrical Engineers • Finance Managers • General Managers • Heads of Buying & Purchasing • Heads of Engineering • Heads of Maintenance • Heads of Operations • Instrumentation Engineers • Managing Directors • Marketing Managers • Mechanical Engineers • Project Managers • Purchasing Managers • Regional Managers • Risk Managers • Sales Managers • Surveyors • Utilities Managers

Visit this dedicated showcase of power, lighting, new and renewable, nuclear and water products and services including:

- Automation & Controls
- Instrumentation and Process Control
- Research & Technology
- Water Conservation
- Water & Wastewater Treatment
- New and Renewable Energy
- Energy Efficiency
- Power Generation
- Transmission & Distribution
- Water Management & Distribution
- Nuclear Energy
- Lighting



NEW

Middle East Electricity 2012 will deliver over 1000 exhibiting companies from around the world. With so much to do onsite, we strongly recommend you plan your time at the show. Personalise your agenda for the show; select your exhibitors on your own floorplan; add seminars and meetings into your diary, then print and bring to the show. www.middleeastelectricity.com/myshow

REGISTER ONLINE TODAY AT:
www.middleeastelectricity.com/register



The inaugural Middle East Electricity Awards will recognize the outstanding achievements of individuals, departments, teams or organisations that have contributed to the growth and development of the power industry and will culminate in a glittering Awards Gala Ceremony on the evening of 7th February 2012.

Awards will be given for the following categories:

- Project of the Year
- Best Innovation or Technology of the Year
- HSE Project or Initiative of the Year
- Renewable Energy Project of the Year
- CSR Initiative of the Year
- Power & Water Utility of the Year



Special Award

- CEO of the Year
- (Nominations are not taken for this category. The judges will select from the key players in the industry)

The awards will bring the entire industry together for an unforgettable evening where guests can enjoy a lavish gala dinner, dazzling live entertainment and unique networking opportunities.

Join us to celebrate with industry peers and clients to reward outstanding achievements at the region's largest gathering and networking event for the industry! **Book your table today!**



Confirm your table today, please visit: www.middleeastelectricity.com/awardsvt or contact the Awards Manager Mahawish Fatima, Tel: + 9714 4072419 or email: meelectricityawards@informa.com



CONFIRM YOUR TABLE TODAY
www.middleeastelectricity.com/awardsvt

TECHNICAL SEMINARS

Middle East Electricity 2012 will feature a comprehensive Technical Seminar programme of over 40 sessions across the 3 days of the exhibition which will include presentations on the power, lighting, new and renewable, nuclear and water sectors.



These seminars are free-to-attend for all registered visitors. Seats are allocated on a first come, first-served basis.

Exhibiting companies will be presenting on various topics including:

- IEC 61439
- Transformer Oil
- Modern Solutions for Transformers Testing
- On-site testing of HV and EHV Cables
- IEC Low Voltage Switchgear & Controlgear Assemblies Certification
- Type Testing & Certification Programs for Low Voltage Switchgear, Lighting & LED Equipment
- Silicones for Transmission and distribution applications
- Partial Discharge Monitoring on GIS, Transformers and rotating machines
- PD monitoring of rotating machines
- VDE services for Power Authorities, Energy Providers, Installers
- Experiences with Commissioning Testing of HV and EHV XLPE Cable Systems
- LOVAG Certification for Industrial Low Voltage Equipment



Companies already signed up to present seminars include:

- 3 Phase Design • ASTA Certification • Megger • LOVAG • Morgan Schaffer • Omicron • Nynas AB
- Qualitrol • Phoenix Contact Middle East • Gulf Oil – Ergon • HIGHVOLT Pruftechnik Dresden GmbH
- Terasaki Electric Europe Ltd • Power Diagnostix Systems GmbH • Underwriters Laboratories
- Kinetrics Inc • VDE Testing and Certification Institute • Dekra • Perkins Engines Company Ltd
- Wacker Chernie AG • Cooper Industries

The Technical Seminar programme is a great opportunity to find out about products, services and technologies available at the show. For the current timetable and plan your time at the show, please visit: www.middleeastelectricity.com/seminars

REGISTERING IS EASY, JUST VISIT OUR WEBSITE AT:
www.middleeastelectricity.com/register



SMART POWER 2012

7-9 February 2012

Smart Power 2012 will look beyond just smart meter implementation; it is the only regional event to explore the entire smart value chain. Join the region's key movers and shakers in the power sector, under one roof, working towards improved T&D reliability and efficiency, meeting electricity demand, cost efficiency, keeping compliant and saving the planet.

Focusing on the transition, progress and future of tomorrow's Smart Grid, the conference will include multiple streams for multi-faceted information so that you can select business strategies or technical insights.

Some of the critical topics to be discussed:

- Leader's Roundtable: Reviewing trends and progress in the GCC along the road to smart power transition
- Regulators Roundtable: What is possible in the current realms of regulation and making smart economical decisions in regulatory uncertainty
- Plug And Play: The Challenges In Future-Proofing Emerging Smart Technologies And Overcoming Current Interoperability Framework And Standards Arbitrage
- Investing in Smart Power: Who pays and who benefits? Domestic pricing and tariffs
- The Business Case For Smart Metering And Smart Grids
- Energy Modeling And Data Management: How much data, at what level and coping with unprecedented data volume
- AMI Implementation And Benchmarking
- Formulating Dynamic Cost Reflective Tariffs And Billing Strategies: A challenge for the region?
- Demand Side Management Of Growing Energy Needs
- Dynamic Pricing: Is the Middle East Market Ready?
- Network Automation And Co-ordination
- Improving T&D Efficiency And Early Mitigation Of Black And Brown outs
- Connecting Renewables To The Grid
- Market Place Innovation: The future of EV penetration and home area networks
- Overcoming The Talent Challenge: Getting utilities in the region positioned to start and sustain deployment



This event is a must attend for:

- Electricity Grid Operators
- Smart Power Professionals
- Electricity Distributors
- Government Bodies, Regulators and Independent Buyers
- Electricity Producers interested in efficient generation and latest smart grid technologies
- Technology Solution Providers, System Integrators and Security Specialists

BOOK YOUR SEAT TODAY AND VIEW THE FULL EVENT SCHEDULE ONLINE AT:
www.middleeastelectricity.com/smartpower



POWER & UTILITIES INFRASTRUCTURE

8-9 February 2012

The GCC and the wider Middle East continue to witness a substantial increase in population and a steady economic growth. This has resulted in a strain on electricity and water supplies as the population in the GCC is anticipated to reach over US\$53 million in 2020, a 30% increase from 2000.

With a forecast of US\$45 billion in projects incurring an additional 32,000 megawatts of capacity to the grids, governments in the region are met with a set of challenges in financing and developing these projects as well as diversifying feedstock energy mix from crude oil and natural gas to nuclear, renewables and coal.

The Power & Utilities Infrastructure Conference will bring together the region's key players in the power and water sectors under one roof to examine industry issues and review upcoming development plans with high-profile speaker representation from:

Dubai Supreme Council of Energy • Saudi Electricity Company • Electricity & Co-Generation Regulatory Authority - Saudi • National Electric Power Company- Jordan • Ministry of Electricity and Water - Kuwait • Abu Dhabi Water and Electricity Authority • Masdar Power • Mubadala • Hidd Power Company • Metito Overseas • BP Solar • Morgan Stanley Infrastructure Fund • ADCB Macquarie Infrastructure Fund • IFC • MENA Infrastructure Fund • Instrata Capital • Sumitomo Mitsui Banking Corporation • Gulf Investment Corporation • Tenaga Nasional Berhad – Malaysia • ESKOM National Electricity Utility Company- South Africa • UK Atomic Energy Authority

This event is a MUST ATTEND for:

- Government ministries, departments and agencies
- Primary developers and sponsors
- Investors and ECAs
- Islamic and conventional project finance banks
- Debt and capital markets banks
- Infrastructure and public funds
- Law firms and consultancies
- Contractors and suppliers
- Technology providers



BOOK YOUR SEAT TODAY AND VIEW THE FULL EVENT SCHEDULE ONLINE AT:
www.middleeastelectricity.com/powerinfrastructure





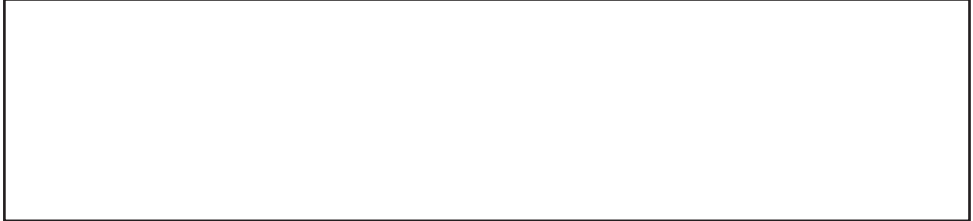
MIDDLE EAST
ELECTRICITY

7-9 February 2012

Halls 1-8 and Za'abeel, Dubai International
Convention & Exhibition Centre

Opens from 10:00 – 18:00 daily

TRADE ONLY – Children under 16 will not be admitted



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