

POSTSHOW 2016



SHOW SUMMARY

Dear colleagues,

The 7th edition of the International Beirut Energy Forum welcomed a record-breaking amount of 920 delegates, visitors, speakers, sponsors, and exhibitors. We would like to take this opportunity to thank all involved in the forum, particularly our supporters: the Ministry of Energy & Water, the League of Arab States, the European Union, the United Nations Development Program, ESCWA, UNIDO and the Lebanon Oil Installations without whom the show would not have been possible.

Organized by MCE Group and in strategic partnership with the Lebanese Center for Energy Conservation, The International Beirut Energy Forum 2016 witnessed a growth in the number of delegates compared to last year's edition.

The stimulating business-focused atmosphere was clearly felt by all during the three-day event with the announcement of several bids in the renewable energy sector making the International Beirut Energy Forum 2016 the most successful edition thus far for exhibitors and delegates alike.

The 7th edition of the congress presented parallel conferences and 10 events in one event for Lebanese, regional and international organizations.

The 2016 edition of the International Beirut Energy Forum will continue its legacy as the leading event in the region related to renewable energy and energy efficiency offering a national and regional platform for energy experts and professionals from the public and the private sector to meet, discuss, and develop the sustainability sector in Lebanon. The International Beirut Energy Forum 2016 is a milestone in drawing the future of renewable energy and energy efficiency in Lebanon.

This post-show report summarizes the 2016 event and demonstrates how the show has grown and outlines the strategies used to deliver and expand the event for the future. If you are already involved with the International Beirut Energy Forum as an exhibitor, visitor or delegate, we would like to thank you for your continued support in making it such a great success.

Organizing Committee
International Beirut Energy Forum



PATRONAGE

HE MR. ARTHUR NAZARIAN
MINISTER OF ENERGY & WATER

DATES & VENUE

21-23 SEPTEMBER 2016
LE ROYAL HOTEL- DBAYEH

EXHIBITOR & SPONSOR SUMMARY

FLOOR SPACE OCCUPIED
400sqm

NUMBER OF EXHIBITORS
26

DELEGATES SUMMARY

NUMBER OF DELEGATES: 920

COUNTRIES REPRESENTED: 22

AVERAGE DAYS ATTENDED: 3 DAYS

WE WOULD LIKE TO THANK ALL OUR 2016 SPONSORS AND SUPPORTERS FOR THEIR CONTINUOUS SUPPORT

SUPPORTED BY



منشآت النفط في لبنان
Lebanon Oil Installations

STRATEGIC PARTNER

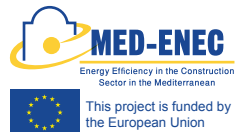


LEBANESE CENTER FOR ENERGY CONSERVATION
المركز اللبناني لحفظ الطاقة

MAIN SUPPORTER



SUPPORTERS



المركز الإقليمي للطاقة المتجددة وكفاءة الطاقة

This project is funded by the European Union

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To get the presentations kindly visit
www.beirutenergyforum.com

OPENING CEREMONY

920 DELEGATES



AWARDS



**COUNCIL FOR DEVELOPMENT
AND RECONSTRUCTION**

CATEGORY | PUBLIC INSTITUTION



RCREEE

CATEGORY | REGIONAL INSTITUTION



FRANSABANK

CATEGORY | LEBANESE COMPANY



MARCEL GHANEM

CATEGORY | LEBANESE INDIVIDUAL

4
ENERGY
AMBASSADOR
OF THE YEAR
2016

EVENT'S FEATURES

10 EVENTS IN ONE EVENT



"I am pleased to be with you for the third consecutive year. This shows that the International Beirut Energy Forum is not occasional or seasonal, but it has become an important event where policies and plans are drawn and national decisions are made "

HE. Mr.Arthur Nazarian, Minister of Energy & Water

SPECIAL ANNOUNCEMENTS

THE INTERNATIONAL BEIRUT ENERGY FORUM WITNESSED SOME SPECIAL ANNOUNCEMENTS & FEATURES

- PRE EVENT IN IRI FACILITY AT THE LEBANESE UNIVERSITY CAMPUS :
OFFICIAL OPENING OF THE FASEP SOLAR PHOTOVOLTAIC EDUCATIONAL PLATFORM
- PRE EVENT FOR THE ENERGY DEPARTMENT OF THE LEAGUE OF ARAB STATES AT LE ROYAL HOTEL :
FIRST MEETING OF THE WORKING GROUP ON THE DEVELOPMENT OF AN ARAB STRATEGY FOR SUSTAINABLE ENERGY
- ANNOUNCEMENT OF 10 PUBLIC SITES BIDS
- 3 SESSIONS BROADCASTED ON THE TV
- 3 SIDE SCIENTIFIC EVENTS
- SIGNATURE OF MEMORANDUM OF UNDERSTANDING BETWEEN FRANSABANK & LAU
- DISTRIBUTION OF AWARDS TO VARIOUS PERSONALITIES WHO HAVE CONTRIBUTED IN THE RENEWABLE ENERGY FIELDS
- DISTRIBUTION OF FABRIANO COMPETITION AWARDS ON SUSTAINABLE ENERGY TO SCHOOL STUDENTS
- DISTRIBUTION OF ENERGY AWARENESS AWARD BY IPTEC
- ANNOUNCEMENT OF THE WINNERS OF THE EARTH CARD COMPETITION BY BANQUE LIBANO FRANCAISE

40 LECTURES 60 SPEAKERS

"We praise the good organization of this forum and its development and we stress on the fact that "Lebanon creates many opportunities in the field of renewable energy and energy efficiency in all sectors."

HE. Mrs Christina Lassen, Ambassador, Head of the Delegation of the EU



COUNTRIES PARTICIPATION

22 COUNTRIES



BELGIUM



BANGLADESH



CANADA



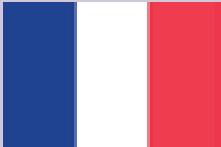
DENMARK



EGYPT



ETHIOPIA



FRANCE



GERMANY



INDIA



ITALY



JORDAN



LEBANON



MAURITANIA



MOROCCO



OMAN



PALESTINE



SAUDI ARABIA



SUDAN



SYRIA



THAILAND



TUNISIA



UAE

EXHIBITION SUMMARY

SURVEY RESULTS

94% exhibitors were successful in meeting their overall objectives

90% exhibitors were successful in generating new enquiries for their business

98% exhibitors plan to exhibit next year

90% exhibitors rated the number and quality of visitors as good



EXHIBITORS LIST

World Energy Council – Lebanon National Committee

Banque Audi

Banque Libano Francaise

Ecosys

Fransabank

IBL Bank

Lebanon Oil Installations

Mawared & Construction Co.

MED-ENEC

Order of Engineers & Architects of Beirut

Act Now - The Danish Pavilion

Elements Sun & Wind

Industrial Research Institute

Kafalat SAL

Lebanese Center for Energy Conservation

Istituto per La Cooperazione Universitaria Onlus

Metacs SARL

Phoenix Energy

Power group

SIG

SAS Bois impex

Solarwind Middle East

United Nations Development Programme (EU-UNDP CEDRO Project)



MARKETING AND 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 International Beirut Energy Forum by displaying and distributing print materials.

4-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

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

3- THE PRESS ROOM

The Press room featured several press conferences for various parties broadcasted live on TV.

4- INTERNET SUPPORT

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

5- PRESS RELEASES

Visit www.beirutenergyforum.com

6- SOCIAL MEDIA

Through the active use of social media, The International Beirut Energy Forum has built a strong following and presence on various platforms including:

Facebook: BeirutEnergyForum

Twitter: #IBEF2016

8TH 8 EDITION

Save your Agenda for the 8th Edition

OCTOBER 2017

If you are interested in exhibiting and sponsoring
International Beirut Energy Forum 8th Edition contact us

ORGANIZED BY

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FOR CONGRESSES
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