



BEIRUT ENERGY FORUM  
منتدى بيروت الخامس للطاقة

# 2014

## POST SHOW REPORT

“ Beirut Energy Forum is the biggest forum in Lebanon related to Renewable Energy and Energy Efficiency ... ”

**MR. KHALED CHEHAB**  
PRESIDENT OF THE ORDER  
OF ENGINEERS & ARCHITECTS  
IN BEIRUT



# SHOW SUMMARY

Dear colleagues,

The 5th edition of Beirut Energy Forum welcomed a record-breaking amount of 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 Ministry of Industry, the League of Arab States, the European Union, the United Nations Development Program, ESCWA, the Lebanon Oil Installations, the Chamber of Commerce , Industry and Agriculture of Beirut and Mount Lebanon, the Association of Lebanese Industrialists, GIZ and Support Programme for infrastructure Sector Strategies and Alternative Financing without whom the show would not have been possible.

Organized by MCE Group and In strategic partnership with the Lebanese Center for Energy Conservation, Beirut Energy Forum 2014 increased the exhibition size by a staggering 22% 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 Beirut Energy Forum 2014 the most successful edition thus far for exhibitors and delegates alike.

Beirut Energy Forum 2014 welcomed a record-breaking 850 delegates, which represented an impressive 42% increase from last year. The 5th edition of the congress presented parallel conferences and 6 side events for regional and international organizations.

The 2015 edition of 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. Beirut Energy Forum 2015 is a milestone in drawing the future of renewable energy and energy efficiency in Lebanon.

This post-show report summarizes the 2014 event to demonstrate 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 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  
Beirut Energy Forum

## PATRONAGE

HE Mr. Arthur Nazarian & HE. Mr. Hussein Hajj Hassan  
Minister of Energy & Water Minister of Industry

## DATES & VENUE

**17-19 September 2014**  
**Le Royal Hotel- Dbayeh**

## EXHIBITOR & SPONSOR SUMMARY

**FLOOR SPACE OCCUPIED**  
**400sqm**

**NUMBER OF EXHIBITORS**  
**36**

## DELEGATES SUMMARY

**NUMBER OF DELEGATES: 850**

**COUNTRIES REPRESENTED: 30**

**AVERAGE DAYS ATTENDED: 3 DAYS**



# WE WOULD LIKE TO THANK ALL OUR 2014 SPONSORS AND SUPPORTERS FOR THEIR CONTINUOUS SUPPORT

## SUPPORTED BY



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### MEDIA PARTNERS







# RECOGNITION AWARD



**HE. MR. HUSSEIN HAJJ HASSAN  
MINISTER OF INDUSTRY**



**HE MR. ARTHUR NAZARIAN  
MINISTER OF ENERGY & WATER**

## “ENERGY AMBASSADORS OF YEAR 2014 AWARDS”



**LEBANESE INDIVIDUAL TO :  
MRS. ROLA MAJDALANI**



**LEBANESE NGO/PUBLIC INSTITUTION/  
NOT - FOR- PROFIT INSTITUTION TO:  
CENTRAL BANK OF LEBANON**



**LEBANESE COMPANY TO :  
KHATIB & ALAMI**



**REGIONAL OR INTERNATIONAL  
INDIVIDUAL OR COMPANY TO:  
SCHNEIDER ELECTRIC**





# SPECIAL ANNOUNCEMENTS

BEIRUT ENERGY FORUM WITNESSED SOME SPECIAL ANNOUNCEMENTS & FEATURES

## 47 LECTURES

## 82 SPEAKERS

- PRE OPENING SESSION IN USEK : BRIDGING THE GAP BETWEEN EDUCATION AND JOBOPPORTUNITIES IN THE SUSTAINABLE ENERGY MARKET
- OFFICIAL LAUNCHING OF THE EU SISSAF PROJECT
- ANNOUNCEMENT OF THE BIGGEST SOLAR PHOTOVOLTAIC BID IN LEBANON
- THE PRESS ROOM (BROADCASTED LIVE ON MTV)
- 6 SIDE EVENTS
- DISTRIBUTION OF AWARDS TO VARIOUS PERSONALITIES WHO HAVE CONTRIBUTED IN THE RENEWABLE ENERGY FIELDS
- LOTTERY ON VALUABLE PRIZES DURING AND IN BETWEEN SESSIONS...  
CONGRATULATIONS FOR THE WINNERS!

To get the presentations kindly visit [www.beirutenergyforum.com](http://www.beirutenergyforum.com) to download them.



# COUNTRIES PARTICIPATION

We had a total of 30 countries at Beirut Energy Forum 2014 . we hosted more than 6 side events that gathered International, Regional and Local Speakers and Delegates.



Algeria



Austria



Belgium



Bulgaria



Djibouti



China



Egypt



France



Germany



Greece



Iraq



Iran



Italy



Jordan



KSA



Kuwait



Kyrgyztan



Lebanon



Lybia



Morocco



Oman



Palestine



South Africa



Spain



Syria



Tunisia



Turkey



UAE



UK



USA





# EXHIBITION SUMMARY

## SURVEY RESULTS

**96%** exhibitors were successful in meeting their overall objectives

**93%** 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**

**IBL Bank**

**Fransabank**

**Order of Engineers & Architects of Beirut**

**Banque Libano Francaise**

**MED-ENEC**

**Schneider Electric**

**AC Holding**

**Association of Lebanese Industrialists**

**AlWissam for Engineering and contracting**

**Earth Technologies SAL**

**Elements Sun & Wind**

**Energy Efficiency Group**

**Green Essence Lebanon**

**HIQ Solar- Benta**

**Holy Spirit University of Kaslik**

**Industrial research institute**

**Khatib & Alami Consolidated Engineering Company**

**Mawared & Construction**

**Med- Desire**

**Panoramic Solar**

**Phoenix Energy**

**Power group**

**Renesola Deutschland GMBH**

**Salem International Group**

**Support programme for Infrastructure Sector**

**Strategies and Alternative Financing**

**Solarnet**

**Solarwind ME**

**Executive Magazine**

**Le Commerce du levant**

**Green Middle East**





# VISITORS SUMMARY

As Beirut Energy Forum continues to expand its portfolio of conferences and side events, our international audience grows with it, making 2014 the most international event yet.

The show received 850 delegates from 30 different countries, bringing together a wealth of knowledge and experience from across the globe. In this way, the event is uniquely placed to deliver a networking platform to exchange ideas and practices for the whole industry.

## SURVEY RESULTS

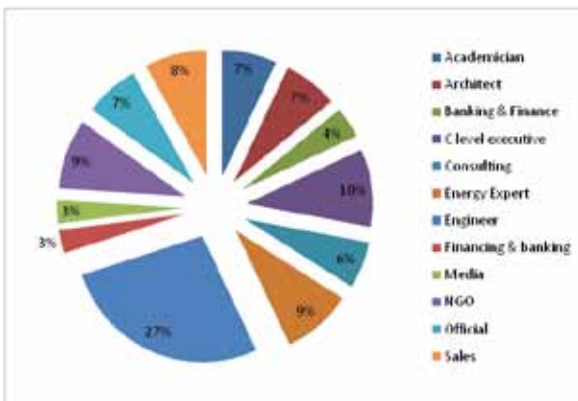
**97%** were satisfied with their participation

**94%** are interested to attend BEF 2014

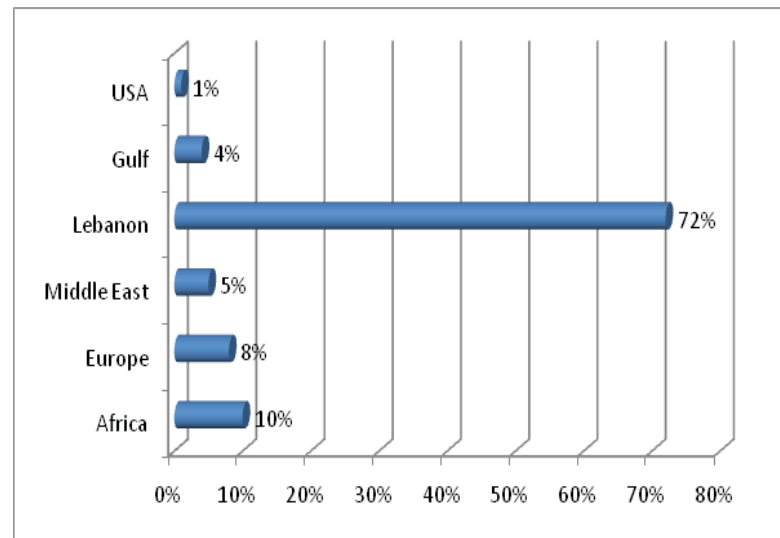
**75%** rated as good the speaker's knowledge

**83%** rated the event as an excellent networking platform

## VISITOR BREAKDOWN BY JOB POSITION



## VISITOR BREAKDOWN BY REGION



# 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 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- 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 Beirut Energy Forum website  
[www.beirutenergyforum.com](http://www.beirutenergyforum.com)

### 5- PRESS RELEASES

Visit [www.beirutenergyforum.com](http://www.beirutenergyforum.com)

### 6- SOCIAL MEDIA

Through the active use of social media, Beirut Energy Forum has built a strong following and presence on various platforms including:  
Facebook: [BeirutEnergyForum](https://www.facebook.com/BeirutEnergyForum)  
Twitter: [#BEF2014](https://twitter.com/BEF2014)



# 6<sup>th</sup> Edition

Save your Agenda for the 6th Edition  
9 - 11 September 2015

If you are interested in exhibiting and sponsoring  
Beirut Energy Forum 6th Edition contact us

NR 773 9231

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ORGANIZED BY

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**GROUP**

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