



**BEIRUT ENERGY FORUM**

**UNDER THE HIGH PATRONAGE OF  
H.E. ENG. GEBRAN BASSIL  
MINISTER OF ENERGY & WATER**



# POST SHOW

3rd Edition **2012**



**3rd EDITION**

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

**13-14 SEPTEMBER 2012**  
**HILTON BEIRUT HABTOOR GRAND HOTEL**



# EVENT REVIEW

**PATRONAGE:**

**HE. ENG. GEBRAN BASSIL**  
Minister of Energy & Water

**STRATEGIC PARTNER:**

Lebanese Center for Energy Conservation

**ORGANIZED BY:**

**MCE Group for Congresses & Exhibitions**  
POBox: 2914- Jounieh- Lebanon  
Tel & Fax: +961 9 900110-1  
Email: [events@mcegroup.net](mailto:events@mcegroup.net)  
[www.mcegroup.net](http://www.mcegroup.net)

**DATES & VENUE:**

**13-14 September 2012**  
**Emirates Hall**  
**Hilton Beirut Habtoor Grand Hotel**

**EXHIBITOR & SPONSOR SUMMARY:**

Floor Space occupied: **300 sqm**  
Number of exhibitors and sponsors: **25**

**DELEGATES SUMMARY:**

Number of delegates: **573**  
Average days attended: **2 days**



**17% MORE  
ATTENDEES  
FROM 2011**

# SPONSORS

## PLATINUM SPONSOR



## SILVER SPONSORS

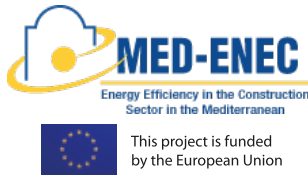


## CO - SPONSOR



INDUSTRIAL RESEARCH INSTITUTE

## WELCOME RECEPTION SPONSORS



## COFFEE BREAK SPONSORS



## OFFICIAL BUSINESS PUBLICATION



## ORGANIZED BY



MOUNASSABATCOM  
For Congresses & Exhibitions

## SUPPORTED BY



## STRATEGIC PARTNER



## IN COLLABORATION WITH







# 573 DELEGATES

Under the patronage of H.E. Eng. Gebran Bassil, Minister of Energy and Water, the Beirut Energy Forum was held with the support of the Ministry of Energy & Water, League of Arab States, the European Union, the UNDP, Banque du Liban, the Regional Center for Renewable Energy and Energy Efficiency (RCREEE), the Lebanese Center for Energy Conservation (LCEC) as strategic partner and in collaboration with “Le Salon des Energies Renouvelables de Paris”, the ASHRAE Lebanon Chapter, the Lebanese Solar Energy Society (LSES), the Lebanon Green Building Council (LGBC). The Beirut Energy Forum was organized by MCE Group.

In its third edition, BEF provided a platform for professionals, policymakers, practitioners, donors, academics and companies to highlight the Lebanese, Arab and Euro Mediterranean initiatives in the renewable energy field, focus on the Energy Efficiency Building Codes, Green Building Rating Systems, Financing Energy Systems.

The Beirut Energy Forum regrouped 573 delegates from 15 countries and featured 40 lectures presented by energy experts from Lebanon and the region.

During the BEF, many personalities and companies have been awarded for their accomplishments in the Energy and Renewable Energy fields.





# ACKNOWLEDGEMENT OF DISTINGUISHED PERSONS WITH OUTSTANDING ACHIEVEMENTS



## AWARDS

Dr. Riad Chedid  
Mr. Habib Maalouf  
Mr. Chafic Abi Said  
UNDP

In Recognition of The Efforts  
In Reducing Carbon Emissions Through  
The National Solar Water Heater Financing Mechanism

BANQUE LIBANO-FRANÇAISE  
Ahli International Bank  
BankMED  
Banque de Syrie et du Liban (BSL)  
BLC Bank  
BLOM Bank  
Fransabank  
IBL Bank

For Being A Market Leader In Reducing Carbon  
Emissions Through The National Solar Water  
Heater Financing Mechanism

Dawtec  
Green Arms  
Kypros  
Solar Power  
Solar World

# EXHIBITORS SURVEY

## EXHIBITORS VIEW OF EXHIBITION

**100%** RATED BEIRUT ENERGY FORUM 2012 AS AN EXCELLENT NETWORKING OPPORTUNITY

**100%** WERE SATISFIED WITH THEIR PARTICIPATION IN THE EXHIBITION

**90%** OF THE EXHIBITORS MET THEIR TARGET AUDIENCE DURING THE EVENT

**100%** RATED AS GOOD THE ORGANIZATION OF THE EVENT

**100%** ARE INTERESTED TO PARTICIPATE IN THE 4TH EDITION

## EXHIBITORS

AHLI INTERNATIONAL BANK  
APAVE LIBAN  
BANQUE LIBANO FRANCAISE  
CHERFANE TAWIL & CO  
ELECTRICITÉ DE ZAHLE  
ELEMENTS SUN AND WIND  
ENERGAIA 2012  
ENERGY EFFICIENCY GROUP (EEG)/NATIONAL ENERGY CONSULTANT (NEC)  
EXECUTIVE MAGAZINE  
IBL BANK  
INDUSTRIAL RESEARCH INSTITUTE  
MED-ENEC  
NEAR EAST ENGINEERING & DEVELOPMENT SERVICES  
ORDER OF ENGINEERS & ARCHITECTS OF BEIRUT  
PANORAMIC SOLAR  
RCREEE  
SCHNEIDER ELECTRIC  
THE GREEN PACT-BANKMED

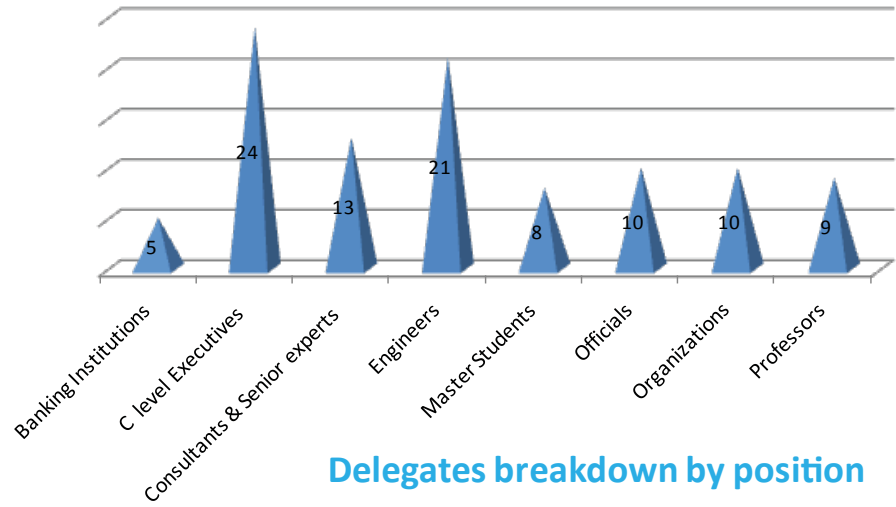




# DELEGATES SURVEY



## DELEGATES PROFILE BY POSITION



## 15 PARTICIPATING COUNTRIES

- Austria
- Belgium
- Denmark
- Egypt
- France
- Germany
- Iraq
- Italy
- Jordan
- Lebanon
- Netherlands
- Qatar
- Spain
- Switzerland
- UAE





# EVENT'S FEATURES



## 40 LECTURES

- Signature Of Agreement Between UNDP & IBL For Energy Efficiency & Renewable Energy
- Signature Of Agreement Between UNDP & Order Of Engineers & Architects of Beirut For Solar Water Heater
- Distribution Of Awards To Various Personalities Who Have Contributed in The Renewable Energy Fields
- Acknowledgment of The Best Banks & Solar Water Heaters Companies as Per The National Financing Mechanism For Solar Water Heaters Launched By MEW & BDL
- Lottery on valuable prizes during and in between sessions....  
Congratulations for the winners!



**99% of the attendees were satisfied with their participation**

**61% rated good the scientific topics**



**Many comments were given for this Edition and the majority of attendees were pleased with the high level of the scientific program and the professionalism of the organization...Thank you for your excellent feedback!**







# GUEST SPEAKER

## DR. CHRISTOPH FREI

Secretary General, World Energy Council (WEC)  
 Professor of International Energy Policy and Strategy  
 at the Ecole Polytechnique Fédérale de Lausanne  
 (EPFL) Switzerland/United Kingdom (UK)

### SOME OF THE VIP SPEAKERS

- H.E. Mr. Gebran Bassil, Minister of Energy and Water
- Mr. Elie Bsaibes, President, Order of Engineers and Architects of Beirut, Lebanon
- Mrs. Jamila Matar, Head of the Energy Department, League of Arab States (LAS), Egypt
- Mr. Robert Watkins, Resident Representative, United Nations Development Programme Lebanon (UNDP)
- Ms. Angelina Eichhorst, Head of the EU Delegation to Lebanon
- Dr. Christoph Frei, Secretary General, World Energy Council (WEC), Professor of International Energy Policy and Strategy at the Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland/United Kingdom (UK)
- Mr. Jose Joaquin Santos, Founder and Chairman of RCS (Recycling, Consulting, and Services Ltd), Spain
- Mr. Dany Gedeon, General Director, Ministry of Industry, Lebanon
- Dr. Kurt Wiesegart, Team Leader, MED-ENEC, Germany/Egypt
- Mr. Maciej Madalinski, First Secretary, EU Delegation to Lebanon, Lebanon
- Mr. Salim Habib, President and CEO, IBL Bank, Lebanon
- Mr. Ashraf Kreidy, Senior Expert, Regional Center for Renewable Energy and Energy Efficiency (RCREEE), Syria/Egypt
- Mr. Luca Randa, UNDP Country Director
- Mr. Kamal Hayek, Head of the Board, Director General of Electricité du Liban (EDL), Lebanon
- Mr. Wael Hamdan, Executive Director, Head of the Financing Unit, Central Bank of Lebanon (BDL), Lebanon
- Mr. Pierre El Houry, UNDP Project Manager, Global Solar Water Heaters Market Transformation and Strengthening Initiative, LCEC Director, Lebanon
- Mr. Khalid Hosny Abdelaziz Burr, Second Secretary, Acting Head of the Renewable Energy Division, League of Arab States (LAS), Egypt
- Dr. Tareq Emtairah, Executive Director, the Regional Center for Renewable Energy and Energy Efficiency (RCREEE), Jordan/ Egypt
- Dr. Maral Tutelian, Director General, Central Administration for Statistics (CAS), Presidency of the Council of Ministers, Lebanon
- Mr. Ziad Khayat, UNDP Project Manager, the Lebanese Center for Water Management and Conservation (LCWMC), Lebanon
- Dr. Mounir Yehia, Chairman, NEEDS, Lebanon
- Mr. Elias Tawil, Director General, Department of Urban Planning, Ministry of Public Works and Transportation
- Dr. Bassam Frenn, Director General, Industrial Research institute (IRI)
- Dr. Samir Traboulsi, President, Lebanon Green Building Council (LGBC), Lebanon
- Mr. Rabih Khairallah, President of the Mechanical Engineering Branch, Order of Engineers and Architects of Beirut, Lebanon
- Dr. Rabi Mohtar, Executive Director, Qatar Energy and Environment Research Institute (QEERI), Qatar Foundation, Qatar



- Judge Hassan Chami, Legal Advisor, Ministry of Energy and Water, Lebanon
- Dr. Florian Sauter-Servaes, Team Leader, Paving the Way to the Mediterranean Solar Plan (MSP) Project, Germany/ Egypt
- Mr. Richard Sarkis, President of the Electrical Engineering Branch, Order of Engineers and Architects of Beirut, Lebanon
- Dr. Hassan Harajli, CEDRO Project Manager, United Nations Development Programme (UNDP), Lebanon
- Mr. Ziad Hayek, Secretary General, Higher Council for Privatization (HCP), Lebanon



# SHOW MARKETING & VISITOR 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- Internet support

Continuous news concerning the event were listed on the Beirut Energy Forum website [www.beirutenergyforum.com](http://www.beirutenergyforum.com)

### 4- Press releases:

Follow the link





# ABOUT THE ORGANIZER



**MOUNASSABATTCOM GROUP**  
For Congresses & Exhibitions

MCE Group specializes in global congress organization and association management services. We have successfully managed a complete array of corporate events in Lebanon and the Arab countries. Our company invaded the world of events through different segments: event organization and related services.

While operating from Lebanon, we cover the Arab countries & the Mediterranean basin and we maintain strong relationship with our collaborators in the different countries. Our clients are from the public, private sectors as well as NGOs.

During the year 2012 and 2013, many events will be prganized in various fields:

***The Health field through:***

- . Medhealth Beirut 2012
- . Medhealth Cairo 2013
- . The Arab Health Ministers Council in Beirut 37<sup>th</sup> Edition,
- . Health Insight 2013

***The Energy field through:***

- . The Petroleum field through Lebanon International Petroleum Exploration Forum (LIPE)
- . Beirut Energy Forum

**DONT MISS THE 4TH EDITION OF BEF...**

**BEIRUT  
ENERGY  
FORUM**

**4th EDITION 2013**

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

**BOOK YOUR PLACE &  
SPACE FOR  
THE UPCOMING**