



BEIRUT ENERGY FORUM
4TH EDITION

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

26-27 SEPTEMBER 2013

LE ROYAL BEIRUT HOTEL - DBAYEH

www.beirutenergyforum.com

POST SHOW
2013





EVENT REVIEW

PATRONAGE:

HE. ENG. GEBRAN BASSIL
Minister of Energy & Water

STRATEGIC PARTNER:

Lebanese Center for Energy Conservation

ORGANIZED BY:

MCE Group

POBox: 2914- Jounieh- Lebanon

Tel & Fax: +961 9 900110-1

Email: events@mcegroup.net

www.mcegroup.net

DATES & VENUE:

26-27 September 2013

Le Royal Hotel- Dbayeh

EXHIBITOR & SPONSOR SUMMARY:

Floor Space occupied: **345 sqm**

Number of exhibitors and sponsors: **26**

DELEGATES SUMMARY:

Number of delegates: **730**

Average days attended: **2 days**



17% MORE ATTENDEES THAN 2012



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, the Agence Universitaire de la Francophonie, MED-ENEC, Regional Center for Renewable Energy and Energy Efficiency (RCREEE), the Lebanese Center for Energy Conservation (LCEC) as strategic partner and in collaboration with ESCWA, the ASHRAE Lebanese Chapter, the Lebanese Solar Energy Society (LSES), the Lebanon Green Building Council (LGBC). The Beirut Energy Forum was organized by MCE Group.

For the fourth consecutive year, the Beirut Energy Forum has come to play the important role of 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 2013 is a milestone in drawing the future of renewable energy and energy efficiency in Lebanon.

The Beirut Energy Forum 4th edition regrouped 730 delegates from 28 countries and offered them the potential to attend presentations and interventions from distinguished guests coming from Lebanon, the Arab World, and Europe.

In 2013, the event covers a wide range of topics, with the main theme being "From Finding Solutions to Funding Solutions". It highlights how to implement existing solutions and what are the financial means needed to do so. The main focus will be on presenting the results of the national financing mechanism for renewable energy and energy efficiency in Lebanon, the greening of the construction law of Lebanon, with a special topic discussed for the first time: what is the impact of the oil discoveries in Lebanon on the future of green energy of the country.

ACKNOWLEDGEMENT OF DISTINGUISHED PERSONS WITH OUTSTANDING ACHIEVEMENTS

AWARDS



to **HE. Eng. Gebran Bassil** for his patronage of Beirut Energy Forum for 4 consecutive years



to the late **Mr. Edmond Yammine** for Founding the Beirut Energy Forum

BEF AWARDS 2013 WINNERS Energy Ambassadors of Year 2013



BEF AWARDS 2013

BEIRUT ENERGY FORUM AWARDS



LEBANESE INDIVIDUAL: Dr. Joseph El Assad



LEBANESE COMPANY: IBL BANK



**LEBANESE NGO/PUBLIC INSTITUTION/
NOT - FOR- PROFIT INSTITUTION :**
IRI - Industrial Research Institute



**REGIONAL OR INTERNATIONAL
INDIVIDUAL OR COMPANY:**
League of Arab States - Ms. Jamila Matar

SPONSORS

SUPPORTED BY



STRATEGIC PARTNER



ORGANIZER



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IN COLLABORATION WITH



MEDIA PARTNERS



To get all the presentations please visit our website: www.beirutenergyforum.com

70% RATED BEIRUT ENERGY FORUM 2013 AS AN EXCELLENT NETWORKING OPPORTUNITY

95% WERE SATISFIED WITH THEIR PARTICIPATION IN THE EXHIBITION

82% RATED AS GOOD THE ORGANIZATION OF THE EVENT

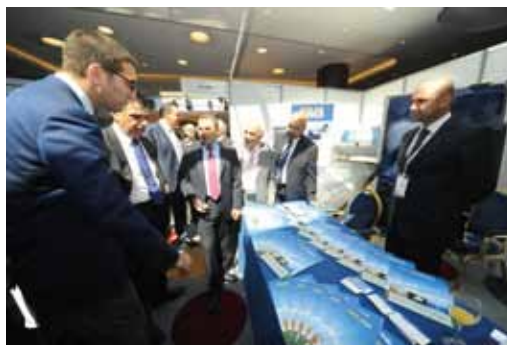
100% ARE INTERESTED TO PARTICIPATE IN THE 5th EDITION



EXHIBITORS

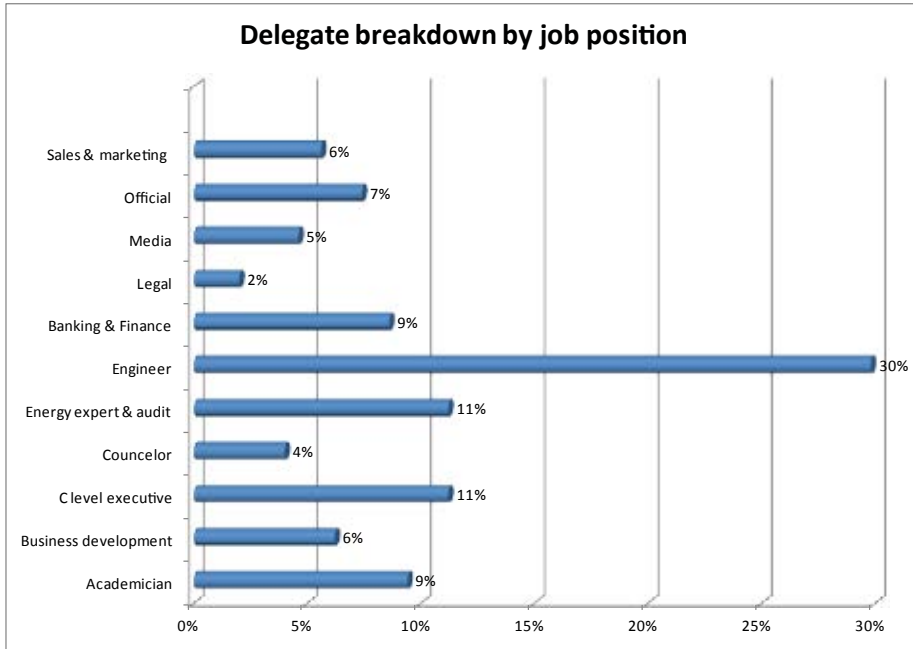
Banque Libano Francaise
BLC BANK
E-ecoy
Entrepreneur Levant
Executive Magazine
Goldwind
Green Middle east
IBL Bank
Industrial Research Institute
Infopro
Le Commerce du Levant
Lebanese Center for Energy Conservation
Mawared & Construction
MED-ENEC
Order of Engineers & Architects in Beirut
Panoramic Solar

Phoenix Energy
Power Group
RCREEE
Schneider Electric
Solarnet
Solarwind ME
Solarworld
Sukleen
UNDP CEDRO
World Energy Council - Lebanon Committee

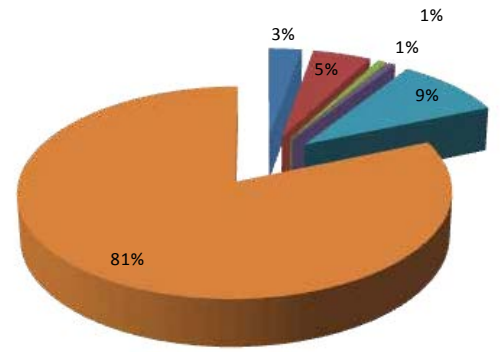


DELEGATES SURVEY

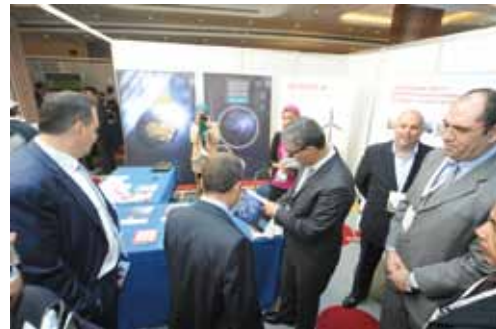
DELEGATES PROFILE BY POSITION



Delegate breakdown by country



- Maghreb (Algeria, Tunisia, Morocco, Lybia)
- Europe & Russia (Belgium, Cyprus, France, Germany, Greece, Italy, Netherlands, Romania, Spain, Switzerland, UK)
- US & Canada
- Far East (China, Japan)
- MENA (Egypt, Iran, Jordan, Palestine, Sudan, Turkey) & Yemen
- Lebanon



EVENT'S FEATURES

30 LECTURES

- Special Panel with the Petroleum Administration members about : Does the start of the oil era declare the end of the renewables era for Lebanon?
- Session on the Greening of the Construction law
- Special Panel Energize
- Francophone Session in partnership with AUF about waste transformation into Energy
- 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!



100% of the attendees were satisfied with their participation
72% rated as good the scientific topics
65% rated as Excellent the speakers knowledge

“
BEF offer an excellent networking opportunity with high profile Attendees
Phoenix Energy
”



GUEST SPEAKER

DR. OMAR KITTANEH

President of the Council of Arab Ministers of Electricity and Chairman of the Palestinian Energy Authority

SPEAKERS

- MR. ASHRAF KRAIDY, Program manager, Technical Assistance, Senior Expert, Regional Center for Renewable Energy and Energy Efficiency (RCREEE)
- DR. TAREQ EMTAIRAH, Executive Director, the Regional Center for Renewable Energy and Energy Efficiency (RCREEE)
- MS. NURZAT MYRSALIEVA, Policy Analyst, RCREEE
- MR. BRIT SAMBORSKY, Policy Analyst, RCREEE
- MS. JAMILA MATAR, Head of the Energy Department, League of Arab States (LAS), Egypt
- DR. WALID DEGHALI, Energy Expert, Consultant to the ESCWA, Economic and Social Commission for Western Asia (ESCWA), Lebanon
- MR. NAJIB SAAB, Secretary General, AFED, Lebanon
- DR. ALBRECHT KAUPP, Team Leader, GIZ, Germany
- MR. ZAKARIA RAMMAL, Advisor to the Minister, Ministry of Energy and Water, Lebanon
- MR. LIANG XUAN, Regional Development Manager, Goldwind International, China
- MR. FARID COMATY, research assistant, EEH Power Systems Laboratory, Swiss Federal Institute of Technology- Zurich, Lebanon/ Switzerland
- MR. WISSAM YAACOUB, Founder and President of Navitas Management, Risk Director at Nesma and Partners, Lebanon/ Saudi Arabia
- MS. MAYA KARKOUR, Co-Founder and Sustainability Consultant, EcoConsulting, Lebanon
- MR. RANI ALACHKAR, LCEC Energy Engineer, Lebanon
- DR. KURT WIESEGART, Team Leader, MED-ENEC, Germany/Egypt
- MS. ROLA CHEIKH, UNFCCC Focal Point, Head of the Service of Environmental Technology, Ministry of Environment, Lebanon
- DR. JOSEPH AL ASSAD, Professor, Université Saint-Esprit Kaslik (USEK), Advisor to the LCEC, Secretary General of the WEC Lebanon Committee, Lebanon
- MR. ASSEM ABOU IBRAHIM, President, Petroleum Administration (PA), Lebanon
- Board Members of Petroleum Administration (PA)
- MR. ZIAD KHAYAT, UNDP Project Manager, the Lebanese Center for Water Management and Conservation (LCWMC), Lebanon
- MR. PIERRE EL KHOURY, UNDP Project Manager, Global Solar Water Heaters Market Transformation and Strengthening Initiative, LCEC Director, Lebanon
- DR. HASSAN HARAJLI, CEDRO Project Manager, United Nations Development Programme (UNDP), Lebanon
- MR. KARIM OSSEIRAN, Advisor to the Minister, Ministry of Energy and Water (MEW), Lebanon
- MR. ANTOINE GRAILLOT, Trama TecnoAmbiental, Spain
- MR. XAVIER VALLVÉ, Director, Trama TecnoAmbiental, Spain
- MR. RAMZI ABI SAID, President, Lebanese Solar Energy Society (LSES), Member of Green Building Council (LGBC), Lebanon
- MR. MONGI BIDA, First Economic Affairs Officer, Sustainable Development and Productivity Division, Energy Section, UN ESCWA, Tunisia/ Lebanon
- DR. MARCEL SEYPPPEL, MED-ENEC, Germany/ Egypt
- MS. GUILENE AZZAM, Marketing Communication Manager, Schneider Electric, Lebanon
- MRS. SALWA NACOUZI, Directrice Régionale, Bureau Moyen-Orient de l'Agence Universitaire de la Francophonie, Liban
- DR. EDMOND ABI-AAD, Professeur, Vice-Président chargé des relations avec les territoires, le monde industriel et économique, Université du Littoral Côte d'Opale (ULCO), France
- DR. MIRA SKAF, Doctorante Université de Balamand- Université du Littoral Côte d'Opale, Liban
- MR. SAMER AOUAD, Enseignant chercheur, Faculté des sciences, Université de Balamand, Liban
- MRS. LINA ASSI, Ingénieur Agro-alimentaire, département des Études Techniques, Ministère de l'Industrie, Liban
- MRS. SAMAR MALEK, Juriste, Département juridique, Ministère de l'environnement et Professeur de droit de l'Environnement à l'Université Saint-Joseph et à l'Académie Libanaise des Beaux Arts, Liban



- MR. DOMINIQUE SALAMEH, Enseignant chercheur, Faculté des sciences, Université Saint-Joseph et responsable du programme environnement d'Arc en ciel
- MR. MAZEN HALAWI, Head of Subsidized Loans and Financing Programs Divisions, Financing Unit, Central Bank of Lebanon (BDL), Lebanon
- MR. GEORGES BOU NAJEM, Head of Large Enterprises, BLC Bank, Lebanon
- MR. GHASSAN RAYES, Head of Corporate and Middle Market Division, IBL Bank, Lebanon
- MR. ARAM YERETZIAN, President LGBC, Lebanon
- MR. ELIASTAWIL, Director General, Department of Urban Planning, Ministry of Public Works and Transportation, Lebanon
- DR. JAMES WOULDHUYSSEN, Professor of Forecasting and Innovation, Faculty of Art, Design and Humanities, De Montfort University, Leicester, United Kingdom (UK)
- DR. FOUAD MRAD, Professor, Executive Director, UN ESCWA Technology Center, Lebanon/ Jordan



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

4- PRESS RELEASES

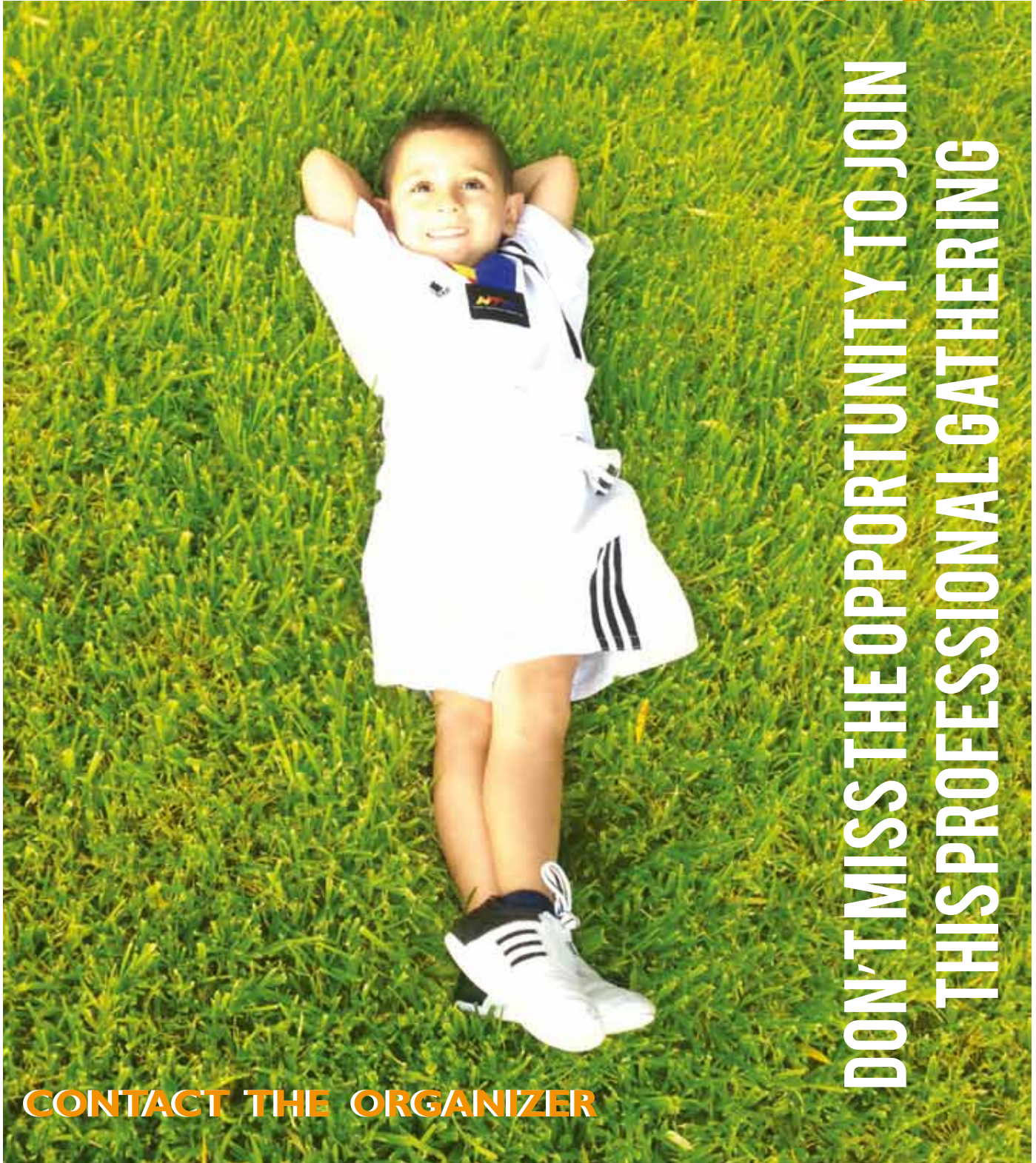
Visit www.beirutenergyforum.com





BEIRUT ENERGY FORUM
5TH EDITION

SEPTEMBER 2014



**DON'T MISS THE OPPORTUNITY TO JOIN
THIS PROFESSIONAL GATHERING**

CONTACT THE ORGANIZER

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