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

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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

CREEE
CATEGORY | REGIONAL INSTITUTION

FRANSABANK
CATEGORY | LEBAHNESE COMPANY

MARCEL GHANEM
CATEGORY | LEBAHNESE INDIVIDUAL

ENERGY AMBASSADOR OF THE YEAR
2016
"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

"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  SAOUUDI 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-ENE
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 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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