“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

www.beirutenergyforum.com
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
WE WOULD LIKE TO THANK ALL OUR 2014 SPONSORS AND SUPPORTERS FOR THEIR CONTINUOUS SUPPORT

SUPPORTED BY

BROUGHT TO YOU BY

STRATEGIC PARTNER

ACADEMIC PARTNER

ORGANIZER

PLATINUM SPONSOR

GOLD SPONSORS

WELCOME RECEPTION SPONSOR

CO SPONSOR

PARTNERS

BUSINESS COMMUNITY PARTNER

MEDIA PARTNERS

www.beirutenergyforum.com
OPENING CEREMONY

HE Mr. Arthur Nazarian, Minister of Energy & Water

HE. Mr. Hussein Hajj Hassan, Minister of Industry.

Ms. Jamila Matar, Head of the Energy Department, League of Arab States (LAS)

Mr. Ross Mountain, Resident Representative, United Nations Development Programme Lebanon

Mr. Khaled Chehab, President, Order of Engineers and Architect in Beirut

Ms. Angelina Eichhorst, Head of the EU Delegation to Lebanon

A Musical Prelude performed by “Baroque Ensemble”

850 DELEGATES
RECOGNITION AWARD

“ENERGY AMBASSADORS OF YEAR 2014 AWARDS”

HE MR. HUSSEIN HAJJ HASSAN
MINISTER OF INDUSTRY

HE MR. ARTHUR NAZARIAN
MINISTER OF ENERGY & WATER

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 Job Opportunities 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 to download them.
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.
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
AI Wissam 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

[Chart showing the breakdown by job position]

VISITOR BREAKDOWN BY REGION

[Chart showing the breakdown by region]

[Image of delegates at the event]
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

5- PRESS RELEASES
Visit 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
Twitter: #BEF2014
6th 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

ORGANIZED BY

MCE Group
PO.Box: 2914 - Jounieh - Lebanon
Tel: +961 9 900111
Fax: +961 9 900110
Email: events@mcegroup.net
bef@beiruteneryforum.com
www.mcegroup.net