BEIRUT ENERGY FORUM

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

POST SHOW
3rd Edition 2012

13-14 SEPTEMBER 2012
HILTON BEIRUT HABTOOR GRAND HOTEL
PATRONAGE:
HE. ENG. GEBRAN BASSIL
Minister of Energy & Water

STRATEGIC PARTNER:
Lebanese Center for Energy Conservation

ORGANIZED BY:
MCE Group for Congresses & Exhibitions
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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
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


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 ZAHLÉ
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
- Acknowledgement 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!”
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-ENEK, 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 Khoury, 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 Freh, Director General, Industrial Research Institute (IRI)
Dr. Samir Traboulsi, President, Lebanon Green Building Council (LGBG), Lebanon
Mr. Rabih Khairallah, President of the Mechanical Engineering Branch, Order of Engineers and Architects of Beirut, Lebanon
Dr. Rabih Mohtar, Executive Director, Qatar Energy and Environment Research Institute (QFRI), Qatar Foundation, Qatar

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

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
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:**
Follow the link
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 organized in various fields:

**The Health field through:**
- Medhealth Beirut 2012
- Medhealth Cairo 2013
- The Arab Health Ministers Council in Beirut 37th 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