



**ELECTRICX**  
ENERGISING THE INDUSTRY



**SOLAR - TEC**  
ENERGISING THE INDUSTRY

3 - 5 NOVEMBER 2019  
EGYPT INTERNATIONAL EXHIBITION CENTER, EGYPT

# Post Show Report 2019

Rebranded to



Explore. Empower. Energise

# ELECTRICX & Solar-Tec 2019 summary

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The successful 29<sup>th</sup> edition of **ELECTRICX** and **Solar-Tec** welcomed over **235 exhibitors** and **10,000+ attendees** from across **21 countries**, all with a vested interest in the innovations and developments taking place in the North African power sector.

The **ELECTRICX** and **Solar-Tec** conferences featured presentations from industry experts such as **The Ministry of Electricity & Renewable Energy**, **The Egypt Electricity Holding Company (EEHC)**, **the New & Renewable Energy Agency (NREA)**, **the Green Economy Financing Facility (GEFF)** and **the Regional Center for Renewable Energy and Energy Efficiency (RCREEE)**.

We would like to offer our highest appreciation to all our sponsors, exhibitors, speakers and attendees, all of whom continue to show us incredible support and allow us to play a part in shaping the future of North Africa's power and energy market.

Look out for our new rebrand from **ELECTRICX** and **Solar-Tec** to **Egypt Energy** in 2020. If you're interested in being part of **Egypt Energy**, feel free to contact us on [info@egypt-energy.com](mailto:info@egypt-energy.com)

## 2019 in Numbers



**10,420+**  
visitors



**15,000**  
sqm



**235**  
exhibitors



**39**  
speakers



**800**  
delegates



**38**  
countries  
represented

# Exhibitor Analysis

Experts, participants and leading companies gathered for the 2019 edition of ELECTRICX and Solar-Tec exhibitions and conferences. The event was officially inaugurated by H.E Osama Ali Asran, Deputy Minister of Electricity and Renewable Energy.

One of the main aims of the power sector is to push for structure and encourage international engagement. More than 235 local and international companies showcased the industry's latest technologies and solutions to the North African power industry. Exhibitors from the renewable energy, power generation, transmission, distribution, lighting, fire safety, security and automation sectors all participated to make 2019 the largest edition in its 29-year history.

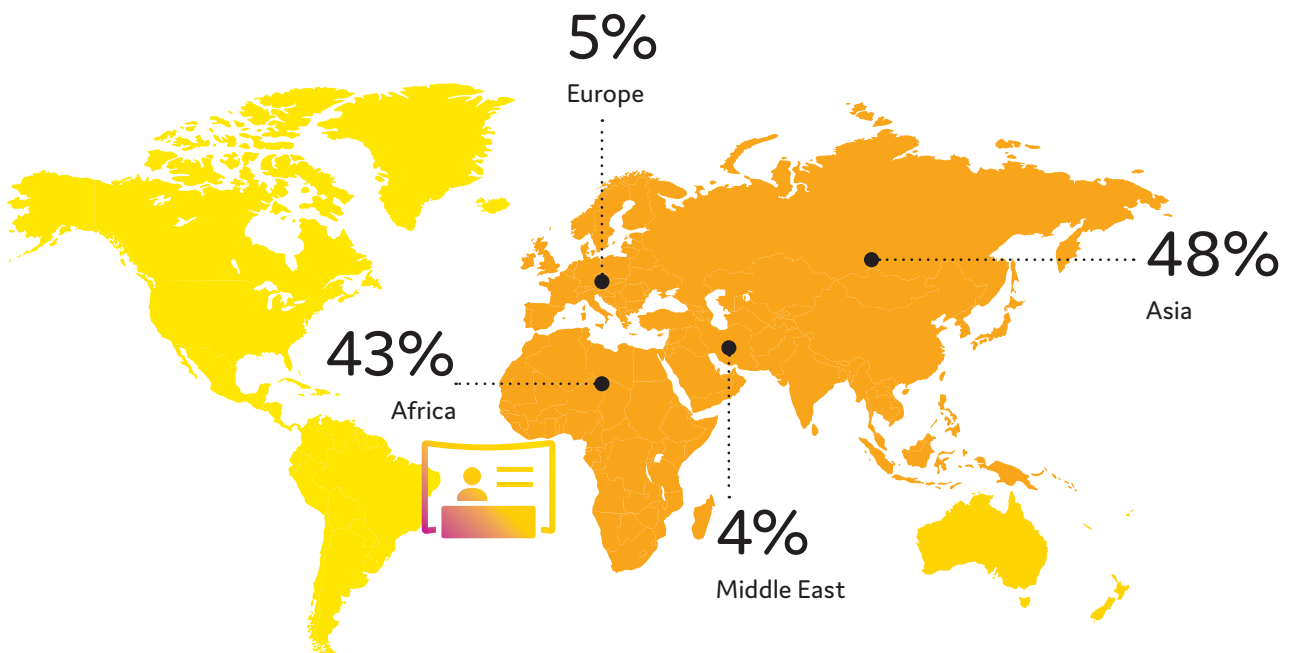


**235**  
exhibitors



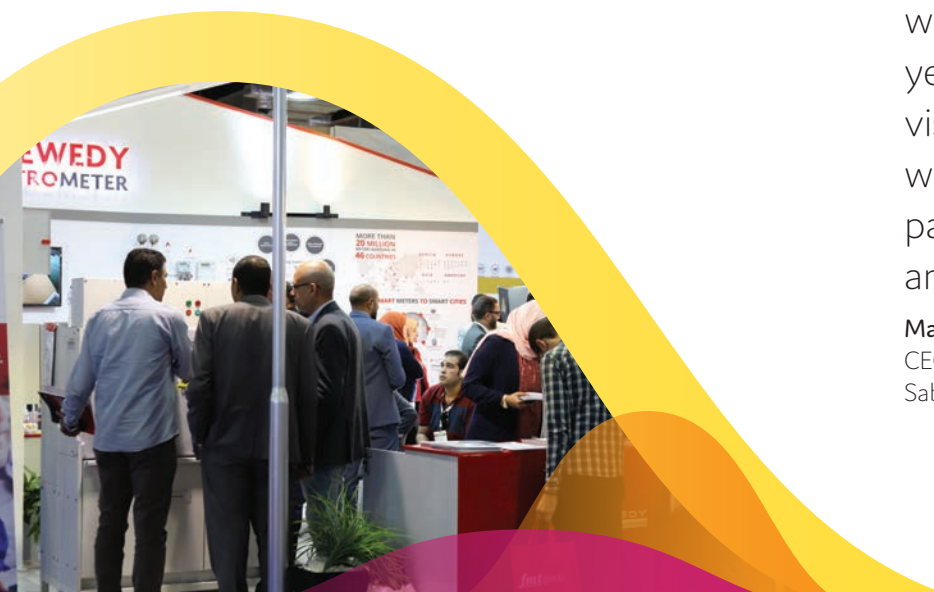
**80%**  
plan to exhibit  
in 2020

## Exhibitor Breakdown



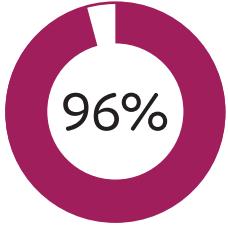
“ I am extremely satisfied with my participation this year for the first time. The visitors' quality and volume were great and we will be participating next year with an even bigger space. ”

**Mahmoud Ibrahim**  
CEO  
Sabayek

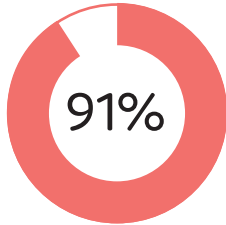


# Exhibitor Analysis

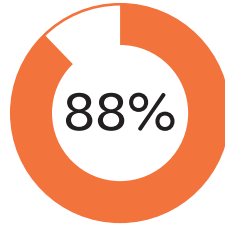
## Key Highlights



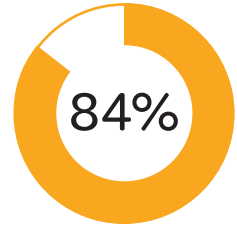
consider it important to exhibit at our exhibition



were satisfied with the visitor quality



see a positive ROI from exhibiting



rate their experience as positive during the exhibition

## Why exhibitors choose our shows?



81%

seek new contacts



53%

to discuss products or services with end-users



52%

to strengthen the relationships with existing clients / partners



32%

to look for a local or regional agent/dealer/distributor

“ Traffic volume was much higher than last year, and we had very good traffic on our stand during the 3 days of the show. We are satisfied with our overall experience this year. ”

Ali El Swedy  
CEO  
Energya



# Visitor Analysis

ELECTRICX and Solar-Tec reinforced their positions as the leading power and renewable energy exhibitions in North Africa. It was the ultimate platform for more than 10,000 purchasing decision makers and those with a vested interest in the North African power market to interact with more than 235 international and local exhibitors.



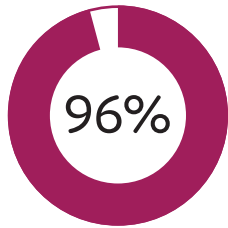
10,420  
visitors



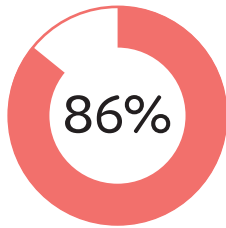
17  
visiting  
countries



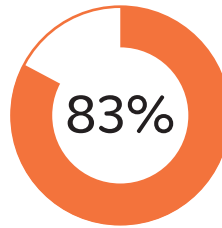
83%  
intend to  
return in 2020



agree that the shows  
are important to their  
business



are satisfied with the  
experience of visiting



will be visiting  
in 2020

“ The experience of visiting the show this year was great, I got to see the latest industry trends and meet high quality suppliers from different portfolios. I will for sure be visiting next year. ”

Hussien El Hawary  
Project Manager



# Visitor Analysis

## Why do visitors attend?



52%

to look for products and discover the latest trends and innovations



45%

to finalise purchase during the show



33%

to attend conferences and seminars



26%

to network with industry professionals

## Which products were they interested in?



Solar

55%



Energy Storage

53%



Power Generation

51%



Lighting

46%



Transmission & Distribution

43%



Fire Safety Equipments

40%

“ I visited this year to attend the conferences taking place at the exhibitions and was very satisfied with the content presented, it was also great that the exhibition was able to provide us this high-quality content for no cost. ”

Ahmed Tawfiq  
Power Engineer



# Conference Analysis



**2 day**  
conference



**39**  
speakers



**800**  
delegates

The conferences were supported by



The Ministry of Electricity  
and Renewable Energy



New and Renewable  
Energy Authority



Egyptian Electricity  
Holding Company



Regional Center for Renewable Energy and Energy Efficiency  
المركز الإقليمي للطاقة المتجددة وكفاءة الطاقة

## Who attends

Directors | Managers | Solar Technicians | Project Managers | Chief Operations Officers | Chairmen | Consultants | Business Development Managers | General Managers | Managing Directors | Principal Consultants | Researchers



# Hosted Buyers Programme

The hosted buyers programme welcomed top international buyers who had the chance to meet our exhibitors across the 3 days of the event for mutual business benefits.



30

buyers



123

meetings booked over  
the course of 3 days

## What makes these meetings a success?



Finding  
potential clients



Locating investment  
opportunities



Creating lucrative  
partnerships



Broadening  
networks



Sharing & exchanging  
knowledge



# Marketing and Promotion

At ELECTRICX and Solar-Tec, we run a comprehensive 365-day marketing campaign to target consultants, engineers, contractors and sub-contractors, agents, distributors and suppliers to encourage them to register and attend the event. These activities included:

Our marketing channels include:



## Email Marketing

**120,000** reach

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## Direct Marketing

**4000+** reach

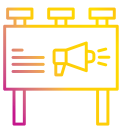
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## Sms

**12,000+** reach

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## Outdoor Adverts

**24** adverts across prime locations, including adverts on 27 July Bridge, Mehwar Moshir, 6<sup>th</sup> October bridge, 6<sup>th</sup> October City, Nasr City, 10<sup>th</sup> of Ramadan and Ring road.

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## Press coverage

**6** press releases distributed in more than 60 publications

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## Social Media

**190,000+** reach

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## Market Activations

**5** market activation campaigns in Cairo and Alexandria

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## Media partner coverage

**34** Media Partners



## Newspaper adverts

**2** adverts in al Ahram and Akhbar



# Thank you to all our sponsors, partners, exhibitors, speakers and visitors for their continued support

## Supported by



The Ministry of Electricity  
and Renewable Energy



New and Renewable  
Energy Authority



Egyptian Electricity  
Holding Company



International  
Development Authority

## Gold Sponsors



## Hosted Buyers Sponsor



## Bronze Sponsor



## Knowledge Partner



## Strategic Partners



## Official Media Partner



## Digital Media Partner



## Official Publication



## Official Arabic Magazine



## Local Media Partner



## Media Partners

### Business Newspaper Partner



### English Newspaper Partner



### Media Sponsor





# Start planning for 2020!



Explore. Empower. Energise

**2 - 4 November 2020**

Egypt International Exhibition Centre

**Secure prime locations with early booking**

For more information and for booking options please  
contact us on  [info@egypt-energy.com](mailto:info@egypt-energy.com)

Organised by

