



Show Catalogue

12 – 14 October 2026

Egypt International Exhibitions Center (EIEC)



Organised by

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Energy map



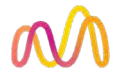
**Africa Energy
Expo**

31 August to 2 September 2027
Gallagher Convention Centre, Johannesburg



**Nigeria
Energy**

27 - 29 October 2026
Landmark Centre, Lagos



**Egypt
Energy**

15 to 17 November 2027
EIEC Cairo

**Save
the
Date**



**Middle East
Energy**

11 to 13 May 2027
Dubai Exhibition Centre, Expo City Dubai

Letter from Exhibition Director

We are thrilled to welcome you to the 35th edition of Egypt Energy, North Africa's leading energy trade show, taking place from 12–14 October 2026 at the Egypt International Exhibition Centre, Cairo.

For 35 years, Egypt Energy has brought together the energy community under one roof, connecting global manufacturers, suppliers, government authorities, investors and industry professionals to explore new technologies, develop business opportunities and accelerate the growth of the energy sector across Egypt, Africa and the Middle East.

This year, Egypt Energy continues to evolve with a strong focus on the technologies and solutions shaping the future of energy. The exhibition will bring together **200+ exhibitors and more than 12,000 energy professionals, showcasing solutions across Smart Solutions, Critical & Backup Power, Energy Consumption & Management, Transmission & Distribution, Renewables & Clean Energy, and Lighting.**

The 2026 edition will also provide an expanded platform for knowledge, investment and innovation. Our programme will feature the Egypt Energy Leadership Summit, framing Egypt's energy future through the Integrated Sustainable Energy Strategy, alongside the Technical Excellence Forum, bringing together technical experts and solution providers driving the clean energy transition, and The Innovation Challenge, showcasing emerging startups and disruptive technologies addressing some of the sector's most pressing challenges.

With 100+ speakers, the event will bring together leading voices from government, utilities, investors, technology providers and the wider energy community to exchange insights on the opportunities and challenges shaping the region's energy future.

We are also proud to welcome FIREX Egypt for its sixth edition, bringing the energy and fire safety communities together to explore the latest solutions across fire protection, prevention and detection, sprinkler and suppression systems, emergency lighting and more.

As Egypt strengthens its position as a regional energy hub and advances its transition towards a more sustainable and diversified energy mix, Egypt Energy remains committed to creating the connections, knowledge and business opportunities that can help move the industry forward.

We would like to extend our sincere appreciation to our partners, sponsors, exhibitors, speakers and supporting institutions whose continued contribution makes Egypt Energy a unique meeting point for the energy community. We look forward to welcoming you to Egypt Energy 2026 and to three days of meaningful connections, valuable insights, innovation and business opportunities.



Warm regards,

Medhat Shawky
Exhibition Director
Egypt Energy and FIREX Egypt



Agenda

Conferences at-a-glance

Location	Day 1	Day 2	Day 3
Main Stage	Egypt Energy Leadership Summit		Technical Excellence Forum
	Informa Egypt × UNIDO Roundtable NEW		
Plaza 2	Clean Tech Entrepreneurship and Innovation Hubs: Driving Industrial Transformation in North Africa		

Key themes

Renewable Energy Deployment & Storage Solutions:

Establishing Egypt as a regional clean energy hub through accelerated renewable deployment and advanced storage technologies for clean power export

Green Finance & Private Sector Investment:

Mobilising innovative financing mechanisms and private capital to accelerate sustainable energy project development

Regional Power Interconnection & Transmission Networks:

Developing transmission infrastructure to meet future energy demands and position Egypt as a key player in regional energy trade

Digital Grid Transformation & Smart Infrastructure:

Deploying advanced metering infrastructure (AMI) and intelligent control centers to optimize power flow and reduce technical losses

Energy Efficiency & Green Building Solutions:

Optimising energy, water, and material resources in urban developments to reduce subsidy costs and mitigate climate risks

Waste-to-Energy & Circular Economy:

Promoting circular economy principles through waste management solutions, including construction and demolition waste recovery

Smart Urban Infrastructure Development:

Integrating digital technologies to create sustainable, resilient urban systems that support rapid growth and sustainable living

Why attend?

Government and Regulatory Authorities:

To understand policy frameworks and regulations from around the world that drive transformation in the electricity sector.

Investors:

To explore investment opportunities in projects and infrastructure development.

Contractors and Project Owners:

Assess emerging global trends, technologies and solutions and their feasibility for project implementation.

Financiers:

Evaluate the financial viability of initiatives and investment prospects.

OEMs, Innovators, Distributors and Manufacturers:

Demonstrate thought leadership, showcase innovative products and solutions, and explore potential partnerships with decision makers under one roof.

Confirmed Speakers



Manos Manousakis

Chairman and CEO

Independent Power Transmission
Operator (IPTO)



Dalia Wahba

Chief Executive Officer

Hassan Allam Utilities



Frank Wouters

Chairman

MENA Hydrogen Alliance



Guido Clary

Head of Regional Hub for North Africa
and the Near East

European Investment Bank (EIB)



Hans Bruins

Chief Executive Officer

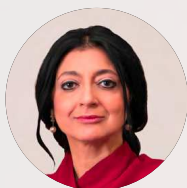
Red Sea Wind Energy



Christopher Cantelmi

Principal Investment Officer -
Infrastructure and Natural Resources

International Finance
Corporation (IFC)



Ghada Hammouda

Group Chief Sustainability
& Marketing Officer

Qalaa Holdings

Founding Board Member

UN Global Compact Network



Abir Leheta

CEO

Egytrans



Javier Cavada

President and Chief Executive
Officer EMEA

Mitsubishi Power



Mahmoud Elrefai

Vice President of Projects
Decision Support

TAQA Transmission



Dr. Mohamed Mousa Omran

Former Board Chairman

EgyptERA



Angelo Ferrante

Secretary General

MEDTSO



Abdullah Abou Ali

MENA Region Officer

International Renewable Energy
Agency – IRENA



Ahmed Zahran

CEO

KarmSolar



Marie-Astrid de Montmarin

CEO Egypt and Vice President
East Africa

EDF Power Solutions – Électricité
de France



Sabah Mashaly

Managing Director

Qalaa Holdings

Former Egyptian Deputy Minister of
Electricity and Renewable Energy

Ministry of Electricity and Renewable
Energy



Eng. Hussein El-Ghazawy

Advisor to the Minister of Industry for
Energy Affairs

Arab Republic of Egypt



Ghada Abdelhadi Kandil

Egypt Chief Director

Bank of New York (BNY)



Soha El-Turky

Deputy CEO & Executive Board Member

National Bank of Egypt



Ghada Darwish

Chair

Egyptian Renewable Energy
Association (EREA)

Country Director

Globeleq



Hossam Heiba

President

Orbis Capital & Investments

Former President

General Authority for Investment
& Free Zones (Gafi)



Mohamed Ehab

CEO

Entlaq Holding



Eng. Wael Gad

Chief Executive Officer

UTEC



Heba Rabie

Director - MENA

Global Wind Energy Council



Wang Xinxi (CICI)

Economist Consultant

World Bank – China



Dr. Arthur Minsat

Head of Unit for Africa, Europe and
Middle East - Senior Economist

Organisation for Economic
Co-operation and Development
Centre (OECD)



Faisal Eissa

Director of Asset Management

Infinity Power Holding



Osama Fawzy

Founder & CEO

Hydrogen Intelligence



Hassan Zaheer

Managing Partner & COO

Power Technology Research (PTR)



Muhammad El Demerdash

Co-Founder

Engazaat



Omar Rezk

Managing Director

Entlaq Holding



Yosra Assaker

Senior Energy Specialist

World Bank – Egypt



Tamer Taha

Development Finance, Innovation
and Entrepreneurship Expert



Dr. Maged Mahmoud

Acting Executive Director

Regional Center for Renewable Energy
and Energy Efficiency



Mohamed Atia

Process Engineer

Egyptian Refining Company (ERC)



Mohamed Salaheldin

Quality, Energy & Excellence
General Manager

Sidi Kerir Petrochemicals Co. (Sidpec)



Toufic Rizkallah

Technical Manager

The MED-GEM Network



Mckary Nassif

Co-Founder & Operations Director

INOVATREK

Egypt Energy Leadership Summit

12 - 13 October 2026

Egypt International Exhibition Center (EIEC), Cairo, Egypt

As Egypt's leaders prepare for the pivotal Egypt Energy Leadership Summit in October 2026, the nation's energy future will be debated and decided through the lens of its Integrated Sustainable Energy Strategy (ISES). This single paragraph encapsulates the strategic imperatives facing the summit's attendees. The core challenge is the accelerated goal of generating **42% of electricity from renewables by 2030**, a significant leap from the current capacity that demands rapid deployment of solar and wind infrastructure.

Central to the executive dialogue will be the mobilization of an estimated **\$60 billion in green hydrogen** investments, a monumental task requiring the conversion of numerous memoranda of understanding into concrete projects. Furthermore, establishing Egypt as the Mediterranean's premier energy hub hinges on successfully implementing 3,900 MW of cross-border electrical interconnections.

The summit, therefore, is not merely a forum for discussion but a critical juncture for executive decision-making, policy innovation, and the strategic partnerships needed to transform the ambitious targets of ISES into a tangible reality, securing Egypt's position as a regional energy powerhouse.

Key Topics

- Renewable energy scaling and grid modernization for clean energy targets
- Innovative financing mechanisms and private sector investment mobilisation
- Green hydrogen economy development and regional export leadership
- Cross-border energy integration and interconnection partnerships
- Digital transformation and advanced grid resilience solutions
- Fostering opportunities for startups and optimising local content strategies in energy projects

Benefits of attending:

- Connect with Egypt's energy transformation leaders and regional decision-makers driving the clean energy revolution
- Gain strategic insights into Egypt's 42% renewable energy target and \$60 billion green hydrogen investment opportunities
- Access innovative financing models and PPA frameworks proven successful in Egypt's energy sector
- Explore cross-border partnership opportunities and regional interconnection projects shaping Mediterranean energy trade
- Acquire actionable strategies for digital grid transformation and smart infrastructure deployment in emerging markets

Who will attend:

- CEOs
- VPs of Strategy
- Executive Vice Presidents
- Presidents & Managing Directors
- Project Director/ Managers
- General Managers
- Chief Technology Managers
- Chief Transformation Officers
- Chief Investment officers
- Consultants & Senior Analysts
- Department Heads
- Chairmen & Board Members
- Energy Attachés
- Senior Government Officials

From

- Regulators and Authorities
- Utility companies: Power Generation
- Utility companies: Power Transmission
- Utility companies: Power Distribution
- EPCs and Engineering Services
- IPPs
- Finance and Insurance Bodies
- Government and Public Sector

Agenda

Day 1

Monday, 12 October 2026

11:00	Conference Opening Welcome remarks by the Master of Ceremonies Leen Halwani
11:05	Opening remarks by Informa Mark Ring, Group Director, MEA - Energy, Informa Markets
	Session: Egypt's energy transformation: Leading the regional revolution Egypt stands at the forefront of a regional energy revolution, driving ambitious transformation across its power sector. This session will focus on the strategic policy frameworks and infrastructure investments positioning Egypt as a clean energy leader in the Middle East and North Africa. We will examine how the country is scaling renewable energy deployment, modernising grid infrastructure, and leveraging its geographic advantage to become a regional energy hub, reshaping the broader transition towards sustainable power systems.
11:15	Opening Address: The Energy nexus: Egypt's strategic position in global clean energy transition H.E. Dr. Mahmoud Esmat, Minister of Electricity and Renewable Energy, Arab Republic of Egypt*
11:30	Ministerial Address: Powering Progress: Morocco's Renewable Leadership and Regional Integration H.E. Ms. Leila Benali, Minister of Energy Transition & Sustainable Development, Morocco*
11:45	Keynote Address: Continental Vision: Unifying Africa's Energy Future H.E. Ms. Lerato Mataboge, Commissioner for Infrastructure and Energy, African Union Commission*

12:00

Keynote Address: Bridging Continents: EU-Egypt Strategic Energy Cooperation

Angelina Eichhorst, EU Ambassador to Egypt and League of Arab States, European Union*

12:15

Keynote Address: UK-Egypt Strategic Energy Partnership

Mohanad T. Khaled, Chairman, Egyptian – British Chamber of Commerce "EBCC"

Session: Investment & Finance Strategies

Financing large-scale energy infrastructure in emerging markets requires innovative approaches and sophisticated risk management. This session will focus on actionable strategies for mobilising capital, structuring bankable deals, and optimising returns in Africa's evolving energy sector.

We will examine how development finance institutions, commercial banks, and private investors are deploying blended finance solutions and project finance mechanisms to unlock billions in investment for renewable energy projects across the continent.

12:30

Keynote Address: Unlocking Egypt as a regional energy investment hub: Policies, Partnerships & Pathways to Scale

Mohamed Awad, President, General Authority for Investment and Free Zones (GAFI)

12:45

Keynote Address: Suez Canal Economic Zone: A Strategic Gateway for Energy Investment

Moustafa Shaikhoun, Executive Chairman, The General Authority for Suez Canal Economic Zone

Executive Dialogue: Financial Innovation: Structuring deals for large-scale energy infrastructure

Key Discussion Themes:

- Blended finance mechanisms combining concessional and commercial capital
- Risk mitigation instruments including guarantees, insurance, and currency hedges
- Structuring bankable PPAs and off taker creditworthiness assessment
- Development finance institution roles in de-risking projects and crowding in private investment

Session Chair:

Ghada Darwish, Chair, Egyptian Renewable Energy Association (EREA) & Country Director, Globeleq

13:00

Panelists:

Christopher Cantelmi, Principal Investment Officer – Infrastructure and Natural Resources, International Finance Corporation (IFC)

Dalia Wahba, Chief Executive Officer, Hassan Allam Utilities

Guido Clary, Head of Regional Hub for North Africa and the Near East, European Investment Bank (EIB)

Javier Cavada, President and Chief Executive Officer EMEA, Mitsubishi Power

Eng. Hussein El-Ghazawy, Advisor to the Minister of Industry for Energy Affairs, Ministry of Industry – Arab Republic of Egypt*

Daniel Calderon, Co-founder and Managing Partner, Alcazar Energy Partners

Sameh Shenouda, Executive Director and Chief Investment Officer, Africa Finance Corporation*

14:00

Reserved for Rosatom

Session: Regional Energy Integration: Cross-Border Partnerships and Interconnection Projects

Regional energy integration presents transformative opportunities for enhancing energy security and accelerating renewable deployment. This session will focus on the strategic development of cross-border electricity interconnections and collaborative frameworks enabling power trade across North Africa, the Mediterranean, and beyond.

We will examine how Egypt is leveraging its geographic position to build energy bridges between continents, addressing the technical, regulatory, and commercial challenges of transnational power exchange.

Panel Discussion: Building energy bridges: Egypt's strategic role in regional interconnection

Key Discussion Themes:

- Strategic requirements for synchronising grids across multiple jurisdictions
- Regulatory harmonisation and cross-border power trade frameworks
- Commercial models for allocating interconnection capacity and revenues
- Infrastructure investment priorities for regional energy exchange platforms

15:15

Session Chair: Wang Xixi (CICI), Economist Consultant, World Bank – China

Panelists:

Angelo Ferrante, Secretary General, MEDTSO

Manos Manousakis, Chairman and CEO, Independent Power Transmission Operator (IPTO)

Mona Rizk, Chairwoman, Egyptian Electricity Transmission Company (EETC)*

Tarik Ameziane Moufaddal, Chairman & CEO, MASEN (Morocco)*

Faycel Tarifa, Chairman & Chief Executive Officer, Tunisian Company of Electricity and Gas (STEG)"

Session: Market Liberalization and the Green Energy Future: Egypt's First Steps Toward an Open Electricity Market

Egypt's Private-to-Private (P2P) electricity framework marks the beginning of a fundamental shift in how power is generated, traded, and consumed. As the country's first market liberalization project moves from policy to execution, this session brings together the key stakeholders who designed, financed, and delivered it, offering a live case study in what it takes to open an electricity market.

From regulatory architecture to project financing and international investment, the discussion will examine what Egypt's first steps reveal about the country's readiness, the challenges ahead, and the opportunities for private sector participation in building a green, open energy market.

Panel Discussion: From Vision to Reality — Designing, Financing, and Delivering Egypt's First Open Electricity Market Project

Key Discussion Themes:

- From policy to project: what the first qualified project under the P2P framework reveals about regulatory readiness
- Financing market-first projects: how banks and DFIs assess risk in an evolving regulatory environment
- The international perspective: how Egypt's market reform compares to global liberalization experiences
- Scaling from pilot to market: what policy, infrastructure, and institutional changes are needed to move from trial phase to full market opening
- Egypt as a regional green energy hub: how market liberalization positions Egypt for cross-border energy trade

16:00

Moderator:

Hassan Zaheer, Managing Partner & COO, Power Technology Research (PTR)

Panelists:

Dr. Ali Abd El Fatah, Board Chairman, Egyptian Electric Utility and Consumer Protection Regulatory Agency (EgyptERA)*

Ahmed Zahran, CEO, KarmSolar

Soha El-Turky, Deputy CEO & Executive Board Member, National Bank of Egypt

Marie-Astrid de Montmarin, CEO Egypt and Vice President East Africa, EDF Power Solutions – Électricité de France

Ahmed Mortada, Regional Head Energy - Middle East & Deputy Head of Egypt, European Bank for Reconstruction and Development (EBRD)*

17:00

Closing Remarks & End of Day 1

Day 2

Monday, 13 October 2026

10:00	Conference Opening Welcome remarks by the Master of Ceremonies Leen Halwani"
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Session: Renewable Energy Deployment

Achieving Egypt's 42% renewable energy target by 2030 requires accelerated deployment and strategic execution. This session will focus on overcoming the regulatory, technical, and financial barriers that impact project implementation timelines. We will examine best practices in permitting processes, grid connection frameworks, and stakeholder coordination that enable faster project delivery.

The discussion will address how public and private sector collaboration, streamlined approval mechanisms, and innovative contracting models can drive the scale and speed necessary to meet national renewable energy commitments.

10:05	Opening Keynote: Scale and speed: Accelerating renewable energy integration to 42% by 2030 Dr. Mohamed Mousa Omran, Former Board Chairman, EgyptERA"
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Panel Discussion: Implementation excellence: Overcoming strategic and regulatory challenges

Key Discussion Themes:

- Streamlining permitting processes and approval timelines
- Grid connection procedures and transmission infrastructure coordination
- Land acquisition and environmental assessment frameworks
- Standardised PPA templates and competitive bidding mechanisms

Session Chair:

Dr. Arthur Minsat, Head of Unit for Africa, Europe and Middle East
– Senior Economist, Organisation for Economic Co-operation and Development Centre (OECD)

10:20

Panelists:

Hans Bruins, Chief Executive Officer, Red Sea Wind Energy

Mahmoud Elrefai, Vice President of Projects Decision Support, TAQA Transmission

Dr. Mohamed Mousa Omran, Former Board Chairman, EgyptERA

Sabah Mashaly, Managing Director, Qalaa Holdings, Former Egyptian Deputy Minister of Electricity and Renewable Energy, Ministry of Electricity and Renewable Energy

Eng. Hussein El-Ghazawy, Advisor to the Minister of Industry for Energy Affairs, Arab Republic of Egypt*

Helen Aigbe Brume, Director & Global Head Project Finance and Asset Based Finance, Afreximbank*
Senior Representative, Financial Regulatory Authority*

Scene-setting Presentation: The Status of Renewable Energy in the Arab World

11:10

Abdullah Abou Ali, MENA Region Officer, International Renewable Energy Agency – IRENA

Session: Green Hydrogen Economy

Egypt is positioning itself as a major player in the emerging global hydrogen economy, leveraging abundant renewable resources and strategic geographic location.

This session will focus on the development of competitive hydrogen value chains, from production infrastructure to export corridors targeting European and regional markets. We will examine the technical requirements, investment frameworks, and international partnerships essential for establishing Egypt as a green hydrogen hub.

The discussion will address production cost optimisation, transportation logistics, and the regulatory environment needed to capture significant market share in this rapidly evolving sector.

11:25

Hydrogen value chains: From production to export market development

Frank Wouters, Chairman, MENA Hydrogen Alliance

Panel Discussion: Strategic positioning: Egypt's role in global hydrogen markets

Key Discussion Themes:

- Production cost optimisation through scale and technology advancement
- Export infrastructure development including pipelines and shipping terminals
- International partnerships and offtake agreements with European buyers
- Regulatory frameworks for hydrogen production, transportation, and export

11:45

Session Chair:

Osama Fawzy, Founder & CEO, Hydrogen Intelligence

Panelists:

Abir Leheta, CEO, Egytrans

Frank Wouters, Chairman, MENA Hydrogen Alliance

Eng. Tarek Saeed Farid, Managing Director and CEO, Maridive

Ahmed El-Hoshy, CEO, Fertiglobe*

Mostafa El Bagoury, CEO, Siemens Industrial *

Session: Utility Risk Management

Large-scale energy projects face multifaceted risks that require sophisticated mitigation strategies to protect investment and ensure delivery. This session will focus on practical risk management frameworks addressing technical, financial, regulatory, and operational challenges in complex energy infrastructure development.

We will examine lessons learnt from major project implementations, including contract structuring, stakeholder management, and contingency planning approaches that have proven effective in navigating Egypt's dynamic energy landscape."

12:30

Fireside Chat: Evolution of Energy Infrastructure: Advancing Electrical Infrastructure for Smarter and More Resilient Grids.

Eng. Wael Gad, Chief Executive Officer, UTEC"

Session: Entrepreneurship lighting up the spark of economic growth in Egypt

Innovation and entrepreneurship are critical drivers of Egypt's energy transition and broader economic development. This session will showcase emerging startups and disruptive technologies through a competitive innovation challenge, highlighting solutions that address key energy sector challenges. We will examine how venture capital, accelerator programmes, and strategic partnerships are fostering a vibrant entrepreneurial ecosystem.

The discussion will demonstrate how innovative business models and technologies developed by startups can complement large-scale infrastructure investments and create new pathways for sustainable growth in Egypt's energy sector.

Fireside Chat: Powering Egypt's EV Transition: What Incumbents and Innovators Can Build Together

14:15

Moderator: Leen Halwani, TV Presenter

Panelist: Ankush Arora, Chief Executive Officer, Al Mansour Automotive*

The Innovation Challenge – Round 1

14:45

Judges:

Thierry Letouzé, Portfolio Manager, Elektron Invest

Tamer Taha, Development Finance, Innovation and Entrepreneurship Expert

Ahella El Saban, Co-Founder & VC, Exits MENA*

Senior Representative from Al Mansour Automotive *



Session: Egypt Energy Welcomes OECD (Organisation for Economic Co-operation and Development)

Workshop Focus: Investment Opportunities in the Energy Sector Led and presented by OECD

15:45

Dr. Arthur Minsat, Head of Unit for Africa, Europe and Middle East
- Senior Economist, Organisation for Economic Co-operation and Development Centre (OECD)"

16:30

Closing Remarks & End of Day 2



Technical Excellence Forum

Overview

The Technical Excellence Forum debuts as Egypt's premier one-day technical showcase, spotlighting breakthrough innovations driving the nation's clean energy transformation through comprehensive case studies and live technology demonstrations.

This intensive platform brings together technical visionaries and solution providers to present cutting-edge technologies reshaping Egypt's power infrastructure via detailed technical showcases and real-world implementation examples.

As Egypt accelerates toward its 42% renewable energy target and positions itself as a regional green hydrogen leader, this forum provides an exclusive window into the game-changing solutions making this transformation possible through proven case studies and lessons learned from successful deployments.

This concentrated technical showcase addresses Egypt's most pressing infrastructure challenges through live technology demonstrations, interactive case study presentations, and breakthrough technical showcases featuring lessons learned from large-scale implementations. From next-generation solar and wind technologies enabling massive capacity scaling—supported by detailed performance case studies and operational lessons learned—to AI-powered grid optimization systems managing complex renewable integration through proven technical methodologies, the forum highlights solutions that are actively reshaping the power sector landscape.

Technical professionals will witness firsthand the innovations driving Egypt's emergence as the Mediterranean's premier energy hub through comprehensive technology showcases, real-world case studies, and valuable lessons learned from industry pioneers.

Key Topics

- Next-Generation Clean Energy Solutions
- Digital Grid Transformation: Smart Infrastructure & Advanced Metering
- AI & Automation: Grid Agility and Real-Time Optimization
- Energy Storage & Battery Technologies: Grid-Scale Solutions
- Smart Urban Infrastructure: Digital Technologies for Resilient Cities

Benefits of Attending

- Witness live demonstrations of breakthrough renewable and grid technologies
- Discover cutting-edge AI solutions revolutionising power system operations
- Access exclusive previews of next-generation energy storage and smart infrastructure
- Connect with technology innovators and solution providers driving sector transformation
- Explore advanced cybersecurity frameworks protecting critical energy assets
- Gain insights into smart urban technologies enabling sustainable city development



Who will attend:

- Power System Engineering Heads
- Digital Transformation Heads
- Operations, Maintenance and Asset Integrity Heads
- Technical Directors
- Senior Procurement Managers
- Quality Assurance Professionals
- Technical Project Directors
- Plant Managers
- Senior Engineers
- System Operators

From

- Utility Companies: Power generation, Transmission, and Distribution
- EPCs (Engineering, Procurement, and Construction)
- IPPs (Independent Power Producers)
- Renewable Energy Developers
- Energy Storage Solution Providers
- Data Centre Facility Operators
- Manufacturing and Industrial Plants
- Construction and Infrastructure
- Research Institutions and Think Tanks



Day 3

Wednesday, 14 October 2026

10:20

Conference Opening

Welcome remarks by the Master of Ceremonies

Leen Halwani

Session: Renewable Technology Breakthroughs

The renewable energy sector is experiencing rapid technological advancement that is fundamentally improving performance and economics. This session will focus on next-generation solar, wind, and hybrid technologies that are enabling massive capacity scaling across Egypt's energy landscape.

We will examine emerging innovations in panel efficiency, turbine design, and system integration that are reducing costs whilst enhancing output. The discussion will address how technology providers and developers are deploying these breakthrough solutions to accelerate project delivery and optimise energy generation.

10:30

Technology Advancement: Next-Generation Solutions for Enhanced Energy Performance

Ashraf Hamasa, Managing Director, Siemens Energy – Egypt*

Panel Discussion: Innovation Pipeline: Emerging Technologies Reshaping Energy Generation

Key Discussion Themes:

- Novel solar technologies and advanced wind turbine designs
- Energy storage systems and mini-grid platforms for distributed generation
- Digital tools for energy management and demand response
- Venture capital investment trends and market opportunities in Egypt

10:50

Moderator:

Wang Xinxi (CICI), Economist Consultant, World Bank – China

Panelists:

Hossam Heiba, President, Orbis Capital & Investments, Former President, General Authority for Investment & Free Zones (Gafi)

Muhammad El Demerdash, Co-Founder, Engazaat

Abdullah Abou Ali, MENA Region Officer, International Renewable Energy Agency – IRENA

Omar Rezk, Managing Director, Entlaq Holding

Faisal Eissa, Director of Asset Management, Infinity Power Holding

11:50	A Technical Update on the Regional MED-GEM Initiative Toufic Rizkallah, Technical Manager, The MED-GEM Network
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Session: Digital Grid Transformation

Modern power systems require sophisticated digital infrastructure to manage complexity and enhance operational efficiency. This session will focus on advanced metering systems, real-time monitoring platforms, and grid intelligence solutions that are transforming utility operations. We will examine how digital technologies enable precise demand forecasting, automated fault detection, and optimised asset management.

The discussion will address practical implementation strategies for deploying smart grid infrastructure that supports renewable integration whilst improving service reliability and customer engagement.

12:00	Digital Infrastructure: Advanced Metering and Grid Intelligence Systems Amr Eltohamy, Deputy CEO, Elsewedy Electrometer*
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12:20	Networking Break
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Session: Powered by Her

Women leaders are driving significant impact across Egypt's energy sector, bringing diverse perspectives and strategic vision to the industry's transformation. This session will focus on the leadership journeys, challenges overcome, and achievements of senior women executives shaping the future of energy.

We will examine how organisations can foster inclusive environments, develop female talent pipelines, and leverage diverse leadership to strengthen business performance and innovation in the rapidly evolving energy landscape.

SUCCESS STORY: Leadership Journeys and the Future of Women in Energy

Key Discussion Themes:

- Career pathways and factors enabling advancement to senior leadership
- Organisational practices fostering inclusion and diverse talent pipelines
- Structural barriers constraining women's advancement in energy sector
- Business case for gender diversity in driving innovation and performance

12:50

Session Chair:

Yosra Assaker, Senior Energy Specialist, World Bank – Egypt

Panelists:

Ghada Hammouda, Group Chief Sustainability & Marketing Officer, Qalaa Holdings

Ghada Abdelhadi Kandil, Egypt Chief Director, Bank of New York (BNY)

Heba Rabie, Director- MENA, Global Wind Energy Council

Noha Khalil, Chief Strategy & Business Development Officer, The Sovereign Fund of Egypt*

Eleanor Rowley, Managing Director, Capricorn Energy**



Session: Energy Storage & Microgrid Innovation

Grid-scale energy storage and renewable-based microgrids are essential for managing renewable variability and extending reliable power to underserved and off-grid communities. This session will focus on battery technologies, storage integration strategies, and microgrid solutions that enable resilient, decentralized energy networks.

We will examine how storage systems support grid stability, facilitate renewable penetration, and provide flexibility for both urban and remote environments. The discussion will address the design and deployment of renewable energy-based microgrids and their strategic importance for Egypt, Africa, and neighboring countries in advancing energy access and regional energy security.

Fireside Chat: The Importance of Renewable Energy-Based Microgrids for Egypt, Africa, and Neighboring Countries

Key Discussion Themes:

- The role of microgrids in extending energy access to underserved and remote communities
- Renewable-based microgrid models: technical design and integration with national grids
- Regional cooperation and cross-border deployment of microgrid solutions across Africa
- Policy, financing, and institutional frameworks enabling microgrid scale-up
- Lessons learned from microgrid pilots in Egypt and comparable African markets

13:50

Moderator:

Mohamed Atia, Process Engineer, Egyptian Refining Company (ERC)

Panelists:

Dr. Maged Mahmoud, Acting Executive Director, Regional Center for Renewable Energy and Energy Efficiency

Mckary Nassif, Co-Founder & Operations Director, INOVATREK

Session: Entrepreneurship lighting up the spark of economic growth in Egypt

Innovation and entrepreneurship are critical drivers of Egypt's energy transition and broader economic development. This session will showcase emerging startups and disruptive technologies through a competitive innovation challenge, highlighting solutions that address key energy sector challenges. We will examine how venture capital, accelerator programmes, and strategic partnerships are fostering a vibrant entrepreneurial ecosystem.

The discussion will demonstrate how innovative business models and technologies developed by startups can complement large-scale infrastructure investments and create new pathways for sustainable growth in Egypt's energy sector.

The Innovation Challenge – Final Round

Judges:

14:30

Mohamed Ehab, CEO, Entlaq Holding

Swethal Kumar, Managing Director, The Catalyst*

Tarek Taha, Fintech & Innovation Hub Director, Central Bank of Egypt*
Senior Representative from Al Mansour Automotive *

15:30

Awards Distribution

16:00

Closing Remarks and End of day 3

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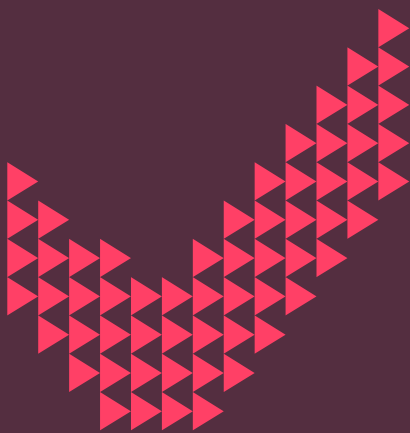
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FIREX AGENDA



Early Confirmed Speakers



Prof. Dr. Ahmed Medhat

Director of Building Physics Institute, The Housing and Building National Research Center (HBRC)



Prof. Dr. Ahmed Medhat

Director of Building Physics Institute, The Housing and Building National Research Center (HBRC)



Ahmed Yousry

Senior Business Development Associate, Emirates Safety Laboratory



Prof. Ashraf Kamal

Sustainable Architecture, Urban Planning & Economics, Housing & Building National Research Center (HBRC)



Esraa Essam

HSE Training Manager, Orascom Construction (OC)



Ghaith Bakir

Senior Regulatory Engineer, UL Solutions



Dr. Khaled Soufi

Chairman, Egyptian Organization for Standardization (EOS); President, International Organisation for Standardization (ISO); Chairman, Egyptian Codex Committee



Major General Wessam Malak

General Manager of HSE & Civil Protection, Agricultural Bank of Egypt



Mohamed Khalaf

Chapter President, American Society of Safety Professionals (ASSP), Group HSE Manager, Giza Systems



Dr. Mohamed Moatamed

Assistant to the Minister of Environment for Planning and Investment, Ministry of Environment, Egypt



Eng. Sherif El Gabaly

Chairman, Chamber of Chemical Industries



Eng. Salma Humaid Saeed

Director of Preventative Engineering Department, The General Command of Dubai Civil Defense



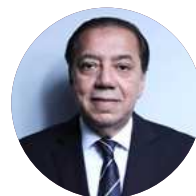
Shady Hanafy

Director of Facility and General Services, Orange Egypt



Shaimaa Oleba

Board Member, Federation of Egyptian Industries



Eng. Sherif El Gabaly

Chairman, Chamber of Chemical Industries

Agenda at a Glance

Day 1 12 Oct 2026	Day 2 13 October 2026	Day 3 14 October 2026
Theme: Regulate, Certify, Lead: Egypt's Fire Safety Standards Revolution	Theme: Protect What Matters: Next-Generation Fire Safety Technologies	Fire System Maintenance Strategies
Government & Regulatory Landscape	Fire Safety Systems & Technologies	Conference Room – Hall 1
NAC Safety Specifications	Industrial Fire Safety (O&G, Data Centres, Logistics)	Fire Risk, Insurance & Compliance
Fire Safety Standards Compared: American, British, and European Codes vs. Egyptian Regulations	Live Safety Demonstration Zone (Product Demo)	Green Building Compliance & Fire Safety Integration
Emirates Safety Laboratory (ESL) Workshop on Advanced Passive Protection	Theme: Intelligent Buildings, Safer Futures: Where BMS Meets Fire Safety	Facility Management in Smart Cities
	Smart Building Integration (BMS, IoT, AI)	Women Leading Change in Facility & Fire Safety
	Cybersecurity in Smart Buildings	Fire System Maintenance Strategies
		Egyptian Organisation of Standardisation (EOS) Certification Bootcamp

Day One: Monday, 12 October 2026

Theme: Regulate, Certify, Lead: Egypt's Fire Safety Standards Revolution

Overview

This track focuses on Egypt's evolving fire safety regulations, compliance requirements, and certification frameworks across high-risk and complex assets.

With over 51,000 fire incidents recorded in 2025, the need for stronger enforcement and alignment with international standards is becoming increasingly critical

Sessions will explore fire code updates, NAC safety specifications, and practical compliance pathways, alongside passive protection, suppression systems, and certification processes, ensuring safety is embedded from design through to operation.

Benefits of Attending

- ▶ Gain insights into Egypt's evolving fire safety regulations, Civil Defence requirements, and compliance frameworks
- ▶ Understand how fire safety is integrated into modern infrastructure, from design through to operation
- ▶ Explore advanced technologies including AI, IoT, and smart building systems transforming fire safety
- ▶ Evaluate solutions across active detection, suppression systems, and passive fire protection



Agenda

Day One: Monday 12 October 2026

11:30	Opening Remarks by the Master of Ceremonies Venus Elrayes , MC, Moderator, and Communicator
11:35	Welcome Remarks by Informa Markets
11:40	Keynote Address: Building safety & compliance in mega infrastructure projects — Prof. Dr. Ahmed Medhat, Director of Building Physics institute, The Housing and Building National Research Center (HBRC)
12:00	Keynote Address: Fire safety in chemical industries Eng. Sherif El Gabaly, Chairman, Chamber of Chemical Industries
12:20	Harmonising Global Standards: NFPA's Role in Shaping the Future of Fire and Life Safety in the Region Eng. Dana Kamal, Director, International Development MENA, National Fire Protection Association (NFPA)
12:40	Fire Safety Standards Compared: American, British, and European Codes vs. Egyptian Regulations Eng. Dana Kamal, Director, International Development MENA, National Fire Protection Association (NFPA) Dr. Khaled Soufi, Chairman, Egyptian Organization for Standardization (EOS); President, International Organisation for Standardization (ISO); Chairman, Egyptian Codex Committee Eng. Salma Humaid Saeed, Director of Preventative Engineering Department, The General Command of Dubai Civil Defense Tomasz Kielbasa, Head of the Certification Department, Dubai Civil Defense's Emirates Safety Laboratory

13:40	Egyptian Codes and Regulations for the Protection of Industrial Facilities and Their Associated Storage Premises Major General Osama Shaaban, Director General of Civil Protection, The Industrial Development Authority
14:00	Panel Discussion: Navigating Egypt's fire safety regulatory framework Moderator: Shaimaa Oleba, Board Member, Federation of Egyptian Industries Panelists: ♦ Ahmed Kamal Abdel Moneim, Executive Director of Environmental Compliance Office and Sustainable Development, Federation of Egyptian Industries ♦ Major General Osama Shaaban, Director General of Civil Protection, The Industrial Development Authority ♦ Major General Wessam Malak, General Manager of HSE & Civil Protection, Agricultural Bank of Egypt ♦ Dr. Mohamed Moatamed, Assistant to the Minister of Environment for Planning and Investment, Ministry of Environment, Egypt ♦ Osama El Sayed, Country Manager, TÜV AUSTRIA EGYPT*
15:00	Fireside Chat: Regulatory briefing: NAC smart safety specifications – What contractors must know ♦ Prof. Ashraf Kamal, Sustainable Architecture, Urban Planning & Economics, Housing & Building National Research Center (HBRC) Senior Representative from Administrative Capital for Urban Development – ACUD*
Session: FIREX welcomes Emirates Safety Laboratory (ESL) – Advanced Passive Protection Workshop Comprehensive testing methodologies, certification processes, and performance evaluation for passive fire protection systems	
15:30	Workshop Led by Emirates Safety Laboratory (ESL) – 3 presentations Speakers: Eng. Salma Humaid Saeed, Director of Preventative Engineering Department, The General Command of Dubai Civil Defense Tomasz Kielbasa, Head of the Certification Department, Dubai Civil Defense's Emirates Safety Laboratory Ahmed Yousry, Senior Business Development Associate, Emirates Safety Laboratory
16:30	Closing Remarks & Conference Wrap-Up

Day Two: Tuesday, 13 October 2026

Theme: Protect What Matters: Next-Generation Fire Safety Technologies

Overview

This track focuses on the core foundations of fire protection, covering the latest developments in fire detection technologies, suppression systems, passive fire protection solutions, and industrial fire safety practices.

With rapid urban development and the construction of high-rise buildings, hospitals, data centres, and industrial facilities across Egypt, fire safety engineers and contractors face increasing challenges in ensuring compliance with evolving regulations while implementing reliable and scalable protection systems.

Sessions in this track explore fire code updates, passive fire protection in large-scale infrastructure projects, suppression system selection, and fire safety strategies for high-risk industries such as oil & gas, logistics, and data centres.

Live demonstrations will also showcase the performance of modern fire suppression systems and detection technologies in real-world emergency scenarios.

Benefits of Attending

- ▶ Gain practical insights into fire protection systems, technologies, and compliance requirements
- ▶ Evaluate different suppression solutions and their suitability across various applications
- ▶ Explore fire safety strategies for high-risk sectors including industrial facilities and data centers
- ▶ Experience live demonstrations of fire detection and suppression systems in action



Agenda

Day Two: Tuesday, 13 October 2026

10:00	Opening Remarks by the Master of Ceremonies ◆ Venus Elrayes, MC, Moderator, and Communicator
10:10	Opening Keynote: What changed & What your building needs ◆ Sayed Shebl, Fire Lab Director, Housing & Building National Research Center (HBRC)*
10:30	Passive Fire Protection in High-Rise construction: Global case studies” – Ghaith Bakir, Senior Regulatory Engineer, UL Solutions. ◆ Ghaith Bakir, Senior Regulatory Engineer, UL Solutions
11:00	Panel Discussion: Suppression system selection – Water mist vs sprinkler vs clean agent ◆ Moderator: Mohamed Khalaf, Chapter President, American Society of Safety Professionals (ASSP), Group HSE Manager, Giza Systems* Panelists: ◆ Medhat Younis, HSE Director, Elsewedy Electric ◆ Osama Khorboz, Regional Health Safety and Environment Lead, ABB* ◆ Mosaab Mansoub, HSE Manager, Hassan Allam Construction* ◆ Mohamed Eltobgy, Regional Head of HSE, Egyptian German Industrial Corporate – EGIC.
11:45	Leadership Dialogue: Industrial fire safety– Oil & Gas, Data Centres & Manufacturing ◆ Major General Osama Shaaban, Director General of Civil Protection, The Industrial Development Authority ◆ Shady Hanafy, Director of Facility and General Services, Orange Egypt ◆ Sherine Elhemely, Chief HR, HSE, Middle East Glass (MEG)*

12:15	LIVE DEMO: Fire suppression systems in action – Live safety demonstration zone Opportunity to see/demonstrate suppression technologies
12:45	Sponsored Technical Session – Fire protection technology innovation
13:15	Networking Session: Connect with FIREX delegates

Theme: Intelligent Buildings, Safer Futures: Where BMS Meets Fire Safety

Overview

As buildings become more connected and digitally managed, fire safety systems are increasingly integrated with broader building management platforms.

This track explores the intersection of fire safety, building management systems (BMS), artificial intelligence, IoT monitoring platforms, and cybersecurity frameworks that enable smarter and faster response to emergencies.

Experts will examine how modern buildings integrate fire alarms, HVAC systems, access control, and security infrastructure within unified operational platforms, improving safety performance and operational efficiency.

Sessions will also highlight how emerging technologies such as AI-powered detection, real-time sensor monitoring, and digital risk analytics are transforming the future of building safety.



13:30	Keynote Address: Shaping the future of security in Egypt
13:45	Technical Session: AI in Fire Detection – Eliminating False Alarms, Improving Response Times
14:15	Workshop: IoT Sensors & Real-Time safety monitoring – A practical guide
14:45	Fireside Chat: Cybersecurity in building management systems – The fire safety angle ♦ Mohamed El Maghraby, Country Head of QEHS, Siemens; Osama Rady, Head of Operations – Property & Facilities Management, Enova by Veolia*.
15:15	Session: FIREX welcomes VDS This session, delivered by VDS, explores the testing methodologies and certification pathway behind passive fire protection systems – from initial product evaluation through to VDS approval – giving manufacturers and specifiers a clearer picture of how certified performance translates into real-world reliability
16:15	Closing Remarks & Conference Wrap-Up



Day Three: Wednesday, 14 October 2026

Theme: Own It, Maintain It, Future-Proof It: FM Meets Fire Safety

Overview

As facility management takes on a more strategic role, fire safety is no longer just a compliance requirement, it is a responsibility that must be owned, maintained, and future-proofed across the entire building lifecycle. From asset owners to operators, stakeholders are increasingly accountable for ensuring that fire protection systems deliver consistent performance over time.

This track explores how facility managers, building owners, and developers can effectively manage fire safety through lifecycle planning, maintenance strategies, compliance frameworks, and risk mitigation approaches. Experts will examine the real cost of safety, the importance of system reliability, and the growing role of insurance and liability in shaping operational decisions.

Sessions will also highlight how fire safety is integrated into sustainable and green buildings, ensuring that environmental targets align with protection standards. As buildings become smarter and more connected, discussions will address how digital systems, automation, and smart city infrastructure are reshaping risk profiles and requiring new approaches to safety management.

Bringing together industry professionals, regulatory voices, and emerging talent, including women leading change in safety, this track provides practical insights to help stakeholders take ownership, maintain performance, and future-proof fire safety in modern built environments.



Agenda

Day Three: Wednesday, 14 October 2026

10:30	Opening Address: From Compliance to Performance– The New Role of Facility Management in Fire Safety ◆ Ayman Sami, Country Head, JLL*
10:50	Panel Discussion: The true cost of safety – Lifecycle economics of fire protection systems Panelists: ◆ Ahmed Kamal AbdRabou, Managing Director – Egypt, Enova By Veolia
11:50	Fireside Chat: Risk, Liability & Insurance – Who pays when fire systems fail? ◆ Ahmed Al Kamhawy, Head of Burglary & Fire Sector, Misr Insurance Company* ◆ Mariam Younes, Claims Officer, Allianz Egypt*
12:20	Networking Session: Connect with FIREX delegates
12:50	Technical Session: Green doesn't mean less safe: Integrating fire safety into sustainable buildings ◆ David Cowie, Environment and Social Manager, Orascom Construction (OC)*

13:20	Fireside Chat: Smart Cities, Smarter Risks: Fire Safety in Digitally Managed Buildings
13:50	Women Leading Change in Facility & Fire Safety Session Chair: Sahar El Ghandour, Sustainability Manager , The American University in Cairo Panelists: ◆ Esraa Essam, HSE Training Manager, Orascom Construction (OC) ◆ Rania Shurrab, Head of HSE, Vaalco Energy ◆ Passant El-Gheriany, Project HSE Manager, Petrojet* ◆ Eng. Heba Hammad, Director General, Egyptian Organisation of Standardisation (EOS)*
14:50	Egyptian Organisation of Standardisation (EOS) Certification Bootcamp ◆ Eng. Heba Hammad, Director General, Egyptian Organisation of Standardisation (EOS)*
16:30	Closing Remarks & Conference Wrap-Up
16:40	End of FIREX 2026



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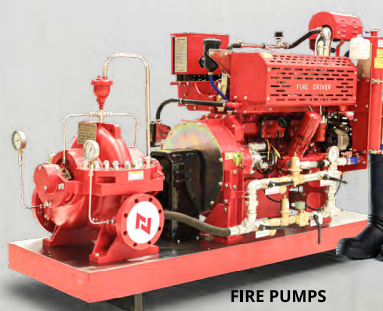
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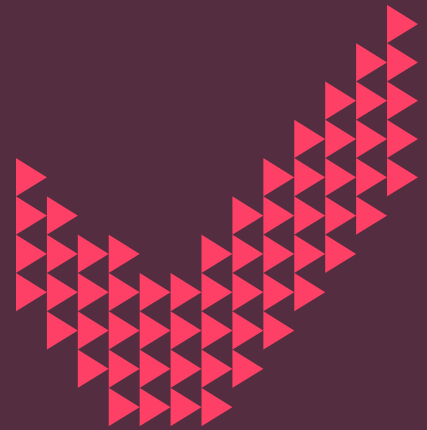
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