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26 - 28 November 2024

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Center, Cairo



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The floor plan illustrates the layout of the 2018 Cairo International Trade Fair. It features a central 'Conference' area at the top, surrounded by 'Networking Area' and 'Egypt Energy Seating Area'. The main exhibition space is filled with various company booths, each labeled with a name and a booth number. The plan is organized into a grid, with companies listed in rows and columns. The layout includes a legend for booth types and a scale bar for reference.

Companies and Booth Numbers:

- Networking Area:** HA.000, HA.001, HA.002, HA.003, HA.004, HA.005, HA.006, HA.007, HA.008, HA.009, HA.010, HA.011, HA.012, HA.013, HA.014, HA.015, HA.016, HA.017, HA.018, HA.019, HA.020, HA.021, HA.022, HA.023, HA.024, HA.025, HA.026, HA.027, HA.028, HA.029, HA.030, HA.031, HA.032, HA.033, HA.034, HA.035, HA.036, HA.037, HA.038, HA.039, HA.040, HA.041, HA.042, HA.043, HA.044, HA.045, HA.046, HA.047, HA.048, HA.049, HA.050, HA.051, HA.052, HA.053, HA.054, HA.055, HA.056, HA.057, HA.058, HA.059, HA.060, HA.061, HA.062, HA.063, HA.064, HA.065, HA.066, HA.067, HA.068, HA.069, HA.070, HA.071, HA.072, HA.073, HA.074, HA.075, HA.076, HA.077, HA.078, HA.079, HA.080, HA.081, HA.082, HA.083, HA.084, HA.085, HA.086, HA.087, HA.088, HA.089, HA.090, HA.091, HA.092, HA.093, HA.094, HA.095, HA.096, HA.097, HA.098, HA.099, HA.100, HA.101, HA.102, HA.103, HA.104, HA.105, HA.106, HA.107, HA.108, HA.109, HA.110, HA.111, HA.112, HA.113, HA.114, HA.115, HA.116, HA.117, HA.118, HA.119, HA.120, HA.121, 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Letter from Exhibition Manager

Welcome to Egypt Energy 2024! We are thrilled to have you join us for the 33rd edition of the Egypt Energy exhibition, and we are privileged that this edition is held under the patronage of the Ministry of Electricity and Renewable Energy, the Ministry of Environment, and the Ministry of Trade and Industry.

Egypt Energy is the only exhibition in Egypt and North Africa that covers all types of electrically generated energy sources covering key sectors such as power generators, energy storage systems, management solutions, high and low voltage cables, and components for energy transmission and distribution. It brings together stakeholders from all energy sectors in one location, fostering local and international trade with valuable leads. The event highlights the latest developments in the energy market in Egypt and the surrounding region, while also offering support to existing and new investors through government and financial institutions.

At the 33rd edition of Egypt Energy, we anticipate around 9,500 attendees who will have the opportunity to explore a diverse range of products from over 200 exhibitors representing approximately 25 countries.



Get ready for a year filled with enriching content experiences! Our line-up includes educational conferences that will map the path toward trading and green investment in renewable energy projects, explore the expansion of current and future green hydrogen initiatives across the African continent, and provide insights into Egypt's solar energy roadmap—a key topic showcasing the country's commitment to harnessing solar power as a cornerstone of its energy strategy. Additionally, we'll feature a powerful "Women in Energy" initiative and workshops that delve deep into crucial industry topics. With speakers who are leading experts in the energy sector from Egypt and the Arab region, these sessions promise to deliver enlightening insights and valuable knowledge.

Finally, we would like to extend our heartfelt thanks to our partners and sponsors for making Egypt Energy a unique energy hub. Your support is invaluable, and we look forward to a successful edition that will inspire innovation and collaboration in the energy sector. Thank you for being a vital part of this journey!

Warm regards,

Medhat Shawky

Conferences at the Egypt Energy Exhibition

Conference Theme

Empowering a Sustainable Energy Future
and Transforming Utilities

Key themes

The conferences will provide exclusive market intelligence and insights on the megatrends that will impact Utilities, enabling business leaders to identify key opportunities within global power markets.



Renewable Energy



Critical Backup Power



**Transmission &
Distribution**



Smart Solutions



**Energy Consumption &
Management**



Waste to Energy



Day 1

Tuesday

26 November 2024

Renewable Energy Conference



Tuesday, 26 November 2024

10:30	Local Distributors Networking Reception By invitation only / Matchmaking Zone
11:00	Opening ceremony
11:15	Welcome remarks by the Master of Ceremonies Venus El Rayes
11:20	Opening remarks by Informa Mark Ring, Group Director, Informa Markets
11:25	Keynote address Dr. Ahmed Mohina, Head of the Strategic Planning Sector and Follow-up Electrical Performance, Ministry of Electricity and Renewable Energy
11:35	Keynote address H.E. Ambassador Hisham Badr, Assistant Minister, Ministry of Planning, Economic Development, and International Cooperation
11:45	Keynote: Role of standards in transformation to green energy Dr. Eng. Khaled Soufi, Chairman, Egyptian Organization for Standards & Quality
11:55	Keynote address Mr. Waleid Gamal El-Dien, Chairman of General Authority for Suez Canal Economic Zone
12:05	Leadership Chat: Mapping the path towards trading and green investment in renewable energy projects for a sustainable energy future ■ Discuss the opportunities and challenges of the diverse renewable energy resources available in the region ■ Provide insights into global and regional trends in renewable energy investment ■ Identify key opportunities and challenges in scaling up sustainable energy projects ■ Highlight the investment opportunities and the technological innovations driving the renewable energy sector ■ Discover the scope of renewable energy to boost industry, trade and exports in North Africa Moderator: Venus El Rayes Speaker: ■ Eng. Atter Hannoura, Director Public Private Partnership Central Unit, Ministry of Finance ■ Mr. Maher Al Kaabi, Advisor to Group Chairman, Al Serkal Group of Companies, UAE

12:35	Keynote: General Organization for Export and Import Control role in the transition to the green economy Eng. Essam Al-Naggar, Chairman, General Organization for Export and Import Control
12:50	Enhancing sustainable investments: The role of GAFI in the transition to clean energy Dr. Dalia El-Hawary, Vice Chairman, General Authority for Investment & Free Zones
13:10	Strategic approaches and insights from successfully executed renewable energy projects Dr. Maged Mahmoud, Acting Executive Director, Director of Projects and Technical Affairs and Lead Renewable Energy Advisor, Regional Center for Renewable Energy and Energy Efficiency (RCREEE)
13:30	A national perspective: Assessing the environmental and economic impact of high-efficiency variable speed air conditioners Dr. Omar Abdelaziz, Assistant Professor of Thermofluids, American University in Cairo
13:50	Networking break
14:00	In Conversation: Innovative solutions for renewable energy integration: A discussion on the latest technologies and strategies for incorporating solar energy into existing power grids Speakers: ■ AbdelRahman Shawky, CEO, Onaelectric Industries ■ May Yü, Sales Head of Middle East and Africa, Aiko Solar
14:40	Panel Discussion: Expanding current and future green hydrogen projects in the African continent ■ Overcoming infrastructure limitations and investment hurdles to expand hydrogen projects ■ Discuss potential solutions and advances in technology to overcome the challenges ■ Overview of public-private partnerships in hydrogen development and new opportunities for collaboration with international stakeholders Moderator: Dr. Maged Mahmoud, Acting Executive Director, Director of Projects and Technical Affairs and Lead Renewable Energy Advisor, Regional Center for Renewable Energy and Energy Efficiency (RCREEE) Panelists: ■ Eng. Adly Kafafy, Vice President Africa & New Ventures, TAQA Arabia ■ Eng. Eman Rashad Saeed, Head Sector for Renewable & Hydrogen Private Power Projects, Egyptian Electricity Transmission Company (EETC) ■ Eng. Hussein Ibrahim, Vice President Energies and Chemicals, Africa, Schneider Electric ■ Mr. Seif El-Dien Moustafa, Head of Finance and Direct Investment, General Authority for Suez Canal Economic Zone

Panel Discussion: Outlook of Egypt's solar energy roadmap

- Regulatory frameworks, incentives, and challenges in driving solar energy development
- Securing investment to drive solar energy adoption
- Exploration of innovative technologies in the solar energy field
- Initiatives aimed at developing a skilled workforce for the solar industry

Moderator:

Eng. Amgad Elhewehy, Head Sector of Studies, Research and Testing, New and Renewable Energy Authority (NREA)

15:30**Panelists:**

- Mr. Mohamed Shaker Abouelez, Chief Corporate and Structured Finance Officer, Banque du Caire
- Eng. Yousra Assaker, Senior Energy Specialist, The World Bank
- Assem Korayem, General Manager Operation and Maintenance Egypt, TotalEnergies
- Dr. Enas Safwat, Head Sector, North Cairo Electricity Distribution Company (NCEDC)
- Eng. Neveen Saleh Ibrahim, Head of Studies Sector, Egyptian Electricity Transmission Company (EETC)

Balancing wind energy investments with biodiversity conservation

Eng. Amgad Elhewehy, Head Sector of Studies, Research and Testing, New and Renewable Energy Authority (NREA)

16:30**Distributed Energy Solutions for remote continuous power supply, disaster relief and temporary installations**

Thomas Becker, CEO, Pulsar Industries North America

17:00**Summary and closing remarks – Day one****17:20**

Day 2

Wednesday

27 November 2024

Renewable Energy Conference



Wednesday, 27 November 2024

10:55	Welcome remarks by the Master of Ceremonies Venus El Rayes
11:00	In Conversation: Strategic collaboration for a sustainable energy future in Africa ■ Overview of the current electricity generation mix and energy consumption patterns in different African countries ■ Identify opportunities to diversify the electricity generation mix in North African countries, with a focus on renewable energy sources ■ Highlight the key actions required from governments, private sector, and international partners to encourage continued collaboration and investment in sustainable energy projects in Africa Moderator: Karim Refaat, Chairman, N Gage Group Panelist: Joshua Karamagi, Chief Executive Officer, Uganda Electricity Transmission Company Limited
11:30	Addressing Africa's electricity market opportunities and challenges Dr. Dalal Helmi, Sector Head of Electricity Markets Affairs and Cross-border Interconnection Egyptian Electricity Holding Company Committee Chairperson East African Power Pool Market
11:50	SEKEM: Pioneering sustainable development and carbon markets Helmy Abouleish, Chief Executive Officer, Sekem Group
12:20	Networking break

12:30	Overview on Med-TSO activities focusing on Egypt as an energy hub Eng. Naglaa Khattab, Power System Advisor, Med-TSO - The Association of the Mediterranean Transmission System Operators (TSOs)
12:50	The role of environmental compliance in Egypt's sustainable development transition Eng. Ahmed Kamal Abdel Moneim, Executive Director, Environmental Compliance office and Sustainable Development, Federation of Egyptian Industries
13:10	Empowering energy SMEs in Egypt through innovative capital solutions Dr. Mohsen Ismail Abou-Bakr, General Manager of Branches Business Development for SMEs, National Bank of Egypt
13:30	Panel discussion: Innovative energy efficiency strategies for sustainable industrial growth in Egypt ■ Discuss the role of government policies, regulations, and incentives in promoting energy efficiency within Egypt's industrial sector ■ Identify the primary challenges facing industrial sectors in Egypt regarding energy consumption and inefficiency, and discuss how these can be addressed ■ Explore emerging technologies and innovations in energy management that can contribute to reducing energy consumption and improving operational efficiency in industrial processes Moderator: Eng. Rehab Ali Sadiq, General Manager of Chemical Testing Laboratory, Executive Manager of Environmental Verification and Validation Unit (Carbon Certification), General Organization for Export and Import Control Panelists: ■ Ms. Duaa Badreldean, General Director of the Energy Efficiency Unit, Industrial Development Authority ■ Eng. Heba Hammad, General Manager of Standards, Egyptian Organization for Standardization ■ Eng. Rabab Manee, Sustainability and Climate Change Director, Oriental Weavers ■ Eng. Lydia Elewa, General Manager, Climate Change Technology and Research, Ministry of Environment ■ Dr. Hend Farouh, Director, Architecture & Housing Institute, Head of Committee for Energy Efficiency & Renewable Energy, Green Building and Sustainable Cities Council, Egypt ■ Eng. Mennen El Kalyoubi, VP Business Development and Strategy, Siemens

14:40	The role of the carbon emissions measurement unit at the authority and the energy efficiency index Eng. Rehab Ali Sadiq, General Manager of Chemical Testing Laboratory, Executive Manager of Environmental Verification and Validation Unit (Carbon Certification), General Organization for Export and Import Control
15:00	In Conversation: Improving metering efficiency to minimise underbilling and revenue loss ■ Analyse current challenges within metering systems and their impact on efficiency ■ Provide an overview of advanced metering infrastructure (AMI) and the role of smart meters in accuracy improvement ■ Examine the latest automation and digital solutions contributing to accurate and efficient metering ■ Address data management practices and security measures critical to metering systems Moderator: Venus El Rayes Panelists: ■ Azza Mostafa, Head of the Smart and Prepaid Meters Department, South Cairo Electricity Distribution Company ■ Stephanie Wu, Senior Analyst, Energy & Smart Infrastructure, Informa Tech
15:30	Deep Dive: The European Union Carbon Border Adjustment Mechanism (CBAM): What Egypt needs to know and how to mitigate the impact on the Egyptian Industry Dr. Jan Haizmann, Chief Executive Officer, Zero Emissions Traders Alliance (ZETA)
16:15	Closing remarks
16:30	Women in Energy Networking Reception By invitation only / Location: Leadership summit
16:30 – 17:00	Empowering the Future: Women Leading the Change in the Energy Sector Moderator: Dr. Dalal Helmi, Sector Head of Electricity Markets Affairs and Cross-border Interconnection, Egyptian Electricity Holding Company, Committee Chairperson, East African Power Pool Market Panelists: ■ Manal Hassan, Chief Sustainability Officer, El Sewedy Electric ■ Odette Michel, Chief Executive Officer, Evergreen Solar Energy ■ Rasha Galal, Marketing & Communication, CSR & Customer Service Director, TotalEnergies Marketing Egypt, Board Member, TotalEnergies Marketing Egypt ■ Riham Khairy, Vice President Marketing & Communications, Siemens Egypt ■ Reham Elsamnty, Head of Protection and Communication Project Sector, Egyptian Electricity Transmission Company

Day 3

Thursday
28 November 2024
Future Electricity Systems Forum



Future Electricity Systems Forum

Theme

Empowering a Sustainable Energy Future
and Transforming Utilities

Key Topics

- Decentralised energy: Innovations and challenges in grids and electricity distribution
- Future mobility and the electrification of transportation
- The future of energy storage
- Digitalisation of electricity systems
- Long Duration Energy Storage and other trending grid technologies



Thursday, 28 November 2024

10:30	Welcome remarks by the Master of Ceremonies Venus El Rayes
10:40	MoU signing ceremony
10:50	Innovator showcases ■ Scaling with profitability Kamal ElSoueni, Co-founder & Chief Executive Officer, Rabbit Mobility ■ Innovative solutions for renewable energy, water, and food security: bridging life essentials Salahaldin Muhammad, Business Development Executive, NoorNation ■ Value Creation: The Blu EV innovation journey Rida Baalbaki, Chief Executive Officer, Blu EVs ■ Bridging Workforce Challenges with Fintech Innovations Abdelhamid Morsy, Head of Sales and Business Development, Dopay ■ A novel AI framework for loss detection in power and water systems Ihab Mokhles, Head of Sales, Cuculus GmbH ■ Jadeed's journey of innovation in climate tech and hydrogen solutions Jadeed Senior Representative ■ Glide's journey Rawan Ghazy, Marketing Engineer Manager, GLIDE Smart Mobility ■ Robot-on-chip for future space infrastructure Mohamed Sobhy Fouda, Managing Director, Salutes
11:45	Opening Leadership Chat: EVs and future mobility in North Africa - are we there yet? Moderator: Venus El Rayes Panelists: ■ Mr. Mohamed Ismail Mansour, Co-founder and CEO, Infinity, Chairman, Infinity Power ■ Mr. Shams Abdel Ghaffar, Managing Director, Infinity EV Division

12:15	In Conversation ■ Dr. Susan Amat, CEO & Founder, Venture Hive ■ Mr. George Kellerman, Head of Investments & Acquisitions, Woven by Toyota
12:45 - 14:30	Innovator-Investor Networking Reception By invitation only Location: Matchmaking Zone
14:45	Addressing cybersecurity threats and solutions for digitalised energy infrastructure Dr. Khaled Mohamed El-Destawi, Vice Chairman for Distribution Companies Affairs, Egyptian Electricity Holding Company (EEHC)
15:00	Fireside Chat: Enhancing the resilience of future power systems through public safety networks and advanced cybersecurity solutions ■ Eng. Amr Farouk, Chairman of the Technical Committee, The National Emergency and Public Safety Network, Egypt ■ Dr. Ahmed Abdelhafiz, Vice President of Cybersecurity Affairs, The National Telecom Regulatory Authority (NTRA)
15:30	The role of thinktanks in shaping Egypt's energy landscape ■ Menna Zaghloul, Forbes 30 Under 30 Honouree, Co-Founder, Entelaq ■ Afrah Packirsaibo, Conference Director, EMEA – Energy, Informa Markets
15:50	Enhancing Egyptian power grids with locally manufactured solutions AbdelRahman Shawky, CEO, Ona electric Industries
16:10	Energy storage advanced technologies' role in load shedding and repetitive power outages Sherif Kafafi, Chief Executive Officer & Co-Founder, Afro Utilities
16:25	Next-generation grid infrastructure for sustainable growth Dr. Hady Habib, Chairman and Founder, IEEE Industrial Electronics Society Egypt Chapter
16:40	Case Study: Improvement of desalination water plant supply power system resilience through a comprehensive Artificial Intelligence approach Ahmed Abd El Hady Mohamed, Director of Quality and Environment - General Administration for Quality and Environmental Affairs, Holding Company for Water and Wastewater- Egypt
16:55	Summary and closing remarks
17:00	End of conference

Session information

More information on every session of
the agenda throughout the 3 days



Tuesday, 26 November 2024**12:25 Opening Leadership Chat: Mapping the path towards trading and green investment in renewable energy projects for a sustainable energy future**

This panel discussion aims to explore the strategies, opportunities, and challenges involved in advancing trading and green investment in renewable energy projects. The goal is to chart a course towards a sustainable energy future through collaboration, innovation, and policy development.

Attendee insights: Inspect the critical elements driving renewable energy investment and identify the key opportunities and innovative approaches in the sector.

13:45 Keynote: Strategic approaches and insights from successfully executed renewable energy projects

This keynote is an inspiring and informative session, equipping attendees with the knowledge and tools needed to drive successful renewable energy projects. It aims to provide an in-depth analysis of strategic approaches that have led to the successful execution of renewable energy projects.

Attendee insights: Best practices and innovative solutions that can be replicated and adapted to new and existing renewable energy initiatives.

14:40 ThyssenKrupp's role in global green energy transformation

With a focus on sustainability and innovation, ThyssenKrupp is leveraging its extensive expertise in engineering and technology to drive advancements in green energy solutions.

Attendee insights: Participants will gain a forward-looking perspective on the emerging trends, potential challenges, and opportunities for further innovation and growth in the green energy sector.

15:00 Panel discussion: Expanding current and future green hydrogen projects in the African continent

This panel discussion aims to explore the opportunities, challenges, and strategies for expanding green hydrogen projects across the African continent. The goal is to identify pathways for leveraging Africa's renewable energy potential to develop a strong green hydrogen industry that can drive economic growth and support sustainable development.

Attendee insights: Foster partnerships to accelerate the growth of green hydrogen projects across the African continent.

15:50 Panel discussion: Outlook of Egypt's solar energy roadmap

This panel discussion will explore the current status, future possibilities, and strategic initiatives of Egypt's solar energy sector. The experts will analyse the country's roadmap for expanding solar energy capacity, addressing challenges, and leveraging opportunities to achieve a sustainable and energy-secure future.

Attendee insights: Practical insights to enhance collaboration among stakeholders to support solar energy development.

16:30 Balancing wind energy investments with biodiversity conservation

Wind energy has emerged as a key player in the transition to sustainable power. However, the expansion of wind energy infrastructure poses challenges to biodiversity and ecosystems. This talk will explore the delicate balance between advancing wind energy investments and preserving biodiversity.

Attendee insights: Solutions for achieving sustainable wind energy development that respects and preserves the natural environment and conserves biodiversity.

16:45

In Conversation: Breakthroughs in wind energy technologies and efficient grid integration

Day One

As the global energy landscape shifts towards renewables, wind energy continues to play a critical role in meeting sustainable energy goals. This conversation will dive into the latest innovations in wind energy and the necessary infrastructure needed to maximize its potential.

Attendee insights: This session will provide the attendees with a comprehensive look at both the technological and financial aspects driving this crucial sector forward.

17:00

Startups innovation showcase

This session is set to provide startups with a prime platform to showcase their innovations and connect with a diverse audience of industry professionals, investors, and thought leaders.

Attendee insights: Attendees will be inspired by the creativity and ingenuity of emerging energy innovators and will gain fresh ideas and valuable connections to advance their own projects.



Wednesday, 27 November 2024**10:30 Opening panel: Strategic collaboration for a sustainable energy future in Africa**

Africa has vast potential to harness renewable energy sources to fuel sustainable development. The continent's rich natural resources, combined with innovative technologies and strategic collaborations, present unique opportunities to build a resilient and sustainable energy future.

Attendee insights: The role of strategic collaboration in driving Africa's sustainable energy future and the collective efforts needed to overcome challenges and seize opportunities in the energy sector.

11:30 Addressing Africa's electricity market opportunities and challenges

Africa is at the point of an energy revolution, with massive opportunities to leverage its abundant natural resources to meet growing energy demands and drive sustainable development. However, the continent also faces significant challenges that must be addressed to unlock its full potential.

Attendee insights: Attendees will gain a deeper understanding of the complexities involved with cross-border interconnections and explore actionable solutions to harness Africa's energy opportunities while addressing the challenges.

11:50 SEKEM: Pioneering sustainable development and carbon markets

Discover SEKEM's strategic approach to carbon trading and how it aligns with their broader sustainability goals.

Attendee insights: The session offers valuable insights and lessons for organisations and individuals interested in leveraging carbon markets to drive environmental and economic progress.

12:50 Overview on Med-TSO activities focusing on Egypt as an energy hub

This session will explore the pivotal role of Egypt as an emerging energy hub within the Mediterranean region, highlighting the efforts of Med-TSO to enhance cross-border electricity infrastructure, promote regional energy cooperation, and foster grid stability across Mediterranean countries.

13:30 Empowering energy SMEs in Egypt through innovative capital solutions

The session will discuss the critical role of financial institutions in supporting the growth of small and medium-sized enterprises (SMEs) in the energy sector and fostering innovation and development through tailored financing solutions for renewable energy startups, and green technology businesses.

Attendee insights: The session will shed light on the various types of financial support available and how they can be leveraged effectively.

13:50 Carbon credit mandates to encourage emission reductions and foster sustainability

As global efforts to combat climate change intensify, carbon credit mandates have emerged as a powerful tool to encourage emission reductions and foster sustainability.

Attendee insights: Attendees will explore the mechanisms, benefits, and implementation strategies of carbon credit mandates, highlighting their role in driving environmental and economic progress.

14:10

Panel discussion: Innovative energy efficiency strategies for sustainable industrial growth in Egypt

Day Two

Egypt's industrial sector is a cornerstone of its economy, encompassing diverse industries such as manufacturing, textiles, cement, and petrochemicals. As this sector continues to grow, optimising energy use and enhancing efficiency have become critical priorities.

Attendee insights: Drive energy efficiency improvements in the industrial sector, optimise energy use and contributing to a sustainable industrial future.

15:20

Deep Dive: The European Union Carbon Border Adjustment Mechanism (CBAM): What Egypt needs to know and how to mitigate the impact on the Egyptian Industry

Starting in just two years, Europe's CBAM will require companies to pay for the carbon content of their imports into the EU27 by purchasing CBAM-certificates, beginning with high carbon emissions products including iron, steel, cement, aluminium, fertilizers, and electricity, as well as hydrogen.

It is to be expected that the list of industries will grow looking forward as the European Commission will review the CBAM Scope in 2026. Egypt, with deep reserves of renewable power and burgeoning hydrogen sector, is uniquely positioned to gain advantage in the new international trade. There are ways to help mitigating the financial impact for the industry in Egypt from this measure and at the same time contribute to sustainable markets in Europe.

Attendee insights: Dr Jan Haizmann will explain the workings of the new trade mechanism, its applications, and how Egyptian industry can benefit.



Thursday, 28 November 2024**10:40 Evolution of utility payments, UX and customer-centric business models**

This session will explore how the shift towards digitalisation and innovative payment solutions is transforming the utility sector

Attendee insights: Attendees will gain insights into how modern utilities are adopting advanced technologies such as mobile payment platforms, real-time billing, and AI-driven customer support to enhance user experience.

11:45 Opening Leadership Chat: EVs and future mobility in North Africa - are we there yet?

This opening leadership chat will address the current state and future potential of electric vehicles (EVs) and new mobility solutions in the North African region. It will delve into the challenges and opportunities facing the adoption of EVs, the development of charging infrastructure, and the overall transformation of the transportation sector.

Attendee insights: Assess market readiness in North Africa for eMobility investment.

14:45 Addressing cybersecurity threats and solutions for digitalised energy infrastructure

This talk aims to raise awareness of the escalating cybersecurity risks facing the digitalised energy infrastructure and showcase effective solutions through technical, operational, and regulatory measures.

Attendee insights: Attendees will gain the practical knowledge and regulatory insights needed to strengthen their organisations' cybersecurity defenses and protect against potential attacks.

Day Three

16:10 Energy storage advanced technologies' role in load shading and repetitive power outages

This session will delve into how cutting-edge energy storage solutions are being deployed to mitigate the impact of load shedding and frequent power outages.

Attendee insights: Attendees will explore the latest advancements in battery storage, grid-scale solutions, and renewable integration, and how these technologies can stabilise energy supply, improve grid resilience, and reduce reliance on traditional backup systems.

16:25 Next-generation grid infrastructure for sustainable growth

This talk will examine the advanced technologies and data-driven strategies needed to modernise Egypt's grid infrastructure for sustainable growth, focusing on optimising grid management, enhancing efficiency, and meeting future energy demands.

Attendee insights: Attendees will walk away with a clear roadmap for investing in and developing a future-proof grid infrastructure that aligns with Egypt's sustainable energy ambitions.

16:40 Case Study: Improvement of desalination water plant supply power system resilience through a comprehensive Artificial Intelligence approach

Session will provide an in-depth look at how AI is revolutionizing the power systems of desalination plants.

Attendee insights: Attendees will learn how AI-driven solutions are being applied to enhance operational efficiency, predict maintenance needs, and ensure continuous power supply, ultimately improving the resilience of these critical infrastructures.



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Exhibitor list

Exhibitor Name	Booth Number
Smart for Electrical Engineering	H4.E20
Highsteel Pyramid	H4.C20
Golden Light for Electrical Supplies	H4.F20
Alfa Egypt for Trading Agencies	H4.K20
Taqa for Integrated Systems (Taqnor)	H4.A12
El-Sewedy Global	H4.A11
Transfer Multisort Elektronik	H4.A10
EGIST Solar	H4.K30
AL Mousa Specialized Cables	H4.E10
Dar for Engineering	H4.D30
Alfa Tech	H4.E30
E.p.s Electric	H4.E10
Sina For Engineering	H4.G40
Etal	H4.F30
Power Busbar Q-Bar	H4.E50
Egyptian cables Establishment - ECE	H4.K11
Mas for Engineering & Trading Company	H4.D10
Egyptian Industrial Systems (EISEEGYPT	H4.F40
El-Watnia for Engineering & Trading	H4.E40
Mas For Engineering (EKF)	H4.D20
Ona Electric Industries	H4.C10
Medix Middle East Trading and Investment Company	H4.F41
Al-Khail Industries	H4.K31
Tehnolink doo	H4.K50
Sky Energy	H4.G50
Arab trans for Electrical transformers	H4.J20
PullMan Electric	H4.A15
Elkayan Specialized Cables	H4.K10
United For Advanced Supplies	H4.A50
Ofoq for Soalr	H4.G21 H4.D50
El-Marwa Trade and Supply	H4.G10
The Italian For Lighting And Manufacturing of Electric Products- Italco EG	H4.J20

Exhibitor Name	Booth Number
HEXING GROUP	H4.F31
Intertek Egypt for Testing Services	H4.A30
Kira power Solutions	H4.J30
Rittal FZE	H4.F50
Egyptian European for Power Technology - Atos	H4.H10
Watan Electric	H4.J50
Enova by Veolia	H4.K14
ISST ELECTRICAL AND ELECTRONICS TRADING LLC	H4.J31
Tengen (Wuhan) Electric Co., Ltd.	H4.C30
Zhejiang New Folinn Electric Company.,Ltd.	H4.C31
WENZHOU ALION ELECTRONICS CO., LTD.	H4.C32
Wenzhou Saijin Import and Export Co., Ltd.	H4.C36
Henan Yulux Industries Co., Ltd	H4.C37
WENZHOU RUNYING INTERNATIONAL TRADE CO., LTD.	H4.C38
Zhejiang Jinlai Electric Co.,Ltd	H4.C39
Ztt International Limited	H4.D31
ZheJiang Zhongao Electric CO., LTD	H4.D40
Leqing Datong Electric Co., Ltd.	H4.D41
Fujian New Hongfu Motor Co., Ltd.	H4.D43
Foshan Shunde Kesheng Electronic Co., Ltd.	H4.D45
PingXiang XuHua Electric Porcelain Electrical Appliance Manufacturing Co., Ltd.	H4.D47
Sheng Ye Electric Co., Ltd	H4.G30
Yueqing Jieli Electrical Co., Ltd.	H4.G31
Zhejiang Langdao Electric Co., Ltd.	H4.G34
Wuxi Jiachen Power Electronics Equipment Co., Ltd.	H4.G36
Deqing Shenhong New Material Technology Co., Ltd	H4.G38
Hangzhou Turbine Power Group Co., Ltd.	H4.G39
Tianhong Power Technology Co., Ltd.	H4.H32
ZHEJIANG DIXSEN ELECTRIAL CO., LTD	H4.H40
Yueqing Gaoke Environmental Electric Co., Ltd.	H4.H41
Fujian Comappower New Energy Co., Ltd	H4.H45
Dongguan ZWAYN New Energy Co., Ltd	H4.H46
Guangdong Cworth Energy Technology Co., Ltd.	H4.H48
Zunax Energy Products LLP	H4.K40
Yuhchang Electric Co., Ltd	H4.K13



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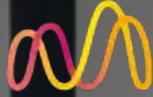
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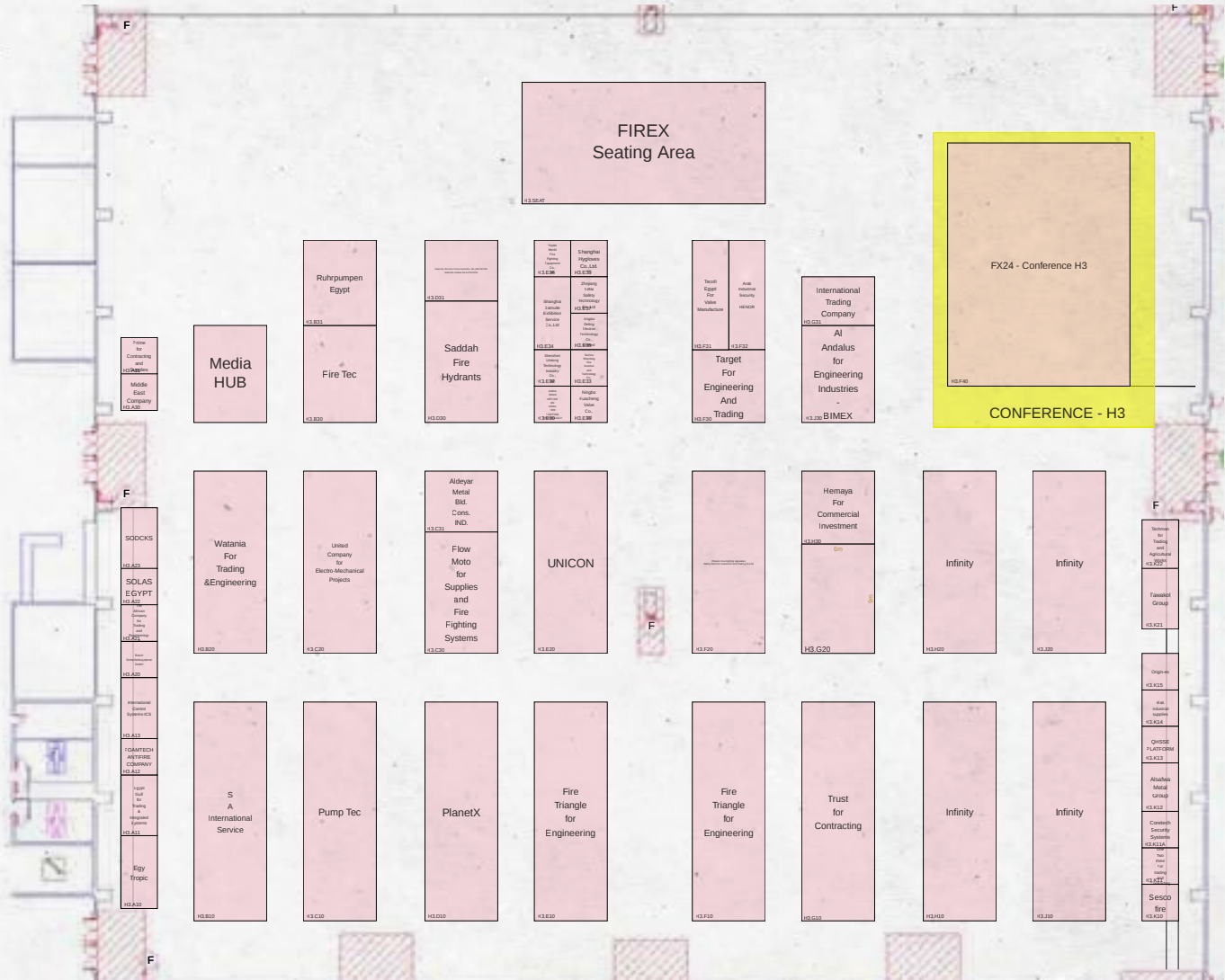
Date:

26 -28 November
2024

Venue:

Egypt International
Exhibition Center, Cairo

FIREX Floor Plan | Hall 3



Letter from Exhibition Manager

Welcome to FIREX 2024!

We are truly grateful for your participation and ongoing support. It is our pleasure to have you with us for this special edition, which is proudly presented as part of **Anticipate London**. Your presence, adds tremendous value, and we are excited to embark on this journey together.

FIREX 2024 has been thoughtfully designed to offer a comprehensive experience, with everything you need conveniently located under one roof. This year, we are proud to feature over **110+ brands from 10 countries**, all focused on meeting the needs of the global fire safety and security sectors. From fire detection systems and equipment to training solutions and beyond, we've got the entire industry covered. **We expect over 9,500 visitors from 25 countries**, making this event a key driver of industry growth and innovation.

Get ready for a year of valuable content and experiences. Our program includes educational conferences, impactful initiatives, and workshops exploring critical topics in fire safety and security. Our speakers, who are experts at the forefront of the industry, will provide enlightening sessions and valuable insights.

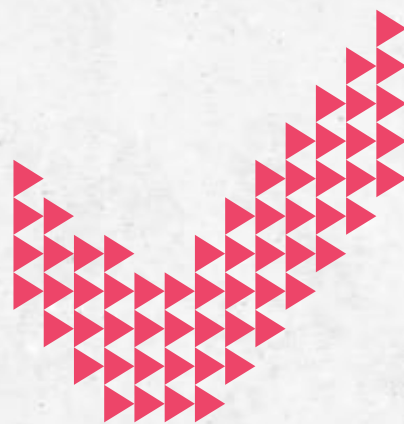
Don't miss the chance to attend the two workshops organized by the Egyptian Organization for Standardization & Quality (EOS) and get certified in Occupational Health and Safety Management Systems ISO 45001/2018C – Part I, and Part II.

A special thank you to all our partners and sponsors whose continued support helps make FIREX 2024 an unforgettable event!

Once again, welcome to FIREX. We wish you a successful and enjoyable experience with us!

Warm Regards,

Medhat Shawky



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FIREX Talks

26–28 November 2024

Egypt International Exhibition Center, Cairo

Theme: Embracing innovation for a safer future

Key themes

FIREX Talks will provide curated **market intelligence, insights, and the top trends** that will significantly impact fire safety, enabling business leaders to identify key opportunities for business growth and corporate innovation



Fire Risk Assessments and Management



Fire Prevention through Facility Management



Innovations in Firefighting Systems



Active and Passive Fire Protection



Fire Safety Regulations and Compliance



Occupational Health and Safety Standards in North Africa



Climate Change and Its Impact on Fire Safety



Emergency Response Planning



Key Topics



Role of insurance in fire risks and business continuity



Comprehensive passive fire protection approaches



Key approaches to achieve fire prevention through facility management



Raising occupational health and safety standards in North Africa



Innovations and future directions in firefighting systems

What's New?

Fire safety workshop:

Transform safety, security, and sustainability challenges into opportunities



2024

Agenda

Day One
Tuesday, 26 November



FIREX

Paper Factory Case Study in Egypt

- Fire Alarms
- Employees Response
- Crisis Management
- External Rescue
- Lessons Learned

Agenda

Day One

Tuesday, 26 November 2024

12:30	Welcome remarks by Aliaa Heshmat
12:40	Opening remarks by Informa Mark Ring, Group Director, Informa Markets
12:50	Opening Panel Discussion: Best practices for fire safety plans across different industries • Effective strategies and techniques in fire prevention across high-risk industries in Egypt • Review how fire risks differ across industries • What does an incident-ready workplace and community look like? • HSE (Health, Safety and Environment) challenges in fire safety Moderator: Amr Kabil, Safety & Security Director North Africa, <i>Careem</i> Panellists: • Ayman El-Nashar, Country QHSE Director, <i>Huawei Technologies</i> • Doha Mattar, AMESA HSE Director – Governance & Performance, <i>Pepsi Co.</i> • Ahmed Diao El Deen, HSE Lead, <i>Emaar Misr</i> • Tarek Adly, Chief Executive Officer HSE Consultant, <i>Petrojet</i>
13:50	Is insurance your fire safety partner? Ahmed Al Kamhawy, Head of Burglary & Fire Sector, <i>Misr Insurance Company</i>
14:10	Innovations in firefighting systems in smart industrial cities Rania Eltahan, Project Management Consultant, Board Member, <i>Egyptian Association for Facility Management (EGYFMA)</i>

14:30	Ensuring safety during emergencies through comprehensive evacuation plans Hussam Aldine Hassan, Chief Safety & Quality Management Officer, <i>The American University of Cairo</i>
14:50	Networking break
15:10	Panel Discussion: Optimising fire prevention through effective facility management • Best practices and innovation in regular inspection and maintenance of building systems • Financial and environmental impact of implementing advanced fire prevention measures • The benefits of integrating fire safety with other facility management functions Moderator: Sherif Maged, Chairman, <i>Africa Facilities Management Association</i> Panellists: • Ahmed Abdelkarim Hassanien, QHSE Manager, <i>City Edge Developments</i> • Ahmed Mohamed Ahmed Soliman, Member of the Board of Directors of the Chemical Engineering Division, <i>General Syndicate of Engineers</i>. HSE Manager, <i>National Petroleum Company</i> • Ahmed Aziz, Manager, Fire & Safety, Technical Operations & Operational Efficiency, <i>Majid Al Futtaim</i> • Shady Hanafy, Director of Facility and General Services, <i>Orange Egypt</i>
15:55	National standards of advancing fire Safety Esraa Abd El Aziz, Engineering Standards Specialist, <i>Egyptian Organization of Standardization (EOS)</i>
16:15	Navigating hazards and risks: Understanding the difference between hazards and risk assessment Islam Abo El Kheir, HSE Director, <i>AMG Alfa Medical Group</i>
16:35	AI innovations in safety and security surveillance systems Shady Zahran, VP head of technology and innovations, <i>QHSSE Platform</i>

16:55	Importance of facility fire brigades, NFPA 600 Wafaa Khairy Albaz, Certified Fire Protection Specialist, <i>NFPA</i> , Senior Firefighting Engineer, <i>General Petroleum Company</i>
17:15	Burns: Prevention, Treatment, and Recovery Manal Hosny, Official Spokesperson, <i>Ahl Masr Foundation</i>
17:35	Summary and closing remarks – Day one



2024

Agenda

Day Two

Wednesday, 27 November



11:00	Welcome remarks by the Master of Ceremonies Aliaa Heshmat
11:05	Panel Discussion: Safeguarding against fire: Protection and prevention strategies from an industry perspective Moderator: Shaimaa Oleba, Board Member of Chamber of Engineering Industries, <i>Federation of Egyptian Industries</i> Panellists: • Ahmed Kamal Abdel Moneim, Executive Director of Environmental Compliance Office and Sustainable Development, <i>Federation of Egyptian Industries</i> • Heba Hammad, General Manager, <i>Egyptian Organization of Standardization (EOS)</i> • Kamal El Desouky, Head of the Insulating Materials Division, <i>Federation of the Industries</i>
11:50	Improving Occupational Health and Safety practices in North Africa: Current efforts and future directions Hosny ElShamy, Group HSE Director, <i>ElSewedy Electric</i>
12:10	Leadership Chat: What is the impact of environmental change on fire protection Strategies? • Mr. Mohamed Moatamed, Assistant to the Minister of Environment for Planning and Investment, <i>Ministry of Environment</i> • Yasser Said, HSE Director, <i>Canal Sugar</i>

12:40	Codes & Regulations: Keeping up with the speed of innovations Ghaith Bakir, Senior Regulatory Engineer, MEA-Codes and Regulatory Services, <i>UL Solutions</i>
13:00	Implementing international standards for Occupational Health and Safety Management (ISO 45001) Ahmed Refaat El Sheikh, HSE Manager, <i>Guardian Egypt</i>
13:20	Implementing a hierarchy of fire safety control measures Moatasim Eid, H&S Senior Manager, <i>Attijariwafa Bank Egypt</i>
13:40	Proactive and Reactive monitoring Hany Abou Hashem, QHSE Director, <i>SPI Middle East</i>
14:00	Innovation Talk: Digitalisation for enhanced fire protection management Nader Rafaat, HSE Manager, <i>GB Corp</i>
14:20	Smart Buildings and Fire Safety: How digital transformation is Shaping the Future Moustafa Hassan, General Manager, <i>Origin Company for Industrial Solutions</i>
14:40	Fire safety protocols for startups Mohamed Khalaf, Chapter President, <i>American Society of Safety Professionals (ASSP)</i> . Group HSE Manager, <i>Giza Systems</i>
15:00	Mandatory fire safety product testing seminar Mostafa Shawky, Deputy Chief Executive Officer, <i>PHOENIX-FFA</i>
17:00	Fire Safety Workshop: Awareness of Occupational Health and Safety Management Systems ISO 45001/2018C – Part I Egyptian Organization of Standardization (EOS) • Heba Hammad, General Manager, <i>Egyptian Organization of Standardization (EOS)</i>
18:00	Summary and closing remarks – Day two

2024

Agenda

Day Three
Thursday, 28 November



11:00	Fire Safety Workshop: Awareness of Occupational Health and Safety Management Systems ISO 45001/2018C – Part II Egyptian Organization of Standardization (EOS) (For 2 hours)
13:00	End of FIREX Talks and Workshop

Session Information

More information on every session of the agenda throughout the 3 days



Session information

Day One

Tuesday, 26 November 2024

12:50 Panel Discussion: Best practices for fire safety plans across different industries

This panel discussion will delve into the diverse fire risks faced by various industries in Egypt, exploring effective prevention strategies and techniques. Experts will share best practices from successful fire safety plans, highlighting the importance of an incident-ready workplace and community.

Attendees will learn how to develop a safety culture that protects their workers and makes their workplaces safer.

Attendee insights: Make workplaces safer by delivering safety playbooks more effectively to improve employee engagement in following compliance measures and enhancing accountability.

13:50 Is insurance your fire safety partner?

Insurance provides a financial safety net by covering the costs associated with fire-related damages, including property damage, equipment loss, and reconstruction expenses. This ensures that businesses can recover without facing significant financial strain.

Attendee insights: Gain a deeper understanding of how integrating insurance with fire safety measures can safeguard company assets, support business continuity planning, and meet regulatory requirements.

14:10 AI innovations in Fire Fighting Systems in smart industrial cities.

This presentation will showcase cutting-edge firefighting systems tailored for smart industrial cities, highlighting technologies like smart sensors, AI, and real-time data analysis for rapid fire detection and response.

Attendee insights: Assess the current fire safety measures against the industry's leading technologies and strategies.

14:30

Ensuring safety during emergencies through comprehensive evacuation plans

This session focuses on creating and implementing comprehensive evacuation plans to ensure the safety of employees and assets during emergencies.

Attendee insights: Enhance emergency preparedness, minimise risks, ensure compliance, and confidently lead teams during critical situations.

15:10

Panel Discussion: Optimising fire prevention through effective facility management

This panel will discuss how facility management can improve fire prevention through regular inspections, advanced technologies, and integration with other building functions.

Attendee insights: Attendees will discover cost-effective fire prevention strategies, risk reduction, asset protection, and regulatory compliance from this panel. They also seek to understand the environmental impact of these measures and how they can contribute to their company's sustainability goals.

15:55

National standards of advancing fire Safety

The discussion will highlight key regulations and compliance measures that contribute to reducing fire risks and protecting both lives and assets.

Attendee insights: Attendees will gain insights into how organizations can align with these standards to improve safety protocols and minimize potential fire hazards.

16:15

Proactive and Reactive monitoring

In health and safety management, a balance between proactive and reactive monitoring can significantly impact an organization's safety culture. This session will explore the differences between proactive and reactive approaches, the benefits of focusing on proactive strategies, and how to integrate both to create a robust safety environment.

Attendee insights: This session will provide attendees with actionable insights to enhance their health and safety management systems and promote a culture of safety excellence.

16:35 AI innovations in safety and security surveillance systems

This panel will examine how AI, IoT, and smart sensors are transforming fire prevention through advanced surveillance, detection, and early warning systems.

Attendee insights: Attendees will learn how AI can enhance resource allocation, minimise false alarms, and proactively identify fire hazards, resulting in cost savings and improved fire prevention.

16:55 Importance of facility fire brigades, NFPA 600

It will examine the critical role these in-house teams play in fire prevention, rapid response, and minimizing property damage during emergencies. The discussion will delve into the structure, training, and certification required for facility fire brigades to operate effectively.

Attendee insights: Attendees will also learn about the latest updates in NFPA 600 and how to implement them to enhance fire response capabilities within their facilities.

17:15 Burns: Prevention, Treatment, and Recovery

The speaker from Ahl Masr Foundation, a leading organization in burn care and rehabilitation, will discuss the importance of awareness campaigns to prevent burn accidents, especially in high-risk environments.

Attendee insights: This session provides strategic insights into the societal and organizational impact of burn injuries, and how implementing preventative measures can enhance workplace safety.

Day Two

Wednesday, 27 November 2024

11:05 Panel Discussion: Safeguarding against fire: Protection and prevention strategies from an industry perspective

Industry experts will discuss risk assessment, regulatory compliance, and proactive planning to enhance fire safety, fostering collaboration to address real-world challenges.

Attendee insights: Their extensive experience will contribute to in-depth discussions on fire safety challenges and strategies, offering valuable networking opportunities for collaboration on future initiatives.

11:50 Improving Occupational Health and Safety practices in North Africa: Current efforts and future directions

This presentation will highlight existing efforts and initiatives undertaken by governments, industries, and organisations to improve workplace safety and protect the well-being of workers.

Attendees will assess how their organisation's OHS practices compare to current regional efforts, and identify areas where their company is excelling or lagging behind.

Attendee insights: Explore how continuous improvement in OHS can enhance overall business operations and avoid losses linked to accidents at work.

12:10 Leadership Chat: What is the impact of environmental change on fire protection Strategies?

This chat will explore how environmental considerations like climate change and local ecosystems impact fire protection strategies, and will address sustainable approaches to fire safety, balancing environmental protection with effective fire management.

Attendee insights: Minimise the risks from climate change and other environmental variables on fire safety.

12:40

Codes & Regulations: Keeping up with the speed of innovations

It will discuss the importance of staying informed about the latest regulatory developments and how to proactively adapt to them

Attendee insights: Participants will gain valuable insights into the latest regulatory trends and best practices. Understanding how to adapt to the ever-changing regulatory landscape can help businesses minimize risks, ensure compliance, and seize opportunities.

13:00

Implementing international standards for Occupational Health and Safety Management (ISO 45001)

The discussion will cover topics such as risk assessment, hazard identification, incident investigation, and continuous improvement, offering valuable guidance for organizations seeking to establish a robust OHS management system.

Attendee insights: Attendees will understand how ISO 45001 aligns with broader business goals, including risk reduction, cost savings, and improved productivity

13:20

Implementing a hierarchy of fire safety control measures

The session will cover the five key levels of the hierarchy: elimination, substitution, engineering controls, administrative controls, and Personal Protective Equipment (PPE), emphasising their importance in reducing fire risks.

Determine how investing in preventive measures like engineering controls can save money in the long run compared to dealing with the aftermath of a fire incident.

Attendee insights: Attendees can identify the most cost-effective solutions for mitigating fire risk.



13:40

Navigating hazards and risks: Understanding the difference between hazards and risk assessment

This session will identify potential hazards in the workplace and differentiate them from risks. It will cover key concepts in hazard identification, the process of risk assessment, and the methodologies used to evaluate and mitigate risks effectively.

Attendee insights: Attendees can prioritise resources and allocate them to address the most critical hazards, ensuring that safety efforts are focused where they will have the greatest impact.

14:00

Innovation Talk: Digitalisation for enhanced fire protection management

The discussion will cover topics such as digital inspections, real-time monitoring, data analytics, and automated compliance reporting, highlighting how these innovations contribute to enhanced fire safety and regulatory compliance.

Attendees will learn about the latest digital tools and technologies that improve the efficiency, accuracy, and reliability of fire protection measures.

Attendee insights: Assimilate various digital technologies for fire protection without the integration challenges.

14:40

Fire safety protocols for startups

This session will focus on the essential fire safety protocols that startups need to implement to ensure the safety of their premises and employees.

Attendees will gain a clear understanding of the unique challenges faced by startups, including budget constraints and limited resources, and will receive practical solutions for effective fire prevention and safety measures.

Attendee insights: Insights on the impact of unchecked fire risks that are deprioritised due to budget and resource constraints.





FIREX

Exhibitor list

Exhibitor Name	Booth Number
Fire Triangle for Engineering	H3.E10 H3.F10
PlanetX	H3.D10
Pumptec	H3.C10
Morx	H3.G10
Unicon	H3.E20
United Company for Electro-Mechanical Projects	H3.C20
Trust for Contracting	H3.D20
Target For Engineering And Trading	H3.F30
Sodcks	H3.A23
Egy Tropic	H3.A10
Saddah Fire Hydrants	H3.D30
SOLAS EGYPT	H3.A22
Infinity	H3.H10
	H3.H20
	H3.J10
	H3.J20
NUEVAS LINEAS DE EXTINCION	H3.D31
Flow Moto for Supplies and Fire Fighting Systems	H3.C30
One Two Three for Trading & contracting	H3.K11
Al-Deyar Metal BLD.	H3.C31
S A International service	H3.B10
Safety Equipment Services Company – Sesco	H3.K10
The African Company for Trading and Engineering– AFROFIX	H3.A21
Fire Tec	H3.B30
Bosch Sicherheitssysteme GmbH	H3.A20
Integrated Fire protection	H3.A30
Sistemas Técnicos Contra Incendios, Slu (SISTECOIN)	H3.D31

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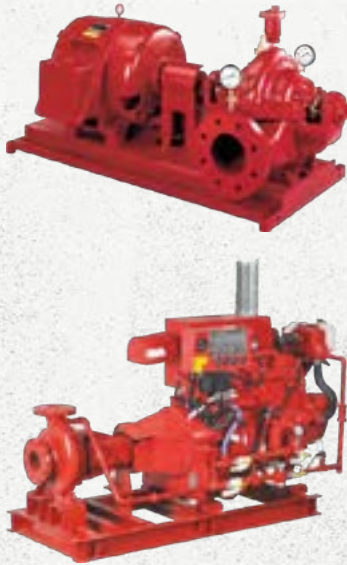
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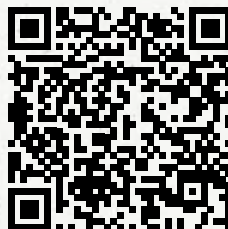
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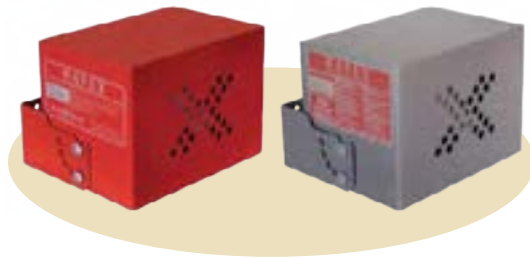
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