


# Middle East Energy Dubai

16 – 18 April 2024 Dubai World Trade Centre

**Partners:**

Cleantech  
APS Western  
Switzerland  
Cleantech  
Cluster

 Schweizerische Eidgenossenschaft  
Confédération suisse  
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Swiss Confederation

Embassy of Switzerland, Abu Dhabi

Swiss Business Hub Middle East

Federal Office for the Environment FOEN

Swiss Federal Office of Energy SFOE

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**  
enabling now business

  
**SWISS  
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 Schweizerischer Verband für  
**UNNETZ  
TECHNIK**

 energie-cluster.ch

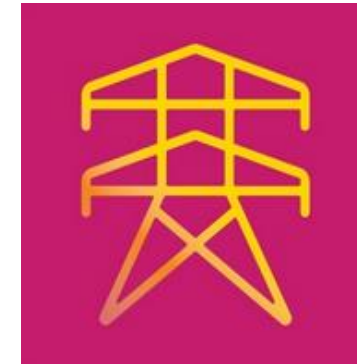
Der Verband für  
nachhaltiges Wirtschaften  
**öbu**

## Middle East Energy Facts and Figures

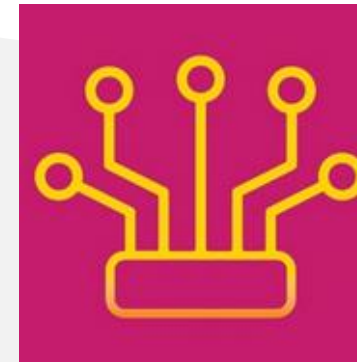
The UAE and Africa's most comprehensive energy exhibition provides a unique platform for leading energy experts to discuss and shape our future. Specialists from across the region and beyond join over three days to find the best path through the energy transition.

### Core Topics

- **Smart Solutions**, ultimate platform to discover how technology can prepare their businesses for the future.
- **Renewable & Clean Energy**, covers the three key areas of the sector including solar, wind and hydro energy
- **Backup Generators & Critical Power**, will help you source progressive energy solutions at the most competitive prices
- **Transmission & Distribution**, will host industry bellwethers and international companies
- **Energy Consumption & Management**, legislative and key business stakeholders will be looking to meet suppliers that can help protect and maintain power supply



- **49<sup>th</sup> Edition**
- **8 Halls**
- **21'000+ sqm**
- **1000+ Exhibiting Companies**
- **90 Exhibiting Countries**
- **50'000+ Visitors**
- **4000+ Delegates**
- **150 Speakers**
- **60 Sessions**



## SWISS Pavilion – achieve more together

### Present Switzerland as the innovation leader it actually is!

- In the latest Global Innovation Index, Switzerland is on first place – for the 10th time
- Create awareness, that these innovations are part of our exhibitor's technologies

### Present top showcases on the SWISS Pavilion to attract visitors

### Show customer oriented solutions, not single products

- Buyers are looking for ready to use solutions
- Swiss companies shall be motivated to jointly present a solution among the supply chain

### SWISS Innovation Point – stage to present your solutions

### Well organized country pavilion – easy to attend







## Why exhibit at MEE

Middle East Energy 2023 had over 52'000+ trade and buyer visits from 170 countries, making it an essential platform for exhibitors to promote newest brands, launch products and innovations and truly connect with the energy sector.

With a Net Promoter Score (NPS) of +23, Middle East Energy is a strategic opportunity for big companies as well as Start-Ups to meet the industry's most influential stakeholders and to develop a database that will reinforce market positions.

## SWISS Pavilion – Benefits

- Platform for established companies, start-ups and organizations
- Prominent networking and market place
- Strong visibility and location / Swissness
- A-Z support to keep your preparations to a minimum, giving you more time to focus on your costumers
- Various networking opportunities such as the SWISS Evening, providing you with more outcome of your participation
- High visibility due to strong branding and first class positioning of the stand
- Your first steps into new markets / market test
- Popular side events: Pitching Sessions on “stage”
- High-level delegation visits





## SWISS Pavilion – A Convincing Fair Package



### All-in

Bistro Suisse with free Swiss specialities and beverages

First class stand construction

Central internet / WLAN

Daily booth cleaning / garbage removal

Office center

### Contact management / Media / Communication

Unlimited number of free visitor invitation tickets

Press support

Directory of trade journals and media

Entry in the SWISS Pavilion list of exhibitors and flyer

### Focus on networking

Networking lunches, evening receptions

Hosted Buyers Program and individual matchmaking

Stage for lectures and presentations

High-ranking delegations from politics and business

Benefit from the strong and highly accepted brand «Made in Switzerland»

### Well organised

Multilingual, experienced T-LINK show-team

Pre-show and on-site organization and coaching

Assistance in online data entering /

company profile for year-round online presence

## Individual Booth

Individual booth space on «SWISS Pavilion» as from >6 sqm

- Fully equipped, ready to use booth
- Top location of the «SWISS Pavilion»
- Individual booth sizes and core positions available
- Individual booth design , e.g. walls fully printable, based on your artwork
- Use of the joint infrastructure of the «SWISS Pavilion»
- T-LINK will professionally support you before, during and after the exhibition
- „One Stop Shopping“: We also offer the shipping of your trade fair goods up to your booth
- Various networking and matchmaking activities
- SWISS Evening: Invite your key contacts!





## Lounge+ and Poster Space

### Lounge+ Workstation as part of the joint area

- Your effective start-Up formula into the new market
- Fully equipped workstation, including lockable counter and power socket
- Backwall to use as poster space or to mount a screen to present your products
- High visibility due to positioning in the „heart“ of the «SWISS Pavilion»
- Use of the joint cafeteria infrastructure for meetings
- Registered as a booth exhibitor in the official exhibition directory
- SWISS Evening: invite a key contact

### Poster Space for Individual Exhibitors

- Poster space on the SWISS Pavilion
- Use of the SWISS Pavilion infrastructure
- Logo presence on the SWISS Pavilion
- Logo presence in the SWISS Pavilion Flyer
- Invitation to the Swiss Evening





## Some Highlights / Showcases of previous shows





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## Contact

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