



Saudi  
Electricity  
Expo

Organised by



26 - 28 November 2024 | Riyadh Front Exhibition and Conference Center, KSA

# Saudi Arabia's leading electricity event

Sales Brochure

[www.saudi-electricityexpo.com](http://www.saudi-electricityexpo.com)  
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# Power your investments: Why Saudi Arabia?

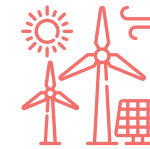
- Sustained high economic growth
- Stable inflation and currency depreciation
- Robust governance
- Access to markets
- Investor friendly climate
- Untapped investment opportunities
- Privatization of electricity generation by 2025

## Government's spending on Power & Renewable Projects



**USD923**  
billion

## Solar & Wind Power Projects



**58**  
GW

## Government's Annual Investment



**USD4**  
billion

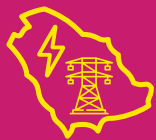


**USD5**  
billion

Power Distribution & Transmission

Power Generation

KSA's new giga projects driving



**USD10**  
billion

worth of power projects



NEOM



Diriya



The AIUla Project



Qiddiya



King Salman Energy Park

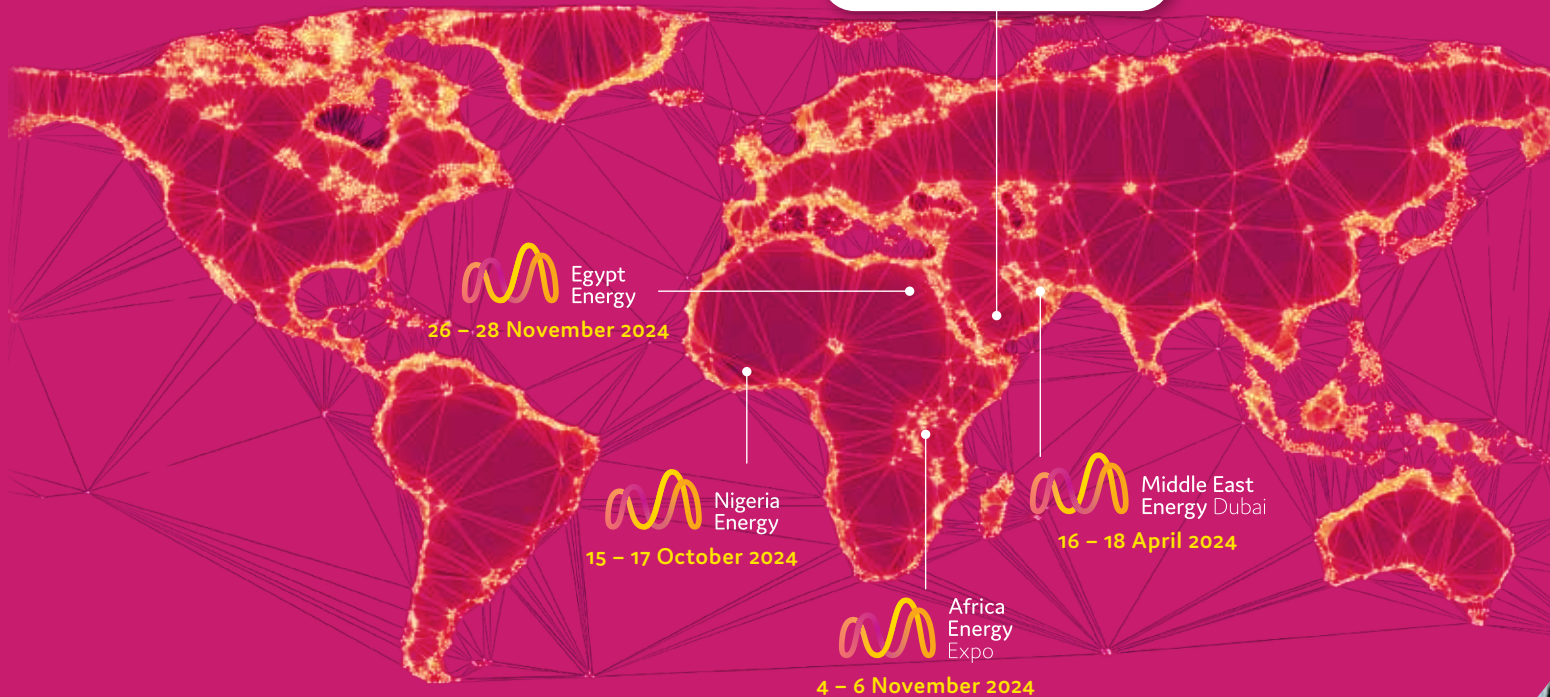
# How Saudi Electricity Expo supports you and your business?

Leveraging the 48-year heritage of leading energy events in the MEA region, including Middle East Energy, Egypt Energy, Nigeria Energy & Africa Energy Expo, Saudi Electricity Expo will bring together the entire utilities value chain.

From government & regulatory authorities, investors, contractors, project owners, financiers, distributors, local manufacturers and more, Saudi Electricity Expo will drive forward the development of upcoming power projects in Saudi Arabia that hold immense significance for the country's economic diversification, social advancement, and global positioning.

Aligned with Vision 2030, Saudi Electricity Expo aims to reinforce Saudi Arabia's position as a global center of innovation, sustainability, and prosperity.

## A rich heritage at the heart of the energy market



# Saudi Electricity Expo at a glance



**100,000+**  
professional visits



**190**  
countries represented



**800+**  
international exhibitors



**125+**  
speakers

**Book A Stand**



# Product Sectors at Saudi Electricity Expo

Saudi Electricity Expo unites the global energy community through SIX dedicated product sectors within a combined mega-show.



## Transmission & Distribution

Saudi Electricity Expo's longest running and most successful sector, Transmission & Distribution will host industry bellwethers and international companies from various countries, showcasing the entire value chain of products represented here.



## Renewables & Clean Energy

Renewable & Clean Energy covers the three key areas of the sector including solar, wind and hydro energy solutions from across the world alongside the sub sectors including Energy Storage & Batteries and Green Hydrogen.



## Critical & Back-up Power

Critical & Back-Up Power lets you discover advanced, cost-effective energy solutions and innovative technologies from niche providers and startups. Secure your critical infrastructure with exactly what you need.



## Energy Consumption & Management

At Energy Consumption and Management Hub, legislative and key business stakeholders will be looking to meet suppliers that can help protect and maintain power supply, improve energy efficiency, all the while performing upgrades without adverse impacts on facility operations.



## Smart Solutions

Smart Solutions will highlight new technologies to an audience that is looking for ways to digitally transform their operations and business models. This is the ultimate platform to discover how technology can prepare their businesses for the future.



## Battery and Electronic Vehicle (EV)

The Battery and Electric Vehicle (EV) sector is poised to be a key player in leading the shift towards sustainable transportation in the Middle East. This sector will highlight top-tier solutions, with a specific emphasis on deploying state-of-the-art EV charging infrastructure and addressing the changing energy demands of the evolving landscape.

# Why Exhibit at Saudi Electricity Expo



Generate new business



Network with industry leaders & potential buyers



Launch new products & services



Increase your international presence



Increase brand exposure

## Stand alongside the Industry Leaders

### Digitization & Innovative Energy Systems



### Renewables



### Energy Storage & Efficiency



### Transmission & Distribution

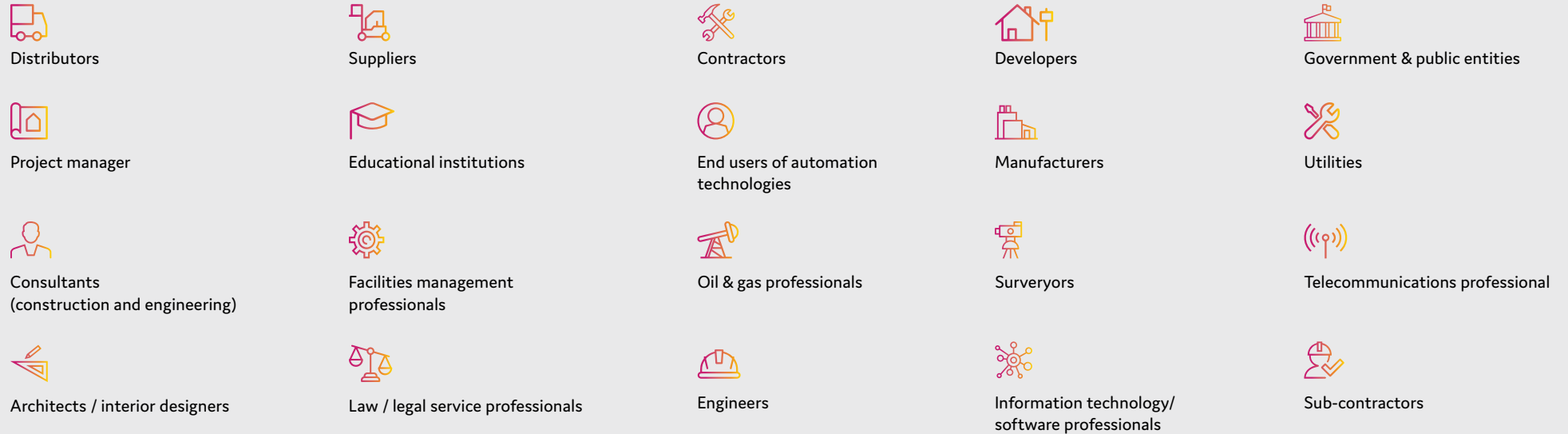


### Critical & Back-up Power

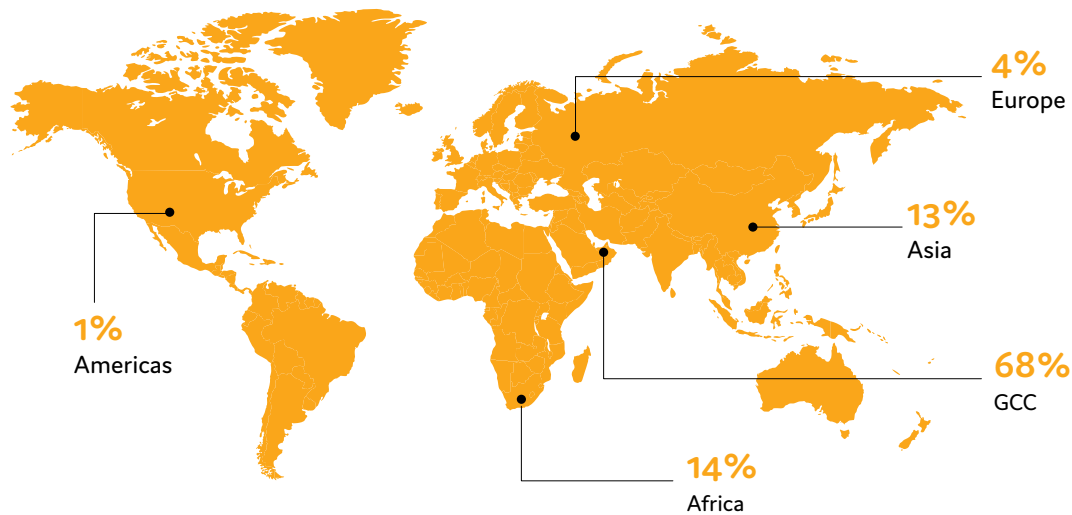


# Visitor Profile

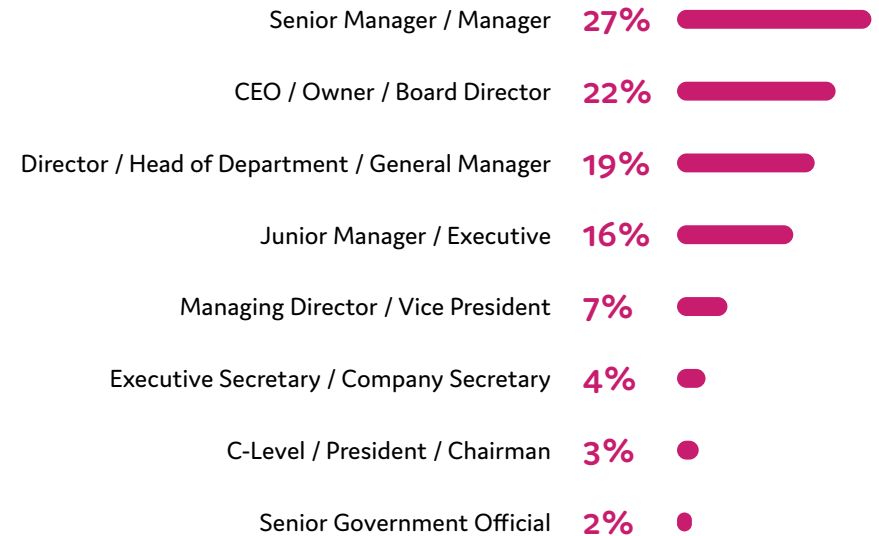
## Who you will meet?



## Breakdown by region



## Seniority



# Conferences

At the heart of the Saudi Electricity Expo, the conferences will provide exclusive market intelligence and megatrends that will impact Energy & Utilities, enabling business leaders to identify key opportunities within Saudi Arabia.

## Key Themes

### Partnerships to Drive Transformation

Unlocking synergies across technology, finance, skills, and infrastructure to drive growth of a rapidly diversifying economy.

### Made in Saudi

The localization of R&D and manufacturing of technologically advanced materials, ultimately building domestic expertise and resilience.

### Digital Transformation at the Heart of Metamorphosis

Harnessing the power of 4IR to unlock grid efficiencies and meet the demands of hyperscale customers and deliver strategic change to conventional gas-to-power operations.

### Investment in the Future Powerhouse

Empowering future-ready workforces and business leaders with finance and accelerating power generation capabilities to sustain manufacturing and industrial growth plans.

### The Energy 'Addition'

For a reliable, cost-effective, low-carbon and scalable energy mix that will meet the needs of a rapidly growing population, cityscape, and economy.

## Become A Conference Sponsor

### Innovation to Deliver Change

Promoting initiatives to accelerate innovation and drive private sector participation in the development of the Power sector.

### Scaling up Entrepreneurship

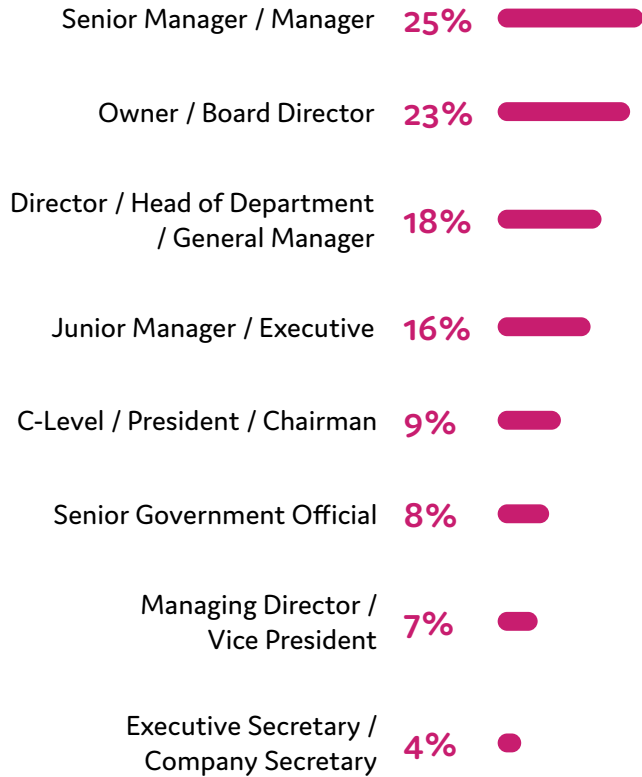
Stimulating investments and support for breakthrough solutions to enhance the Kingdom's electricity generation and distribution capabilities.



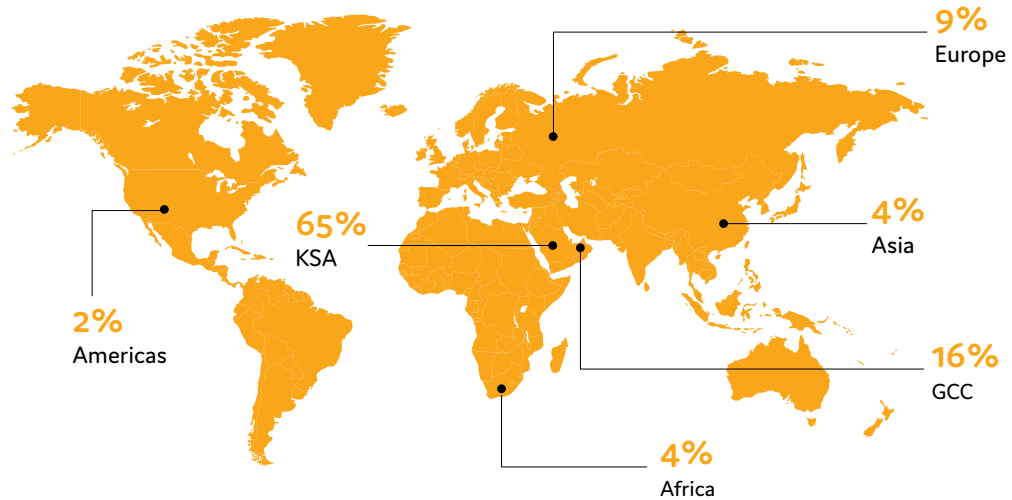


# Delegate Profile

## Seniority



## Breakdown by region



## High-level companies



# Floor Plan

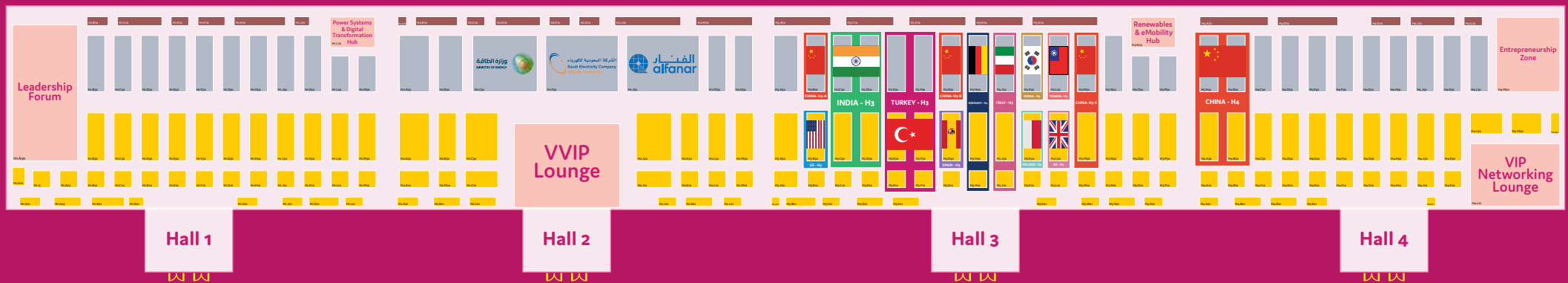


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Gold Zone Silver Zone Bronze Zone

# Our Marketing & PR Reach

## Digital & Social



Twitter:

**2.3 million**  
reach

**648,000+**  
impressions



Facebook & Instagram:

**884,031**  
reach

**4.32 million**  
impressions



LinkedIn:

**767,936**  
reach

**3,364,527**  
impressions



TikTok:

**115,061**  
reach

**257,867**  
impressions



Google ads:

**8.4 million**  
impressions

**7,30,000**  
clicks



## Media partner coverage

**200+**  
Media and  
association  
partners

**150+**  
advertisements  
placed in magazines,  
newsletters and  
various printed  
promotional items

**110+**  
emails with a  
reach of 500,000+  
power industry  
professionals



## Direct Mail

**50,000+**  
mail  
invitations  
sent out



## Tele-reminding campaigns to decision makers

**45,000+**  
contacts  
invited

**20,000+**  
reminders  
calls made



## Electronic messages

**2.70 million**  
emails delivered

**325,000+**  
SMS messages sent

**70,000+**  
WhatsApp  
messages sent

**17,000+**  
Advocates (people who  
invited their colleagues)



## Ad value

**\$7,129,149**



## PR coverage

**985,831,052**  
web views/month



## Radio, newspaper and outdoor advertising

**31+**  
national newspapers advertised in the  
Middle East & Africa region with over 1500  
advertising slots

**8+**  
national newspapers advertised in the  
Middle East

# Participate with Saudi Electricity Expo 2024

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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## Get intouch with us for booking options

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