



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

Organised by



Saudi Arabia's leading power event

Sales Brochure

www.futurepowerexpo.com
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Power your investments: Why Saudi Arabia?

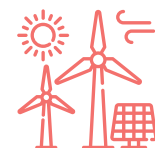
- Sustained high economic growth
- Stable inflation and currency depreciation
- Robust governance
- Access to markets
- Investor friendly climate
- Untapped investment opportunities
- Privatization of electricity generation by 2025

Government's spending on Power & Renewable Projects



USD923
billion

Solar & Wind Power Projects



58
GW

Government's Annual Investment



USD4
billion

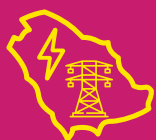


USD5
billion

Power Distribution & Transmission

Power Generation

KSA's new giga projects driving



USD10
billion

worth of power projects



NEOM



Diriya



The AlUla Project



Qiddiya



King Salman Energy Park

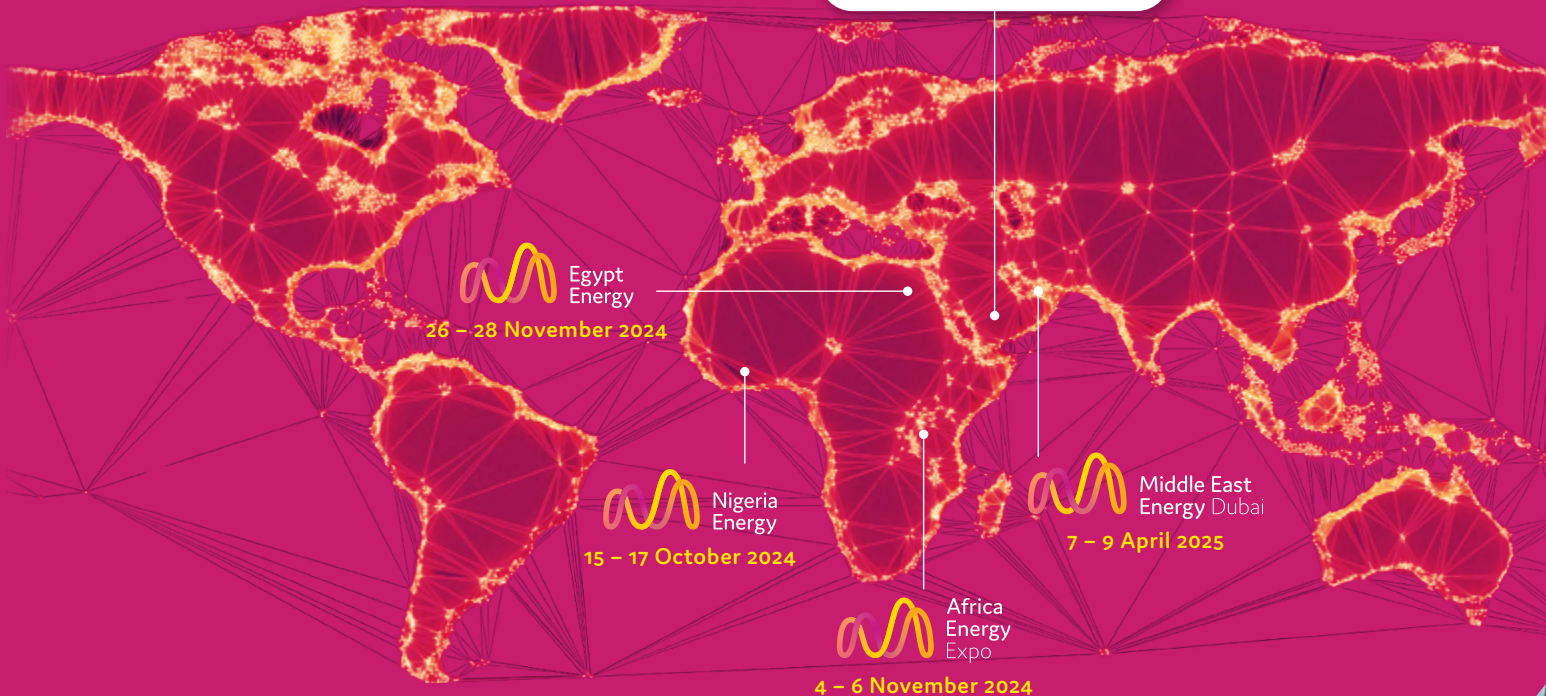
How Future Power Expo supports you and your business?

Leveraging the 50-year heritage of leading energy events in the MEA region, including Middle East Energy, Egypt Energy, Nigeria Energy & Africa Energy Expo, Future Power Expo will bring together the entire utilities value chain.

From government & regulatory authorities, investors, contractors, project owners, financiers, distributors, local manufacturers and more, Future Power 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, Future Power 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



Future Power Expo at a glance



80,000+

professional visits



190

countries represented



800+

international exhibitors



125+

speakers

Book A Stand



Product Sectors at Future Power Expo

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



Transmission & Distribution

Future Power 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 Future Power 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



SIEMENS



Renewables



SUNPOWER®



Energy Storage & Efficiency



Transmission & Distribution

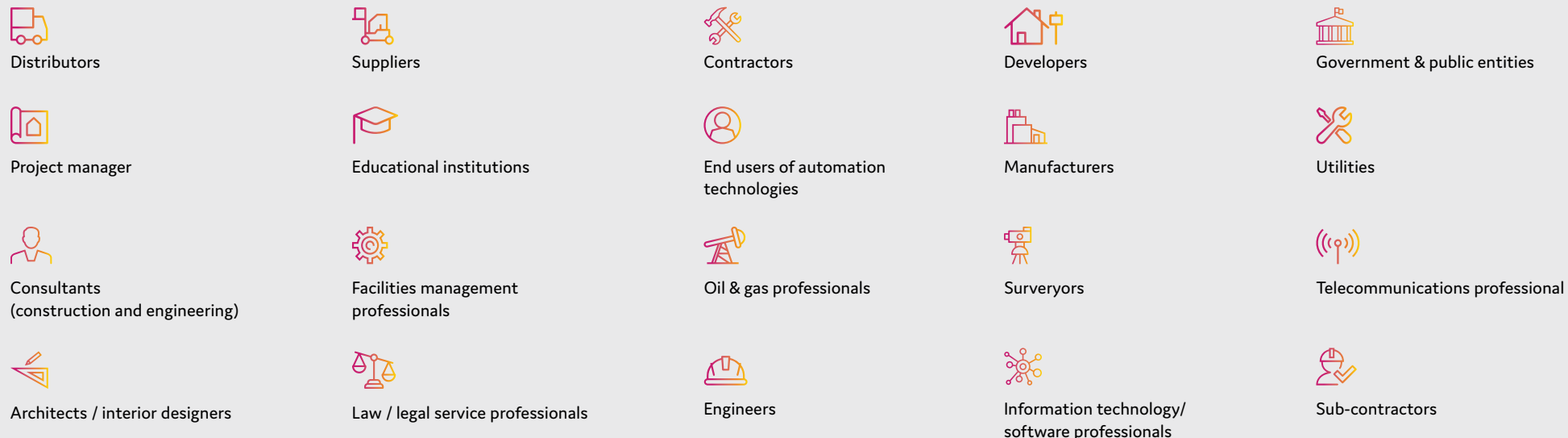


Critical & Back-up Power

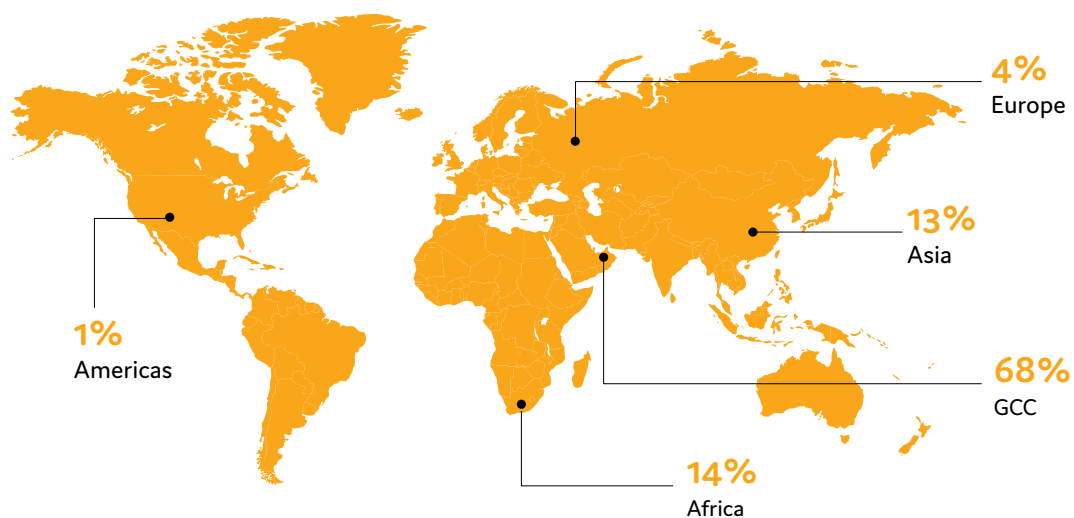


Visitor Profile

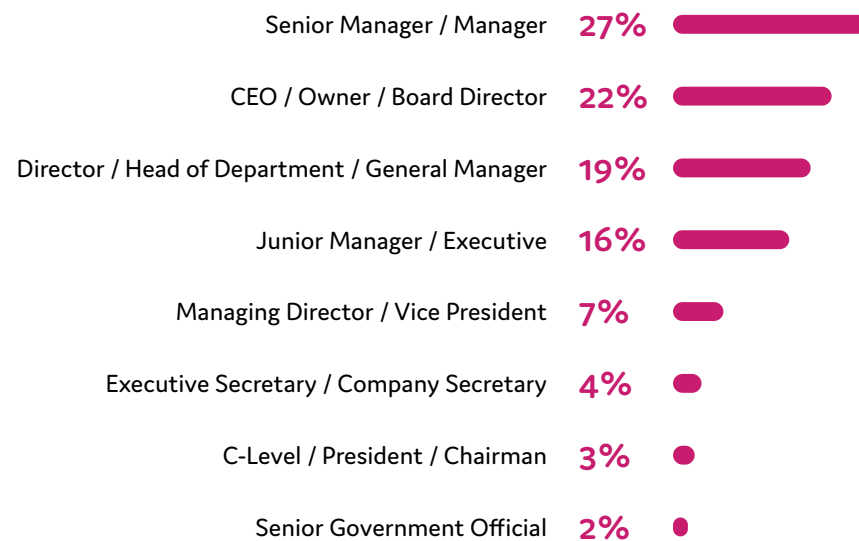
Who you will meet?



Breakdown by region



Seniority



Conferences

At the heart of the Future Power 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.

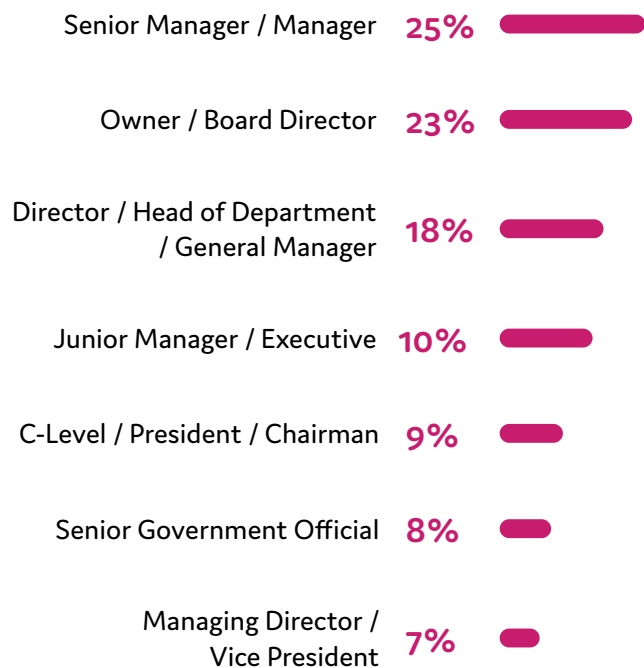
Scaling up Entrepreneurship

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

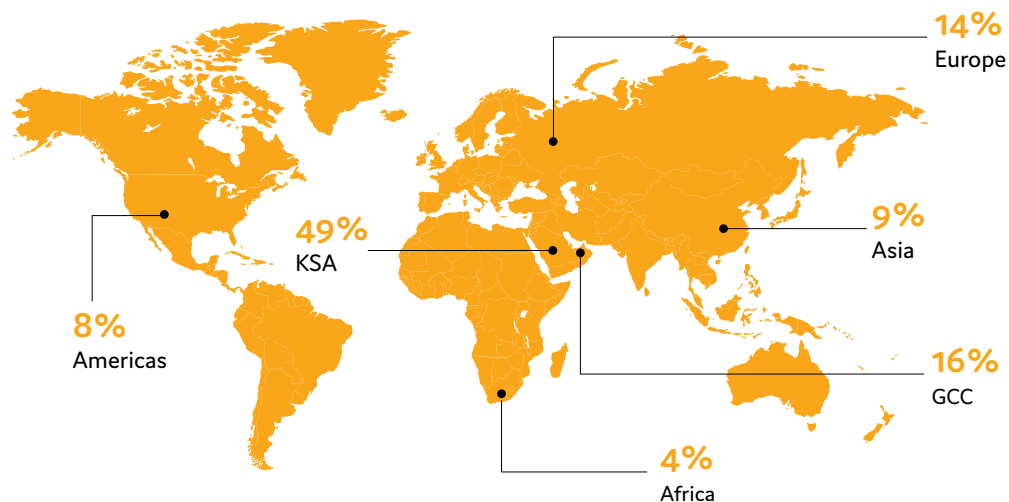


Delegate Profile

Seniority



Breakdown by region



High-level companies



Floor Plan

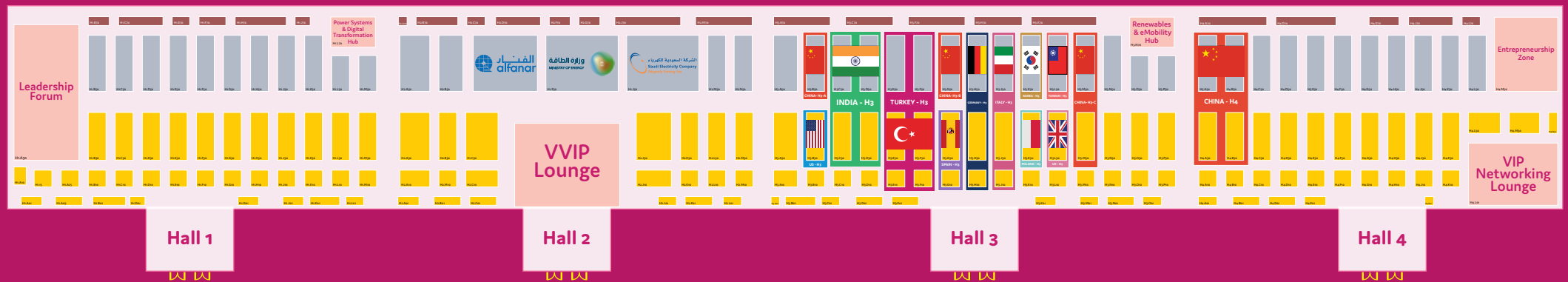


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Gold Zone Silver Zone Bronze Zone

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 Future Power Expo 2024

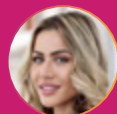
Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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