

The 7th Saudi International

2011 WEPPOWER

Water, Electricity & Power Generation Forum

المعرض السعودي الدولي السابع للمياه والكهرباء وتوليد الطاقة

14 - 16 May 2011

١١ - ١٣ جمادى الثاني ١٤٣٢

مركز معارض الظهران الدولية

Dhahran International
Exhibitions Centre,
Dammam, KSA

Saudi Arabia's most established
water and power forum

POST SHOW REPORT

ORGANISED BY



www.wepower-sa.com

DATES	14 – 16 May 2011
LOCATION	Dhahran International Exhibitions Centre
EVENT	3 day strategic forum and 2 day international exhibition
EDITION	7th year
WEBSITE	www.wepower-sa.com
FUTURE DATES	13 – 15 May 2012

HELD UNDER THE PATRONAGE OF

المملكة العربية السعودية



وزارة المياه والكهرباء
MINISTRY OF WATER & ELECTRICITY

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Saudi Aramco



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Saline Water Conversion Corporation



الشركة السعودية للكهرباء
Saudi Electricity Company



هيئة تنظيم الكهرباء والإنتاج المزدوج
ELECTRICITY & CO-GENERATION REGULATORY AUTHORITY



شركة المياه الوطنية
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الخدمة لبركات المنطقة منذ ١٩٨٤
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BRIDGING ENVIRONMENT AND ECONOMY



European Desalination Society



WORLD WIND ENERGY
TECHNOLOGY PLATFORM



INVESTMENT COMMUNITY PARTNER



Held under the patronage of the Ministry of Water and Electricity, WEPower began on the 14 May 2011 at the Dhahran Exhibition Centre. The crowded opening ceremony was inaugurated by H.E. Abdullah Al-Hussayen, the Minister of Water and Electricity. Now in its 7th year and with official support from the Ministry of Water and Electricity, Saudi Electricity Company, National Water Company, Electricity Cogeneration Regulatory Authority and Saline Water Conversion Corporation, WEPower has grown annually to become the most established and largest water and power forum in the Kingdom. 2011 was no exception with exhibitor, visitor and delegate numbers all markedly increased from 2010.

The exhibition attracted over 100 top level exhibitors from the public and private sectors of Saudi Arabia and the international water and power community. This was a 20% increase on last year and included industry leaders such as Saudi Aramco, 3M, Siemens, Metitio, Severn Trent, CH2M, EDF, Megger and many more. The success of the exhibition was underlined by over 3,500 visitors from 20 different countries attending over three days, making it by far the largest gathering of public and private sector water and power professionals in Saudi Arabia.

The senior level strategic conference brought together over 200 delegates (a 30% increase on 2010) to network, identify new project opportunities and tackle the most prominent issues concerning the future of Saudi Arabia's water and power sectors. With separate water and power days, delegates could really focus on the key issues that mattered to them, resulting in a positive experience for the vast majority involved. Feedback concerning the quality of speakers and topics was overwhelmingly positive with over 80% rating the programme and organisation as very good or excellent and the vast majority of participants stating they would like to take part again next year.

WEPower is the definitive event for government bodies and private sector professionals to debate the strategies and review the technologies driving the water and power sectors forward. It is a truly unique and unrivalled forum, giving all involved a great opportunity to network, learn and source the latest innovations.

Dates for next year, 13 – 15 May 2012, Dammam, Saudi Arabia.



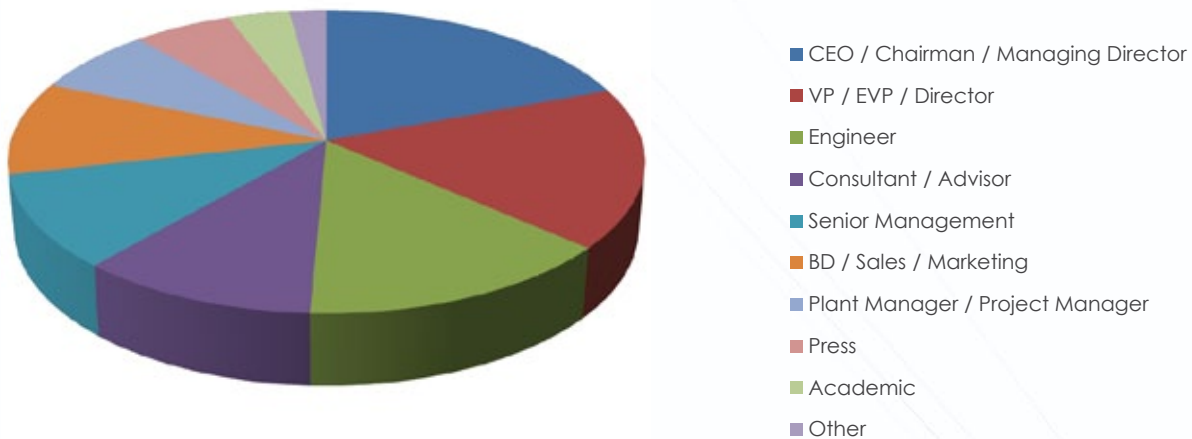
H.E. Abdullah Al-Hussayen, Minister of Water and Electricity, opening WEPower 2011

The 2011 WEPower conference programme delivered a balanced blend of insightful seminar sessions, interactive panel debates and engaging networking events. The conference was dedicated to the issues shaping the future of the water and power industry.

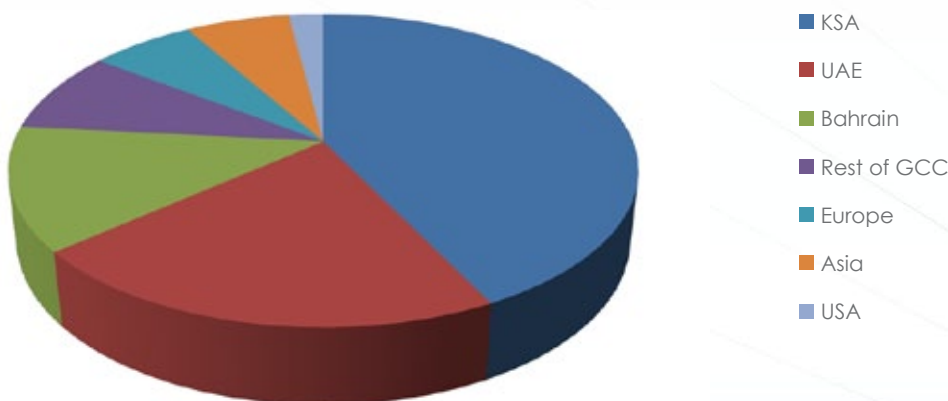
The positive feedback forms show that delegates felt they were presented with a great opportunity to identify the latest tender opportunities, form long lasting business relationships and keep up to date with the latest technological and legislative advances. 80% rated the programme, speakers and organisation as very good or excellent, with over 85% stating that the conference was good value for money and that they would attend again next year.

Attendees **204**
Speakers **33**

DELEGATES BY JOB TITLE



DELEGATES BY COUNTRY



The water and power sectors will always share common challenges but as they have developed more recently, numerous sector-specific issues are emerging that require a defined programme focus. This year, attendees could book separate water and power days, ensuring a detailed analysis of both sectors.

DAY ONE, Water focus

- Developing water and wastewater infrastructure
- Water production and management
- Maintaining desalination, water and wastewater infrastructure

DAY TWO, Plenary water and power

- Strategies for meeting the increase in water and power demand
- Encouraging private sector involvement in projects
- Supporting project development through access to project finance, risk analysis and mitigation
- Incorporating environmental excellence and sustainability in projects

DAY THREE, Power focus

- Opportunities in power generation and transmission projects
- Developing strategies for renewable and clean production solutions in Saudi Arabia
- District cooling, energy conservation and efficiency

INDUSTRY SPEAKERS INCLUDED:

- **H.E. Abdullah Al-Hussayen**, Minister of Water and Electricity
- **H.E. Dr. Abdullah Al-Shehri**, Governor, ECRA
- **Mohammed Al-Juraifani**, Senior Vice President Planning and Program, SEC
- **Dr. Akili D. Khawaji**, Executive President, Royal Commission in Yanbu
- **Abdulrazzaq Hijan**, Director Privatisation Programme, SWCC
- **Dr. Abdulrahman Mohammad Al-Ibrahim**, Vice Governor, ECRA
- **Saud Rifki**, Senior Manager of Privatisations, National Water Company
- **Ziyad M. Al-Shiha**, Executive Director, Power Systems, Saudi Aramco
- **Nizar Kammourie**, Head of Water Division, Saudi Brothers Commercial Group
- **Mrinal Sengupta**, Vice President Asset Management, ACWA Power
- **Dr. Abdel Kaher El-Zaemey**, Senior Consultant, ILF Consulting Engineers
- **Dr. Martin Currie**, Principal Consultant – Water, Middle East, Atkins
- **Eng. Faiz Al-Elweet**, President, International Aramoon Company
- **Dr. Walid Fayad**, Vice President, Booz and Co
- **Abdul Salam Al-Mobayed**, Vice President of Business Development, Saudi Tabreed
- **Dr. David Aubrey**, CEO, Woods Hole Group
- **Kevin Connor**, Managing Partner MENA, EK Partners & Al-Enezee Legal Counsel in association with Squire Sanders
- **Professor Amro M. Al-Qutub**, Centre for Clean Water and Clean Energy, KFUPM
- **Christian Lefaix**, Managing Director, Veolia Water Saudi Arabia
- **Eng. Walid Basoudan**, President and CEO, Saudi Masader Co. for Water, Power and Gas
- **Ato Brown**, Sector Manager – Water, Sustainable Development Department, MENA, World Bank

Fayez Ghaith Al Jabri, Director of Technical Affairs, **ECRA**
“The WEPower conference was extremely valuable to me.
The speakers were of a good level and the participants keen”

Saleh Al-Amri, Head of Division, **Saudi Aramco**
“We visited WEPower as it is quite simply the best conference in this region”

Abdulrahman Al Alola, Deputy General Manager, **CH2M Olayan**
“Extremely valuable for keeping up to date with what’s
new in the field of water and power”

Kurt Reuman, Business Development Manager, **NTCC / Source Energy**
“Great opportunity to meet colleagues in my industry face to face and network”

Kashie Mushtaq, Sales Manager, **APSCO**
“I gained a lot of knowledge about the water and power sector and
the networking opportunities were superb”



THE EXHIBITION

The international WEPower exhibition assembled the foremost companies and specialists in the water and power industry to showcase their latest products and services.

Exhibitors **101**
 Gross area **5,625 sqm**
 Visitors **3,604**

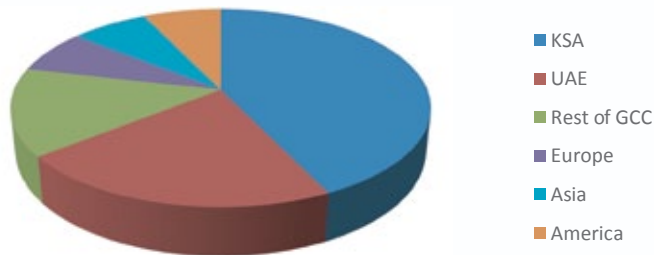
EXHIBITING

80% of exhibitors stated that they met their goals for exhibiting at WEPower and 85% rated the visitor number and quality as good or excellent.

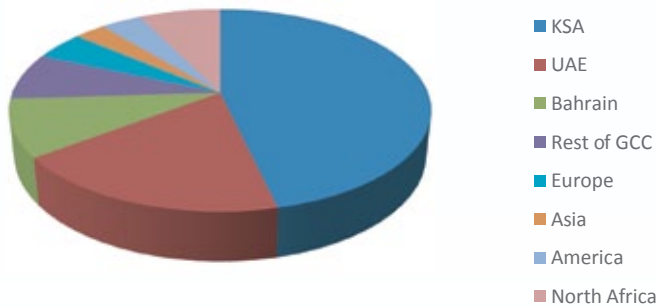
Company objectives included;

- Raising awareness of company within the water and power sectors in Saudi Arabia
- Arranging face to face meetings with existing clients
- Building new contacts
- Keeping up to date with the industry, new companies and technologies
- Launching of a particular product / service
- Sourcing distribution agents
- Networking with the major players in the industry from the public and private sectors

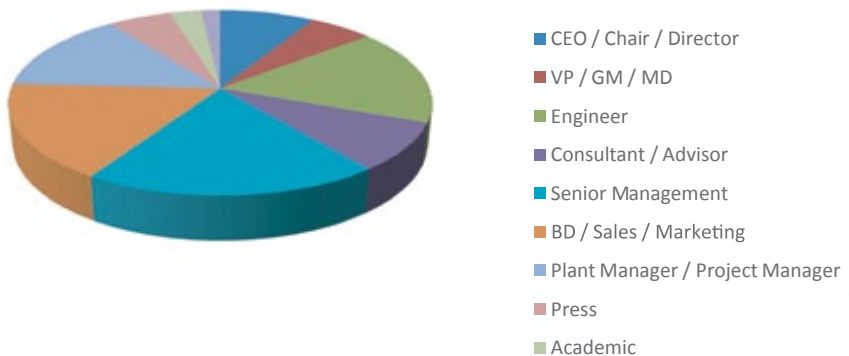
EXHIBITORS BY COUNTRY



VISITORS BY COUNTRY



VISITORS BY JOB TITLE



EXHIBITOR LIST

- 3M Saudi Arabia
- Abdullah A.M. AlKhodari Sons Co.
- Abuljadayel Factory For GRP & PE Pipes
- Al Alwan Contracting & Maintenance Co. Ltd (ACMC)
- Al Aswad Trading and Contracting
- Al Bilad Polyethylene and Polypropylene Pipes and Al Bilad Concrete Pipes Co. Ltd
- Al Fanar Technical Services
- Al Khodari Industrial Trading & Services (KITS)
- Al Maweed Marine Services
- Al Othman Industrial Marketing co.
- Ali K. Al-Harbi & Ahmed O. Radi Consulting Engineering Co. (RADICON-Gulf Consult)
- Al-Mashariq Trading & Contracting Co.
- Almutlaq Project
- Applitek/ SOGEC Specialized Oil & Gas Eng. Co. Ltd
- Arabian Gulf Metal Factory
- Arwadh/Aqua Aerobic Systems /Proton Energy Arabia
- Atheeb Intergraph Saudi Company
- Beckhoff Automation FZE
- Biolab Arabia Ltd
- Cabinet Systems & Controls Pvt Ltd
- Cable Tech Machines
- CH2M Olayan
- Chloride Batteries S.E PTE. Asia Ltd
- Civil & Electrical Projects Contracting Co. (CEPCO)
- Dar Al-Fursan Trading
- Ditch Witch Saudi Arabia (Abu Dhabi Trading Est)
- DYK Incorporated
- The Electricity and Co-Generation Regulatory Authority (ECRA)
- EDF Saudi Arabia
- EK Partners and Al-Enezee in association with Squire, Sanders and Dempsey
- Electrical Industries Co. (EIC)
- Engineering & Technology EST
- Eram Trading and Contracting Establishment
- ETAP/ Future Technologies Ltd
- Future Resources Co. Ltd
- GLS Tanks International GmbH
- Greater Cairo Foundries Co.
- Gulf Advanced Control Systems Est
- Gulf Batteries Company Ltd
- Gulf Consolidated Contractors Co. Ltd (GCC)
- Gulf Industrial Development Co.
- Gulf Oil & Gas
- Henkel Jebel Ali
- Integrated Gulf Biosystems
- International Aramoon Corp.
- Isoil Industria S.P.A
- Jawda Engineering Consultant
- KFUPM/Earth Sciences Department
- Mashail Future Trading & Contracting
- Megger Limited
- MESC Cables
- Metito (Overseas) Ltd
- Ministry of Water & Electricity
- National Water Company
- Newtec Umwelttechnik GmbH
- Phenix Technologies Inc
- Pipeline Technologies & Services LLC
- Progressive Technology & Services -PTECH
- Prominent Juffali FZC
- PROSAVE Co. Ltd
- PSL FZE
- Qemam Al Deyyar Co. Ltd
- Rotex Manufactures and Engineers Private Ltd
- SADENCO/ A Division of Al-Bander Co.Ltd
- Saline Water Conversion Corporation (SWCC)
- Saudi Aramco
- Saudi Electric Industries Co. Ltd (SEICO)
- Saudi Electricity Company (SEC)
- Saudi German JC Eckardt
- Saudi Pipe Systems Company
- Schulz Export GmbH/ Schulz Piping
- Severn Trent Water Purification Inc
- Siemens Ltd
- Sondex Saudi Arabia
- Specialized Energy Co. Ltd
- Swan Analytische Instrumente AGFehler
- Technical Review Middle East
- Tecnimont
- Termomeccanica Saudi Co. Ltd
- Water & Power System Technology
- Water Matrix Technologies Fze.
- Water Projects Saudi Arabia Ltd
- Woods Hole Group Middle East
- Xenel Industries Ltd
- Zawya

SOME COMPANIES THAT VISITED THE EXHIBITION

Al Turki Group, ABB, AlFanar, AlGosaibi, Almajdouie Group, AMCDE, Al-Maweed Marine Services, Aldowly, Alsafi, Amiantit, Aramex, Arensco, ATCO, Black and Veatch, Best Group, Bfim, Cellcone, Eram Engineering, Exxon, FEMCO, Frost and Sullivan, Fujicomm, GASCO, GE, Hitachi, Honeywell, Hyder Consulting, Eagle Bergmann, KPMG, Marafiq, Mitsubishi, Mitsui, Naizak, Nesma and Partners Contracting, Royal Commission for Jubail and Yanbu, SABIC, Saipem, Schlumberger, Schneider, Sinopec, Sipchem, Thales, TOTAL, US Consulate, Veolia, Wapstech, Wescosa, Worley Parsons, Yokogawa and many more.

Mohammed Abdul Sami, Engineer, **Abdullah A.M. Al-Khodari Sons Co.**
“The exhibition helped us to network with relevant people in the water and power market”

Mohammad Tawfiq Bali, Engineer, **Henkel**
“Many people visited our stand at Wepower and we really raised awareness of our products. We also discovered many new applications through networking with other companies”

Shakeel Mohamed, Business Development Manager, **Wapstech**
“WEPower attracted an amazing number of visitors and we met many probable clients”

Azharuddin Farooqui, Manager, **Severn Trent Services**
“WEPower really helped us to engage with the Saudi Arabian market, to establish new contacts and to re-engage with current clients”

Ahmed Abdulhadi Ahmed, Head of Structural Department, **Radicon Gulf**
“The exhibition was very valuable to us. We met and shared information with big companies, increasing our client base and knowledge of the sector”

Kasim Mujeeb, Business Development Manager, **International Aramoon Company**
“We consider this to be one of the biggest events in the region and it is still growing. We really appreciate the efforts of the whole organising team.
Good luck for next year”

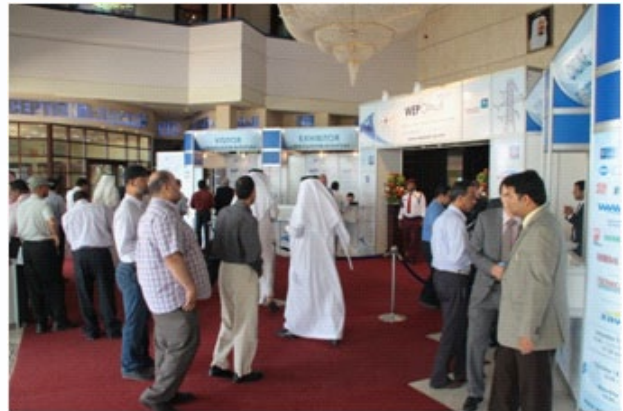
Edilberto Salud, QA / QC Manager, **Pipeline Technologies and Services**
“We were able to showcase our capabilities and technology to a wide audience. WEPower was a very valuable tool for advertising our company”

Saed Daghllass, Business Development Manager, **Al Mutlaq Projects**
“We met a lot of new key industry contacts that will be invaluable in the future”

Salman Sultan, **Ditch Witch Saudi Arabia**
“WEPower gave us a fantastic opportunity to promote our brand and interact with key contacts in the industry”

Marko Klockmann, Director of Sales, **Newtec**
“We had many visitors to our stand and were able to discuss real projects with important people in the market”

Mirghani Ibrahim El Tai, Manager, **Engine and Technology**
“As a new company this was extremely valuable to me as we met over 150 visitors each day under one roof. It is not usually possible to do this kind of networking and business over a six month period!”



WEPOWER 2012 DATES

13 – 15 May 2012, Dhahran International Exhibitions Centre, Dammam, KSA

For more information on exhibiting, sponsoring, speaking or attending please contact **James Lamb**.

E: james@bme-global.com T: **0044 203 328 6520** or visit

www.wepower-sa.com

14 - 16 May 2011 DIEC, Dammam, KSA