

Power Generation & Water Solutions Middle East Draws Exhibitor Praise as ADWEA announces another major project

The recent Power Generation & Water Solutions Middle East exhibition, held at Abu Dhabi National Exhibition Centre, highlighted the value of the Abu Dhabi market to regional and global companies involved in the energy sector, with 94% of exhibitors stating that they were satisfied with the quality of visitors.

“Further evidence of the buoyancy of the Abu Dhabi energy sector comes with Abu Dhabi Water and Electricity Authority (ADWEA) recently announcing that it has raised Dhs. 8 billion (\$2.18 billion) to fund its Shuweihat S2 water and electricity generation project,” said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of the event, which presented a dedicated showcase of power and water related products and services. “ADWEA said that the project, its eighth in the framework of the privatisation programme, will see it building a production plant with a capacity of 1,507 MW of electricity and 100 million gallons of water per day with a total investment of almost Dhs. 10 billion,” she added.

Exhibitors, both regional and international, were full of praise for the show, which delivered a focused audience of high quality industry visitors over its three day run.

“The show’s been fantastic - there has been lots of interest in our innovative product that produces pure water from the humidity in the air,” said Ahmad Fakhro, Managing Director of EcoloBlue Life & Energy. “We’ve met potential distributors for the home and office market as well as some of the key people involved in regional projects.”

Eric R. Sohne, Director - Sales & New Business Development, Young & Franklin Inc. of the USA, who were participating on the Global Energy Technologies stand, was just one of the many international exhibitors who felt that the show had major benefits for his company.

“This has been a well done, high quality focused event that offers lots of potential for us,” he said. “We had lots of visitor traffic to our stand during the show, and we’ll definitely be back next year. The event may currently be small in stature, but it’s certainly big in terms of results - in my opinion it stacks up well against other global events that I’ve participated in.”

In a similar vein, Kristina Spies of UAE-based Salwo Trading Ltd., said “we’ve been participating in exhibitions in the UAE for 10 years now, and I can honestly say that this one has been the most



successful for us ever. We've been really busy throughout the show, which was definitely a good choice for us. It's been great in terms of the quality of visitors, from both the UAE and around the region, the leads we've generated here and the know-how of the visitors - everything has been excellent. We took part this year as a result of the success we experienced at last year's show and will come again next year for sure."

Power Generation and Water Solutions Middle East, specifically designed to play an important role in the realisation of Abu Dhabi's 'Vision 2030', forms a key platform for the major players in the power and water industries to exchange ideas and discuss strategic and technical challenges, while gaining invaluable insights into the latest advances and sharing proven, successful solutions.

"The number of internationally recognised, highly experienced solutions providers that participated in the exhibition clearly showed that the major players in the power sector, who are actively looking for new opportunities, have recognised that in terms of emerging markets there's currently nothing to compare to the potential of Abu Dhabi, with total investments over the next 5 years conservatively expected to exceed US\$271 billion," concluded Woodbridge.

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