POST EVENT REPORT

Towards Energy Efficiency

www.cigre-gccpower.com
DELEGATE SUMMARY

THE 12th GCC CIGRE INTERNATIONAL CONFERENCE &
THE 21st EXHIBITION FOR ELECTRICAL EQUIPMENT
8-10 November 2016 | Sheraton, Doha - Qatar

Unique Opportunity to Attract Energy Industry Professionals

The results below are computed by counting one registration per Participant*.

Total number of registrations: 888 + Break down: In the graphs below, only active registrations** are counted.

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**Attendees:** 888

**Countries Attendees:** 10

**Conference:** 3 Days

[Graphs showing attendance and registration data over time]
# DELEGATE SUMMARY

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of Participants*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qatar</td>
<td>641</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>92</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>50</td>
</tr>
<tr>
<td>Oman</td>
<td>29</td>
</tr>
<tr>
<td>Korea</td>
<td>24</td>
</tr>
<tr>
<td>France</td>
<td>13</td>
</tr>
<tr>
<td>Germany</td>
<td>12</td>
</tr>
<tr>
<td>Bahrain</td>
<td>11</td>
</tr>
<tr>
<td>Kuwait</td>
<td>8</td>
</tr>
<tr>
<td>Canada</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>888</strong></td>
</tr>
</tbody>
</table>

* Valid participants excludes cancelled and invalidated participants.

** N/A means that the address was not provided by the participant or its accompanying person"
EVALUATION SUMMARY

Overall quality of the Conference

- Excellent: 65%
- Very Good: 32%
- Good: 0%
- Fair: 0%
- Poor: 3%

Overall quality and value of the Presentations

- Excellent: 57%
- Very Good: 41%
- Good: 2%
- Fair: 0%
- Poor: 0%

Hospitality

- Excellent: 52%
- Very Good: 36%
- Good: 11%
- Fair: 0%
- Poor: 0%

Overall quality of the Conference Room/Exhibitor Set Up

- Excellent: 98%
- Very Good: 1%
- Good: 0%
- Fair: 0%
- Poor: 0%

The Program's objectives were clearly defined

- Yes: 98%
- No: 2%

The program met the stated objectives

- Yes: 99%
- No: 1%
EVALUATION SUMMARY

The program met my expectations

Did you learn anything new?

The program was well organized

Do you recommend this event to others

- The program met my expectations: 100% Yes, 0% No
- Did you learn anything new: 100% Yes, 0% No
- The program was well organized: 100% Yes, 0% No
- Do you recommend this event to others: 100% Yes, 0% No
CONFERENCE HIGHLIGHTS
MARKETING

SMS Campaign 1

- 7 E-shots sent; 3,000+ Recipients and 2,000 Opens
- 6 Media Partners on boarded
- Database: 3000+ Contacts from 40+ Countries
- Listing of the conference done on major platforms
- Paid Campaigns – Google and LinkedIn Campaigns Done
- 1 SMS Campaign done
- Press Release
- Press coverage

Google Analytics

Over 3,000 Sessions on the Dubai Nutrition Website with more than 14,000 Page Views
2,300 Users visited the website
4.44 Pages visited per session
Eshot

3068 Received
1475 Opens
48% Open Rate
MARKETING

Media Partners On boarded

6 Media Partners On boarded

Collateral for Media Partners
MARKETING

Listing by Engerati

Listing by Eye of Riyadh

Banners by Eye of Riyadh
Event listed on multiple listing platforms:

Media Members

The Peninsula
QATAR'S DAILY NEWSPAPER

لوسيل

الشرق

العرب

 قطر

Qatar Tribune

Bloomberg

QNA

Gulf Times

Gulf Times

Business
MARKETING

Listing by Plant Automation Technology

Screenshot of Search Engines
MARKETING

Press Coverage

PRESS RELEASE
FOR IMMEDIATE RELEASE
KAHRAMAA to host GCC POWER 2016 conference in Nov.

 Held under the patronage of His Excellency, Dr. Mohammad bin Saleh Al Sada, Minister of Energy and Industry

Doha - State of Qatar, 23 October 2016: KAHRAMAA will be hosting the GCC POWER 2016 Conference & Exhibition in Doha.

The GCC continues to witness one of the highest growth rates in demand for electricity primarily due to population growth, urbanisation and industrialisation. Strong economic and demographic growth driven by the GCC economies' industrialisation programmes, has led to a dramatic increase in power consumption. As the demand increases, the GCC countries are also experiencing significant requirements for power sector infrastructure development. The GCC power sector will require about US$36 billion of investment in new power generating capacity. The GCC alone will need 78.8 gigawatts (GW) of capacity for power generation between 2015 and 2020.

GCC power exhibition and conference taking place from 8 – 10 November in Doha, will offer an ideal forum for all those involved in the power sector to develop business relationships and discuss issues and challenges faced by the sector in the region. Participants will have ample opportunities to discuss the latest trends, challenges, developments and strategies to meet the region's rapidly expanding energy needs through a series of panel and technical sessions. The three day conference will primarily focus on strategies and opportunities in electricity and energy industry through latest research studies and strategies.

Qatar produces 8,000 megawatts (MW) of electricity within 11 power plants, 5,100MW during peak hours. Since its inception in 2002, Qatar General Electricity and Water Corporation "KAHRAMAA" has been committed to develop and maintain the sustainable utility services within the Qatar market. Through

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Database

- Interested: 121
- Not Interested: 538