



# ELECTRICITY PAKISTAN

ENERGY | STORAGE | POWER

15<sup>th</sup> - 17<sup>th</sup> March 2019 | Expo Centre, Lahore

Organiser



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ENF



## ELECTRICITY PAKISTAN 2019

Electricity Pakistan will become Pakistan premier exhibition for Energy, Storage and Power industry. It is a dedicated platform for manufacturers, suppliers, distributors, users and energy storage solutions providers. The inaugural edition will take place at Lahore Expo Centre from 15 - 17 March 2019.

Participants from governments, utilities, independent energy producers, energy storage products manufacturers, consulting companies, associate as well as other related sectors are invited to discuss applications, opportunities and challenges for energy, storage and power sector.

### WHY PAKISTAN ?

Pakistan, where power shortfall is usually addressed through the establishment of large coal, oil, hydroelectric, and some solar projects, can benefit from energy storage to an unprecedented extent. Also, with much of the world pouring investments into renewable and clean energy, Pakistan is in the line of environmentalists' fire for relying on coal-fired projects as part of a plan to boost urgently needed generating capacity.

As reported by the International Energy Agency (IEA), average energy demand in the country is around 19,000MW against the generation of around 15,000MW. Demand soars beyond 20,000MW during peak summer months of May to July, when air conditioning systems place an extra burden on the national power grid, often causing power cuts. The IEA forecasts that total electricity demand will rise to more than 49,000MW by 2025 as the country's population increases.

In this situation, a fusion of domestic renewable generation and power storage technology seems to be an expeditious, efficient, and affordable answer, which can also cut the costs, incurred in expansion, operation, and maintenance of the power infrastructure, down to almost a naught. The country can make the most of energy storage systems as planned renewable energy projects under China-Pakistan Economic Corridor (CPEC) include a solar park, four wind farms, and three hydro plants that together would generate around 3,900MW, at a cost of about \$7.5 billion.

Pakistan Alternative Energy Development Board says the country has the potential to generate annually 2.9 million megawatt of clean energy from solar, 340,000 megawatt from wind and 100,000 megawatt from hydropower.





## EXHIBITION PROFILE

### POWER - GENERATION, TRANSMISSION, DISTRIBUTION

- Accessories
- Boilers, Heat Exchangers and Combustion Equipment
- Cables and Cable Management Systems
- Consulting & Engineering
- Control Panel
- Cooling and Exhaust Systems
- Cooling Equipment
- Engines & Alternators
- Filters and Filtration Equipment
- Furnace and Generators
- Maintenance & Repair Services
- Oil & Lubricants
- Power Rentals
- Pumps & Valves
- Reactors and Turbines
- Water & Waste Treatment

### ENERGY - STORAGE AND MANAGEMENT

- Adapters
- Batteries
- Battery Banks
- Battery Management Systems
- Building Management Systems
- Cables
- Charge Controllers
- Energy Auditing
- Energy Management Software
- Environment Protection and Control Systems
- Grid Optimisation, Monitoring & Protection Solutions
- Home Automation Solutions
- Information & Communications Technology
- Inverters & UPS Systems
- Sensors/Components
- Smart Grid / Smart Meters
- Virtual Power Plants / Combined Power Plants
- Energy efficient equipment's for power generation, transmission and distribution
- Industrial and decorative lighting equipment, luminaries, fixtures and accessories
- Manufacturers of motors and pumps
- Manufacturers of LED and charge controllers
- Green Information & Communications Technologies (ICT)

## VISITOR PROFILE

- Manufacturers and Systems Providers of the Batteries and Energy Storage Sector
- Manufacturers and Systems Providers of the Renewable Energies Sector
- Systems Integrators for Batteries
- Energy Storage Systems and E-Mobility
- Utility Companies
- Grid Operators
- Municipalities, Public Institutions
- Energy Trading Companies
- RE Power Plants operators
- Planners and Installers
- Commercial energy officers
- Developers, real estate industry, cooperative building associations
- Planners and Operators of UPS and back-up Power Systems
- Manufacturers of special-purpose Vehicles
- OEM's in the Automotive Industry



## SPONSORING

Maximise your presence at the event with our tailored sponsorship solutions. We strive to add value to our sponsorship packages by ensuring that our sponsors benefit from ongoing exposure and coverage.

Below is a list of available opportunities that will allow you to promote your business before, during and after the show. Our sponsorship team is ready to tailor a package that matches your specific business goals, objectives and budget.

### Exclusive Opportunities

- Workshop and seminar time slots.
- Exclusive branding in the main entrances to the exhibition.
- Exhibitor, visitor and delegate badges, lanyards and carrier bags.
- Roll up banners and company literature displayed in coffee and lunch areas.
- Advertisement in the show catalogue, which is distributed to event attendees.

### Pre and Post Show Opportunities

- Web banners on show website.
- Featured articles in monthly show newsletters.
- Exclusive e-shots to your target audience with an invitation to visit your stand.
- Dedicated emails to show visitors database.
- Products showcase email announcements.
- Targeted mail pieces to visitors promoting your product information and offers.

### Onsite Branding

- Logo displayed on banners inside and outside the exhibition area.
- Logo displayed on event signage in strategic locations.
- Press conferences and media centre.

For sponsorship requests and additional requirements that have not been listed above, please contact us on [enquiry@electricitypak.com](mailto:enquiry@electricitypak.com)

## MARKETING & PROMOTIONAL CAMPAIGN



Advertisements



E-Newsletters & Faxes



Composite Display



Buyers-Fly-In Program



Show daily



Magazines & Newspapers



Networking Meetings



Local & International Partnerships



Direct Mailers



Media Partners



VIP passes for key buyers



Promotional Trips

Co-Located Event



**SOLAR  
PAKISTAN**

The 8th International Renewable Energy Exhibition & Conference

**3 EASY WAYS  
TO CONTACT**

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