



Fact Sheet

The U.S. Trade and Development Agency will sponsor **MENA POWER 2010: A Middle East and North Africa Technology and Projects Forum** at the Conrad Cairo Hotel, Cairo, Egypt May 24-26, 2010 in cooperation with the U.S. Commercial Service. The forum will match Middle East and North Africa (MENA) policy makers and project stakeholders in the electric power sector with U.S. providers of equipment and service solutions.

Opportunities for U.S. Firms in the MENA Power Sector

Middle Eastern and North African (MENA) electricity demand is growing annually at a rate of 5-6% due to high population growth and energy intensive industrialization. As power demand continues to grow, the MENA region will need to build new power plants, increase the efficiency of existing plants and transmission and distribution systems, and diversify its energy sources. This presents significant opportunities for U.S. companies that provide products and services to the power sector.

To facilitate these opportunities, more than 30 power projects will be presented at the forum in areas such as gas-fired combined cycle, cogeneration, solar, wind, hydro, biomass, integrated desalination/power, rural electrification, transmission and distribution upgrades, smart grid, and regional interconnection.

Participating MENA markets will include:

Algeria, Egypt, Iraq, Jordan, Lebanon, Libya, Morocco, Tunisia, Turkey, the West Bank and Yemen.

MENA POWER 2010 Objectives:

- To engage U.S. technologies, experience, and best practices in the development of the power sector in the MENA region;
- To present viable and substantial commercial opportunities for U.S. equipment and service suppliers of related technology and services;
- To promote long-term strategic and commercial relationships between the MENA and U.S. electricity sector industries;
- To advance innovative approaches to financing projects, including public-private partnerships and use of carbon credits markets; and
- To encourage high-level dialogue among stakeholders to address the regulatory and policy issues that now constrain development of the power sector in the region.

The Forum's Agenda will include:

Panel Discussions on Relevant Topics

Panel discussions will be crafted to provide insight and discussion on such topics as electricity generation, transmission, and distribution, smart grid technologies, renewable energy, financing methods, and plans for regional electricity interconnection.

Project Presentations by MENA project stakeholders that provide an overview of procurement needs

A large portion of the agenda will focus on project opportunities for U.S. firms. MENA power stakeholders will be invited to participate in the conference to present the details and procurement needs of selected projects. More than 30 project opportunities will be identified through careful research. However, only projects which offer the best opportunities for U.S. firms to provide equipment, services, and financing will be selected and presented. Projects will range in value from \$2 million to \$200 million USD, with expected procurement timetables in the next three years.

Technology Workshops by U.S. Companies to Highlight U.S. Company Expertise in the Power Sector

Selected U.S. companies will have the opportunity to present short, educational case studies and technology presentations to highlight their expertise to the attending MENA delegates.

One-on-One Meeting Sessions

Prescheduled One-on-One Meeting Sessions will be included on the agenda to enable U.S. company representatives to meet privately with attending ministerial-level officials and stakeholders from the MENA region.

Who will Attend MENA POWER 2010?

MENA POWER 2010 will bring together government officials and transmission company representatives from the participating countries with finance officials from U.S. and international financial institutions, and U.S. equipment suppliers and service providers catering to the industry. In addition, representatives from U.S. Government departments and agencies, including USTDA and the U.S. Commercial Service, and leading industry organizations will also attend. Total attendance is expected to exceed 200 participants.

Sponsorship Opportunities for U.S. Firms

Corporate sponsorship provides a unique opportunity for U.S. companies to leverage their attendance and showcase their products and services at the Forum. Sponsorship also demonstrates a commitment to the region and the goals of the forum. Sponsorship packages range from \$2,500 to \$12,500 and will include high-level recognition throughout the conference, a table-top display in the MENA 2010 Power Expo, complimentary registration, on-site signage, pre-conference marketing recognition, and a corporate profile in the workshop materials.

U.S. companies should contact Pamela Peseux, Marketing Director, MFM Trade Meetings, for more information and to request the conference sponsorship prospectus.

Registration Fees

The registration fee is \$450 USD for all U.S. companies and financial institutions. Regionally-owned companies from the participating countries pay a \$250 USD registration fee. The fee includes a copy of the conference handbook, a copy of the Project Resource Guide, complete with all project information, a participant list, and all meals and receptions, as noted in the conference program. In addition, all registered U.S. participants may request one-on-one meetings with attending delegates at the conference.

Background on the MENA Power Sector

The MENA region's electricity demand is growing annually at a rate of 5-6% prompted by high population growth and energy intensive industrialization. In general, the economies are burdened with insufficient generation capacity and aging transmission and distribution infrastructure to meet this growing demand.

The MENA region is highly dependent on oil for power generation but is faced with a limited

supply. This fact, along with increasing climate change awareness, has brought the electricity sector to the forefront of economic policy and discussion in MENA countries, which include some of the world's largest producers of oil.

As power systems continue to grow, MENA economies require advanced, integrated transmission and distribution systems to increase the efficiency with which power is delivered within and between markets. Smart grid technologies will help implement distributed generation and improve the efficiency of delivery and collections, with the result that the financial condition of the utilities will improve and allow them to participate in new investment opportunities.

The forum will discuss the benefits of shifting from the dependence on oil to highly efficient use of natural gas in combined cycle gas turbines; the development of the massive potential for alternative energy (mainly hydroelectric, solar, wind, and biomass); and improving performance of existing systems with modernizations, rehabilitation, repowering, energy efficiency, demand side management, and smart grid technologies.

Highly subsidized electricity tariffs have led to poor financial performance of the utilities and lack of available capital for investments in the sector. This is a major challenge to the sector that is driving new policy and financing approaches for power projects in the region.

MENA POWER 2010 Official Web Site

The official conference web site for MENA Power 2010 is www.trademeetings.com. The web site will be updated regularly with conference information, including project information and confirmed delegates. Online registration is also available.

About USTDA

The U.S. Trade and Development Agency advances economic development and U.S. commercial interests in developing and middle-income countries. The agency funds various

forms of technical assistance, feasibility studies, training, orientation visits, and business workshops that support the development of a modern infrastructure and a fair and open trading environment. USTDA's strategic use of foreign assistance funds to support sound investment policy and decision-making in host countries creates an enabling environment for trade, investment and sustainable economic development. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.

MENA POWER 2010 Contacts

MFM Trade Meetings, a division of MFM Lamey Group, LLC, is organizing and marketing the conference on behalf of USTDA.

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TECHNICAL CONSULTANT

Energy Markets Group, the conference technical consultant, is managing project research, delegate selection and development of the Conference Resource Guide in consultation with USTDA and its partners.

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