



DISTRIBUTECH[®]
AFRICA



17-19 JULY
2018

SANDTON CONVENTION CENTRE
JOHANNESBURG
SOUTH AFRICA

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POWERING UP A CONTINENT

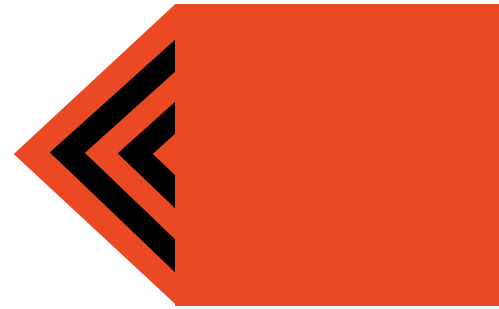
PRELIMINARY EVENT GUIDE

**JOIN US FOR AFRICA'S PREMIER
POWER INDUSTRY EVENT**

**REGISTER FOR CONFERENCE BY 15 JUNE 2018 TO
SAVE 40% WITH THE EARLY BIRD OFFER OR
REGISTER TO ATTEND THE EXHIBITION FOR FREE**

WELCOME

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POWER-GEN Africa



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YouTube:
POWER-GEN Africa

OTHER PENNWEELL EVENTS

electrify
europe

19-21 June 2018
Vienna, Austria
www.electrify-europe.com

POWER-GEN ASIA
**ASIA
POWER WEEK**

18-20 September 2018
Jakarta, Indonesia
www.asiapowerweek.com

POWER-GEN
INTERNATIONAL

4-6 December 2018
Orlando, FL, USA
www.power-gen.com

DISTRIBUTECH
CONFERENCE & EXHIBITION

5-7 February 2019
New Orleans, LA, USA
www.distributech.com

WHAT IS POWER-GEN & DISTRIBUTECH AFRICA?

POWER-GEN & DistribuTECH Africa is the electricity industry's forum that brings together international business leaders and technical experts committed to POWERING UP A CONTINENT

Featuring a comprehensive conference programme and extensive exhibit floor, the event spans all aspects of centralised and distributed power generation along with leading technologies in power transmission and distribution.



3,000+
Attendees



75+
Exhibitors



100+
Speakers



25+
Sessions



FREE
Networking



50+
SSA VIPs



B2B
Matchmaking

PUT SIMPLY, IT'S WHERE THE INDUSTRY MEETS TO DO BUSINESS

BREAKDOWN OF ATTENDEES BY COUNTRY

AFRICA

83.3%



ASIA

4.6%



EUROPE

8.2%



THE AMERICAS

2.5%



AUSTRALASIA

0.2%



MIDDLE EAST

1.2%



ATTENDEES BY INDUSTRY

- Investor-Owned Electric Utility
- Rural Electric or other Electric Cooperative
- Other Public Electric Utility, including Federal, State or District Cooperative
- Investor-Owned Gas Utility / Local Distribution Company
- Gas Producer / Gatherer / Transporter
- Independent Power Co., Unregulated Utility Subsidiary, Cogenerator or Small Power Producer
- Pulp & Paper
- Chemicals & Allied Products
- Fabricated Metal Products, Primary Metals & Mining
- Machinery including Electrical & Electronic
- Institution Power Plants Plus Service and Commercial Establishments
- Consulting Firms including Civil Engineers/Engineers Architects. Design & Dam Constructors/Construction Companies and Consultants
- Original Equipment Manufacturers (OEM)
- IT & Software Solutions Providers
- Electric Utility or Power Generating Company
- Government Energy Department
- Municipal Electric Utility

MEET AFRICA'S VIPS

Make connections with high-level dignitaries, officials and executive management from government, utilities and private enterprises from Sub-Saharan Africa.

POWER-GEN & DistribuTECH Africa will give you the chance to meet key buyers across Africa as part of the SSA VIP Delegation. In 2017 we invited 60+ VIPs from Sub-Saharan Africa to network with our attendees and we intend to develop this further at this year's event. As an exhibitor or delegate you can use our free B2B Matchmaking service which will pre-organize meetings with key industry decision makers based on your marketing objectives.

PREVIOUS DELEGATES OF THE SSA VIP PROGRAMME

Arthur Energy Technology Ltd
Nigeria

Axis Engineers Ltd | Mauritius

BarleyField Nigeria Limited
Nigeria

Biogas Technologies Africa
Limited | Ghana

Botswana Power Corporation
Botswana

Central Electricity Board of
Mauritius | Mauritius

City of Windhoek Namibia

Construction Kaiser Limited
Nigeria

Copperbelt Energy PLC | Zambia

CPCS Transcom International Ltd.
Zambia

CPCS Transcom International Ltd.
Zimbabwe

Development Bank of Ethiopia
Ethiopia

Eastern Africa Power Pool (EAPP)
Ethiopia

Electricity Generation Company
(Malawi)

Limited (EGENCO) | Malawi

Electricity Regulatory Authority of
Uganda | Uganda

Electriplan (T) Ltd / Power
Systems (T) Ltd | Tanzania

Energy and Water Utilities
Regulatory Authority | Tanzania

Energy Regulation Board of
Zambia | Zambia

Energy Regulatory Commission
Kenya

Energy Systems Group (Pty) Ltd
Botswana

Erongo Regional Electricity
Company (ErongoRED) | Namibia

ESCOM Limited, Malawi | Malawi

Ethiopian Electric Utility (EEU)
Ethiopia

Exnergia Power & Consulting
Group | Nigeria

Ezulwini Municipality Swaziland

FCMB Capital Markets Limited
Nigeria

GEHYDRO (EA) Consulting
Engineers | Tanzania

Great Lakes Energy Ltd | Rwanda

GTDC (Global Trade and
Development Corporation)

Ethiopia

Hermit Investments (Pvt) Ltd
Zimbabwe

Hlatikhulu Town Board | Swaziland

Kalahari GeoEnergy | Zambia

Kenergy Renewables | Kenya

Kenya Nuclear Electricity Board
Kenya

Lesotho Electricity and Water
Authority (LEWA) | Lesotho

Lesotho Electricity Company
(LEC) | Lesotho

Lesotho Highlands Development
Authority | Lesotho

Lunsemfwa Hydro Power Co Ltd
Zambia

Matsapha Town Council
Swaziland

Mauritius Central Electricity
Board (CEB) | Mauritius

Ministry of Energy and Mineral
Development Uganda

Ministry of Energy and Power
Development | Zimbabwe

Ministry of Mines and Energy
Namibia

Ministry of Natural Resources and
Energy | Swaziland

MOTRACO | Mozambique

Namibian Power Corporation
(Pty) Ltd (NamPower) | Namibia

Nhlangano Town Council
Swaziland

Nigeria Bulk Electricity Trading
Company | Nigeria

Nigeria Infrastructure Advisory
Facility (NIAF) | Nigeria

Nored Electricity (Pty) Ltd
Namibia

Parliament of Ghana | Ghana

Pigg's Peak Town Council
Swaziland

Reltub Investments Limited
Ghana

Rift Valley Energy Ltd | Tanzania

SADC Secretariat | Botswana

Samansco | Zimbabwe

Shumba Coal Ltd | Botswana

Southern African Power Pool
(SAPP) | Zimbabwe

Suka Wind and Solar Energy Ltd
Ghana

Swaziland Electricity Company
(SEC) | Swaziland

Swaziland Environmental
Authority | Swaziland

TANESCO | Tanzania

Tesla Energy Solutions (Pty) Ltd
Namibia

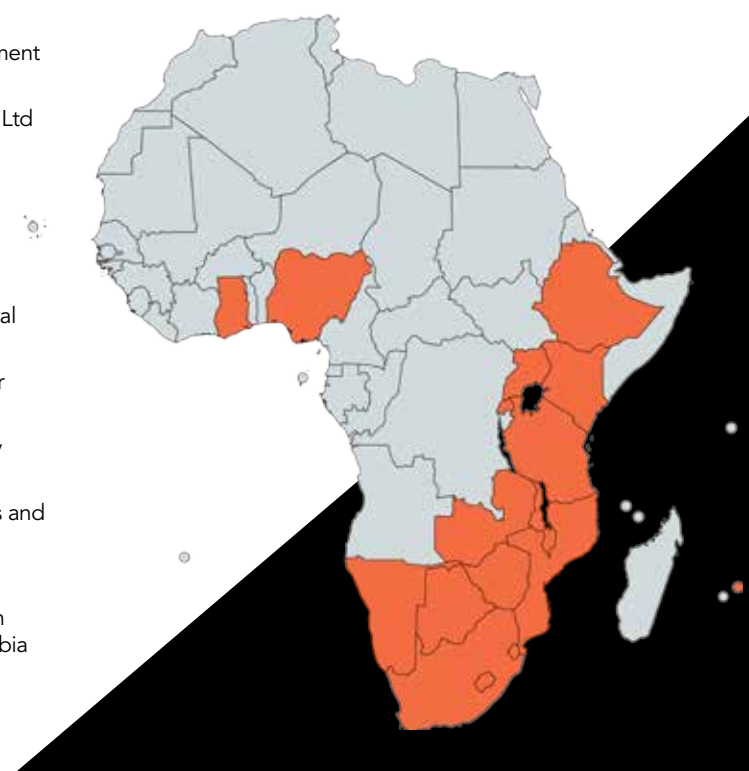
Uganda Electricity Generation
Company | Uganda

ZESA Enterprises (Pty) Ltd
Zimbabwe

Zesco Limited | Zambia

Zimbabwe Electricity
Transmission and Distribution
Company (ZETDC) | Zimbabwe

Zimbabwe Power Company (ZPC)
Zimbabwe



MAKE IMPORTANT CONNECTIONS

As an exhibitor or delegate you can use our B2B Matchmaking service which will pre-organize meetings with the SSA VIPs based on your marketing objectives.

We understand time and money is precious, so we have set up a personalized B2B matchmaking service that gives you the opportunity to select up to 5 types of companies you would like to meet with, all completely free of charge. This platform will enable you to make the right connections through pre-arranged meetings with the people you want to meet and who want to meet you.

YOU MUST BE A PRE-REGISTERED CONFERENCE DELEGATE OR EXHIBITOR TO QUALIFY FOR THE FREE B2B MATCHMAKING. FOR FURTHER INFORMATION PLEASE VISIT WWW.POWERGENAFRICA.COM

IN 2017 OVER

260⁺

MEETINGS TOOK PLACE AS PART OF
THE B2B MATCHMAKING SERVICE

80%

OF ATTENDEES SAID THAT THE B2B
MATCHMAKING SERVICE WAS SUCCESSFUL
IN MEETING THEIR OBJECTIVES

CONFERENCE GRID

We thank the POWER-GEN & DistribuTECH Africa Advisory Board for their hard work and dedication in helping shape the 2018 Conference. For details on the Advisory Board members, [please visit www.powergenafrika.com/conference](http://www.powergenafrika.com/conference)

TUESDAY 17th JULY				
09:30 - 11:00	JOINT OPENING KEYNOTE SESSION <i>Location: Bill Gallagher Room, Level 2</i>			
12:00 - 13:30	Delegate Lunch 			
13:30 - 15:00 Session 1	Opening Panel Discussion - The ESI Business in Africa: Is it Facing a New Dawn or a Sunset? <i>Location: Bill Gallagher Room, Level 2</i>			
15:00 - 15:30	Networking Coffee Break 			
	 Track A: Electricity Industry Strategy <i>Location: Boardroom 2&3</i>	 Track B: Thermal Power Generation <i>Location: Boardroom 6&7</i>	 Track C: Renewable Energy <i>Location: Bill Gallagher Room</i>	 Track D: Power Delivery & Customers <i>Location: Boardroom 5</i>
15:30 - 17:00 Session 2	Market Design & Trading	Innovation in Generation	Waste-to-Energy	Managing for Sustainability
WEDNESDAY 18th JULY				
09:00 - 10:30 Session 3	Digitalization - An Integral Business Differentiator	Alternative Fuel Solution	Biomass to Energy	Customer Service & Power Delivery Enhancement
10:30 - 11:00	Networking Coffee Break 			
11:00 - 12:30 Session 4	Utility Sustainability	Projects & Case Studies	Storage - Can It Really Deliver Renewable Energy's Full Potential?	Infrastructure Value Realization
12:30 - 14:00	Delegate Lunch 			
14:00 - 15:30 Session 5	Funding for Growth	Optimization & Maintenance	Renewables In Action	Utility Performance Compliance
15:30 - 16:00	Networking Coffee Break 			
16:00 - 17:30 Session 6	It's More Than Just Power!	Digital Optimization	Facilitating Renewable Finance	Shaping Future Power Delivery & Customer Service for Growth
THURSDAY 19th JULY				
09:00 - 10:30 Session 7	Planning & Execution in a Business Disruptive Era	Environmental Impact Technology	Renewable Expansion for Social Good	Business Integrity & Security
10:30 - 11:00	Networking Coffee Break 			
11:00 - 12:30 Session 8	Closing Panel Discussion - Capitalizing on the Disruptive Landscape to Ensure Business Growth <i>Location: Bill Gallagher Room, Level 2</i>			
14:00 - 15:00	Best Paper Awards & Prize Draw			

FEATURED SESSIONS & SPEAKERS IN 2018

POWER-GEN & DistribuTECH Africa will once again provide three days of informative and inspirational conference, tackling Africa's hot topics of today and the future across more than 25+ sessions. Please see below a snapshot of some of the inspirational speakers who you will get to see in Johannesburg:

Opening Panel Discussion - The ESI Business in Africa: Is it Facing a New Dawn or a Sunset?

Tuesday 17 July, 13:30 - 15:00 | Location: Bill Gallagher Room, Level 2

This panel will debate the current challenges facing the ESI in Africa, reflect on international trends and structural options; while providing informed direction in respect of the opportunities that should be leveraged to improve the sustainability of the sector, enhance service delivery and become the preferred choice for investors.

Closing Panel Discussion - Capitalising on the Disruptive Landscape to Ensure Business Growth

Thursday 19th July, 11:00 - 12:30 | Location: Bill Gallagher Room, Level 2

This panel will reflect on disruptive technologies at play in the ESI and provide guidance to the sector leaders in respect of skills and strategies required to convert the challenges into business opportunities and to improve collaboration and enhance business growth.



TUESDAY 17 JULY, 13:30 - 15:00

Opening Panel Discussion

Peter Van Den Dool, OPIC Liaison, Power Africa, South Africa



WEDNESDAY 18TH JULY, 14:00 - 15:30

Using Value Added Services To Solve Energy Crisis

James Agada, CEO, CWG Plc, Nigeria



TUESDAY 17 JULY, 15:30 - 17:00

No-Wires Approach to Energy Delivery: Two South African Case Studies

Dom Wills, Chief Executive Officer, SOLA Future Energy, South Africa



WEDNESDAY 18TH JULY, 16:00 - 17:30

Options for Financing Green Energy Projects in Africa

Victoria Cuming, Head of Policy, Bloomberg New Energy Finance, United Kingdom



WEDNESDAY 18TH JULY, 09:00 - 10:30

Sustainable Swaziland: Optimising the Biomass Value Chain to Unlock Renewable Energy Potential

Kelly Cure, Head of Strategic Initiatives, Montigny Investments, Swaziland



THURSDAY 19TH JULY, 09:00 - 10:30

Keeping up your Cyber Resilience as an Operator

Jos Menting, Chief Technologist Cybersecurity, Laborelec-Tractebel, ENGIE, Belgium



WEDNESDAY 18TH JULY, 11:00 - 12:30

Storage - Can It Really Deliver Renewable Energy's Full Potential? - Panel Discussion

DeVilliers Botha, Operations Director, Solareff (Pty) Ltd, South Africa



THURSDAY 19TH JULY, 09:00 - 10:30

An Effective Capital Project Services Office

Maanda Ramutumbu, Senior Manager, Accenture, South Africa



WEDNESDAY 18TH JULY, 11:00 - 12:30

Distribution Network Optimisation Considerations

Rabagolo Melesi, Associate, Aurecon, South Africa



THURSDAY 19 JULY, 11:00 - 12:30

Closing Panel Discussion

Stuart Michie, Digital Lead, ABB South Africa, South Africa

For the full conference programme, including details about all the presentations and speakers, please check the website: www.powergenafrika.com/conference

BECOME A CONFERENCE DELEGATE

SAVE UP TO **40%** WITH THE EARLY BIRD DELEGATE OFFER
EARLY BIRD OFFER EXPIRES 15 JUNE 2018

POWER-GEN & DistribuTECH Africa is renowned for delivering high-quality content and comprehensive in-depth practical information. The 2018 conference will bring together a range of experts involved in every aspect of power generation and distribution including government policy makers and those involved in planning, finance and legal aspects as well as utility and private power producers.

FIND THE RIGHT REGISTRATION PACKAGE FOR YOU

POWER-GEN & DistribuTECH Africa offers you a wide range of Conference Delegate options. Whether you would like to take in the full Three-Day Delegate experience, allowing access to all conference sessions across our 4 tracks, or maybe the One-Day Delegate pass is more for you. Group Plans from 5-15 Delegates are also available with significant savings, allowing you and your organization to benefit from the wealth of knowledge this premier event has to offer.

For conference packages to suit your needs, please visit
www.powergenafrika.com/register



STUDENTS & MUNICIPALITY REPRESENTATIVES

If you are a Student or a representative of a Municipality you can qualify for **FREE** Conference Delegate pass. Enjoy access to the three-day conference, entrance to the exhibition, B2B matchmaking and the conference proceedings. Please be advised ID is required as proof and no lunch is provided.

WHY ATTEND THE POWER-GEN & DISTRIBUTECH AFRICA CONFERENCE?

Renowned for delivering high-quality content and comprehensive in-depth practical information, the POWER-GEN & DistribuTECH Africa conference brings together a range of experts involved in every aspects of power generation and delivery.

CONTENT

1

Hear about the real challenges facing Africa's power sector and solve strategic problems during 3 value-packed days of insightful content, debates, panel discussions and case studies from thought leaders.

CONNECT

2

Connect with leading exhibiting companies showcasing the latest technology developments for the African power sector. The B2B Matchmaking service will enable you to make the right connections.

CONTACTS

3

Meet with like-minded delegates and the SSA VIP delegation, which will include high-level dignitaries, officials and executive management from government, utilities and private enterprises.

CPD ACCREDITATION

4

Enhance your career and receive Continuing Professional Development (CPD) points by attending the conference sessions. POWER-GEN & DistribuTECH Africa has been awarded a pre-validation by the SAIEE of 2.5 CPD credits. See below for further information.

SAVE MONEY WITH THE EARLY BIRD OFFER

Take advantage of the Early Bird offer and SAVE up to **40%** on the three conference delegate rate if you register by **15 June 2018**. That's a saving you won't want to miss out on, so **REGISTER TODAY!!**



CONTINUAL PROFESSIONAL DEVELOPMENT WITH SAIEE

Engaging in Continuing Professional Development ensures that both academic and practical qualifications do not become out-dated or obsolete; allowing individuals to continually 'up skill' or 're-skill' themselves, regardless of occupation, age or educational level. Delegates will be able to request a CPD card onsite from the registration desk and have this stamped at the end of each day. A max of up 2.5 CPD points will be awarded for attending sessions over three days.

HOW TO REGISTER

Registration for POWER-GEN & DistribuTECH Africa 2018 is a straightforward and simple process. To register please choose either of the below two options:

1.

REGISTER ONLINE

On-line registration via the event website, www.powergenafrika.com. Just hover on the Register tab and then select Online Registration. Follow the next steps and complete your registration.

2.

REGISTRATION FORM

Alternatively, complete a POWER-GEN & DistribuTECH Africa Registration Form, available at www.powergenafrika.com/register and send the form back to us via the options provided on the form.

SAVE

EARLY BIRD DISCOUNTS

Register as a Conference Delegate before or on 15 June 2018 and take advantage of discounted Early Bird delegate rates. **Saving you over \$400!!**

FREE

FREE EXHIBITION ENTRY

Register as a visitor for **FREE admittance** to Africa's premier international power industry exhibition. See page 13 for further information.

EVENT CONTACTS

For Exhibit Sales and Sponsorship opportunities please contact your local representative:



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For Conference enquiries, please contact:

For all other enquiries, please contact:



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For all registration enquiries, please contact:



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E: registration@pennwell.com
T: +1-918-831-9160 (direct)
T: +1-888-299-8016 (toll free)

EVENT SCHEDULE

TUESDAY 17 JULY 2018

08:00 - 18:00	Registration Open	Main Foyer, Level 0
09:00 - 09:30	Networking Coffee Break	Foyer, Level 2
09:30 - 11:00	Joint Opening Keynote Session	Bill Gallagher, Level 2
11:00 - 18:00	Exhibition Open	Exhibition 1, Level 0
12:00 - 13:30	Delegate Lunch	Exhibition 1, Level 0
13:30 - 15:00	Opening Panel Discussion	Bill Gallagher, Level 2
15:00 - 15:30	Networking Coffee Break	Exhibition 1, Level 0
15:30 - 17:00	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2

WEDNESDAY 18 JULY 2018

08:00 - 18:00	Registration Open	Main Foyer, Level 0
09:00 - 10:30	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2
10:00 - 18:00	Exhibition Open	Exhibition 1, Level 0
10:30 - 11:00	Networking Coffee Break	Exhibition 1, Level 0
11:00 - 12:30	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2
12:30 - 14:00	Delegate Lunch	Exhibition 1, Level 0
14:00 - 15:30	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2
15:30 - 16:00	Networking Coffee Break	Exhibition 1, Level 0
16:00 - 17:30	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2

THURSDAY 19 JULY 2018

08:00 - 15:00	Registration Open	Main Foyer, Level 0
09:00 - 10:30	Conference Sessions	Bill Gallagher & Boardrooms 2-7, Level 2
10:00 - 15:00	Exhibition Open	Exhibition 1, Level 0
10:30 - 11:00	Networking Coffee Break	Exhibition 1, Level 0
11:00 - 12:30	Closing Panel Discussion	Bill Gallagher, Level 2
14:00 - 15:00	Best Paper Awards & Prize Draw	Exhibition 1, Level 0



EXPERT VIEW:

WHAT ARE THE TOP ISSUES IN PAN-AFRICAN POWER TODAY?

New power sector priorities are emerging across Africa, including financing of major power projects, joining the dots between generation and the 650 million 'power poor', and becoming agile in a digital world, report POWER-GEN & DistribuTECH Africa's advisory board experts.

Utilities' balance sheets and business models are also in the spotlight; as is the impact of digital technologies on the sector as a whole. These new themes will be key focus areas at the POWER-GEN & DistribuTECH Africa conference, in line with our ongoing mission to deliver high-level, superior content to our 3,000 delegates.

Ahead of this year's POWER-GEN & DistribuTECH Africa, members of our expert advisory boards weighed in on some of the big issues and top trends in pan-Africa's power sector today:



One of the most critical challenges emerging in Africa is the speed at which change is happening. It's a question, from a regulation standpoint, policy, and a commercial aspect as well, as to how we deal with these specific changes across the continent in a meaningful way.

Gareth Gregory, Africa Head, Strategic Energy and Client Delivery in the commercial division, Energy Security Services Africa (ESSA)

“We are in an information revolution so digitisation has become a priority.

Khanyiso Myataza, Business Development Manager - SADC Region, Power and Oil and Gas, Black & Veatch

“Key challenges emerging include strategic issues – the value chain, the structure of the industry, moving from the traditional structures and the business models we have. We have seen that the kw/h business is no longer working, so we need to move towards innovative ways to do business”

Nhlanhla Lucky Ngidi, South African Local Government Association official

“The power pool has excess of capacity but much of the continent is still dark. The two just don't add up. There is a disconnect, and we need to connect the dots.”

Shirley Chauke, CEO at Hamon SA

“Key issues are grid maintenance and management, as well as digitization and data management.

Moefi Moroeng, Specialist: Electricity wholesale trading at NERSA



“We need to look at our electricity strategy across the continent, share best practices amongst each other and make sure there is an implementation strategy to serve the 650 million who do not have access to power.”

Sindiswa (Sindi) Mzamo, Chief Operating Officer and Head of Marketing of the Edison Power Group

“We are confronted from a broader industry perspective with things like leadership challenges, and how well we operate and run our utilities.”

Dr. Willie de Beer, chairperson of the POWER-GEN & DistribuTECH Africa advisory board

THE EXHIBITION

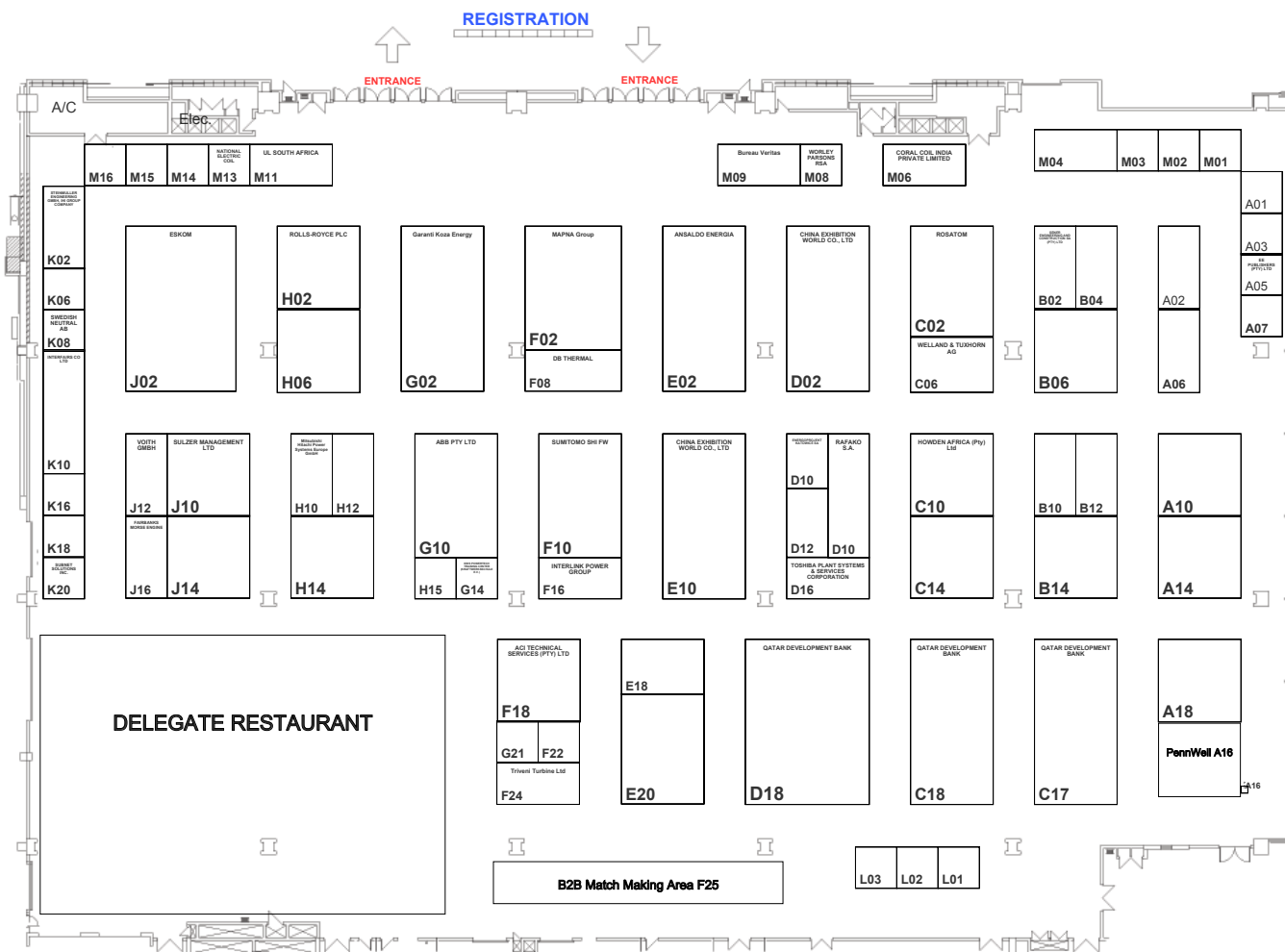
ABB PTY LTD	G10	PENNENERGY JOBS	A16
ACI TECHNICAL SERVICES (PTY) LTD	F18	PENNWELL BOOKS	A16
ANSALDO ENERGIA	E02	PENNWELL INTERNATIONAL	A16
B2B MATCHMAKING AREA	F25	POWER ENGINEERING INTERNATIONAL	A16
BUREAU VERITAS	M09	POWER ENGINEERING MAGAZINE	A16
CHINA EXHIBITION WORLD CO., LTD	E10, D02	POWER-GEN & DISTRIBUTECH AFRICA	A16
CORAL COIL INDIA PRIVATE LIMITED	M06	POWER-GEN ASIA	A16
DB THERMAL	F08	POWER-GEN INTERNATIONAL	A16
DECENTRALIZED ENERGY	A16	POWERGRID INTERNATIONAL MAGAZINE	A16
DISTRIBUTECH CONFERENCE & EXHIBITION	A16	QATAR DEVELOPMENT BANK	C17, C18, D18
EE PUBLISHERS (PTY) LTD	A05	RAFAKO S.A.	D10
ELECTRIC LIGHT & POWER MAGAZINE	A16	RENEWABLE ENERGY WORLD	A16
ELECTRIFY EUROPE CONFERENCE AND EXHIBITION	A16	ROLLS-ROYCE PLC	H02
ENERGOPROJEKT KATOWICE SA	D10	ROSATOM	C02
ESKOM	J02	SENER ENGINEERING AND	
FAIRBANKS MORSE ENGINE	J16	CONSTRUCTION SA (PTY) LTD	B02
GARANTI KOZA ENERGY	G02	STEINMULLER ENGINEERING GMBH, IHI GROUP	
HOWDEN AFRICA (PTY) LTD	C10	COMPANY	K02
HUBS CONNECT	A16	SUBNET SOLUTIONS INC.	K20
HYDRO REVIEW MAGAZINE	A16	SULZER MANAGEMENT LTD	J10
HYDROVISION INTERNATIONAL	A16	SUMITOMO SHI FW	F10
ICCI POWERED BY POWER-GEN	A16	SWEDISH NEUTRAL AB	K08
INTERFAIRS CO LTD	K14, K10, K12	TOSHIBA PLANT SYSTEMS & SERVICES	
INTERLINK POWER GROUP	F16	CORPORATION	D16
KWS POWERTECH TRAINING CENTER (KRAFTWERKSSCHULE E.V.)		TRIVENI TURBINE LTD	F24
MAPNA GROUP	G14	UL SOUTH AFRICA	M11
MAPSEARCH	F02	UTILITY PRODUCTS MAGAZINE	A16
MARKETING SOLUTIONS	A16	VOITH GMBH	J12
MITSUBISHI HITACHI POWER SYSTEMS	A16	WELLAND & TUXHORN AG	C06
EUROPE GMBH	H10	WORLEY PARSONS RSA	M08
NATIONAL ELECTRIC COIL	M13		
PENNENERGY	A16		



GEN-X THEATRE

The Gen-X Theatre is a platform where young, aspiring African engineers and professionals can share their insights alongside the main conference speakers. Established in 2017, this Gen-X Theatre is a popular highlight as we showcase the future of the African energy market.

FLOORPLAN



EXHIBITION HALL ONE

YOUR **FREE** EXHIBITION PASS IN 2018

Collect your **FREE** pass to the largest gathering of international players interested in strengthening the African power sector. Encounter the latest technology developments, capable of creating a brighter future for African power for **FREE**.



- Experience new technologies and developments
- Source new products and suppliers
- Explore business opportunities and meet new partners in dynamic surroundings
- Encounter some start up and well-established companies
- Keep up to date with industry developments
- Network with industry peers and colleagues
- Create long term business relations with industry expert sales staff
- Stay ahead of your competition by determining the best products to drive your company forward

Best of all, attending as a visitor is **FREE**. How do you collect your **FREE** pass?

Simply visit **www.powergenafrika.com** and register as an Exhibition Visitor.

BECOME AN EXHIBITOR

Showcase your organization's products & services to the African power industry

POWER-GEN & DistribuTECH Africa is a proactive platform for local and international buyers. Meet decision-makers from Sub-Saharan Africa, connect with 3,000+ professionals, attend the conference sessions and most importantly create sales leads with targeted B2B matchmaking meetings.

EXHIBITOR PACKAGE INCLUDES:

- B2B Matchmaking service. We will pre-organize meetings based on your marketing objectives
- A minimum of one free conference access pass for your stand.
- Exclusive discounted advertising opportunities in event official publications and 2018 Event Guide
- Listing in the official POWER-GEN & DistribuTECH Africa 2018 Event Guide, including company contact information and a 30-word description of your company
- Free Marketing tools to help achieve event success and trackable ROI

EXHIBIT IN 2018 AND BENEFIT FROM:

- Opportunities to showcase your products and services to a broad audience of attendees across all aspects of the power sector
- Qualified lead generation for new business results
- Branding opportunities to optimize exposure for your company, products and services
- Cost-efficient networking platform to meet the key players, interact with existing customers and build critical new contacts to grow your business and expand your results

Exhibiting at POWER-GEN & DistribuTECH Africa will enable you to make important connections that are key to success in the African power industry. Contact the exhibition team for price details and booth availability. Exhibition team contact details are available on page 9.



BECOME A SPONSOR

Maximise your exhibiting investment with branding packages, raise your company's profile, drive traffic to your booth & achieve tangible results.

Choose from a variety of Branding Opportunities, or customize a package to meet your specific marketing goals. Packages that are designed around your particular corporate goals help your company to really stand out among the many exhibiting companies, before, during and after the show.

For more information on exhibiting and branding opportunities available at POWER-GEN & DistribuTECH Africa please contact your Sales Representative, available on page 9.



Opening Reception



Networking Reception



On-site Registration



Delegate or Visitor Bag

ADVERTISING OPPORTUNITIES

DRIVE TRAFFIC TO YOUR BOOTH AT POWER-GEN & DISTRIBUTECH AFRICA AND BUILD YOUR BRAND. Our official publications can provide your company with a strategic marketing solution to drive traffic to your booth, achieve long-term success and growth in the global power generation industry.

- Advertising in qualified leading circulation publications – includes digital and on-site distribution of event issues of the magazine
- On Demand Exhibitor Showcase – We will film a video at your booth and promote it to our database
- Direct marketing to registered attendees and global power industry databases
- Event guide advertising – this will be handed out to every attendee
- Online brand awareness next to cutting edge content on industry websites and e-newsletters

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