

Press Release

GE LIGHTING JOINS ARAB FUTURE CITIES SUMMIT AS 'SMART LIGHTING PARTNER'

Dubai, United Arab Emirates, July 29, 2015: Expotrade, organizers of the 2nd Annual Arab Future Cities Summit Dubai 2015 is proud to announce GE Lighting as a 'Smart Lighting Partner' for this year's edition of the summit. Held under the patronage of the Dubai Municipality, the two-day summit will take place on 2-3 November 2015 at Sofitel Dubai The Palm Resort & Spa. In its second year, the summit will witness over 400 senior executives, smart city solution providers, city and government officials coming together to discuss the technologies associated with smart cities.

Smart cities harness the converged power of technology, government and society to enable smart governance, smart living and smart environment to offer its citizens an improved quality of life. Energy, water, transportation, public health and safety are some of the key aspects to the development of a smart city ecosystem. In the Middle East, the Dubai government following its Vision 2020 is actively promoting the concept of a smart city. To meet this end, the government is undertaking initiatives across its different pillars using integrated technology. Smart lighting plays a crucial role in the city's development plan. The government is implementing state-of-the art technology across all its public lighting projects that has helped in reducing power consumption and cutting maintenance cost.

Announcing the new partnership, **Mr. Brad Hariharan, Regional Director, Expotrade Middle East**, said, *"The Arab Future Cities Summit, Dubai supports the theme of Smart Solutions for Sustainable Cities. With cities accounting for over 70 percent of the world's energy use, there is an imperative need to use LED technology and intelligent lighting solutions that will bring about a significant reduction in energy consumption. GE has been at the forefront in lighting innovation with its cutting-edge technology that has played an essential role in revamping the city's street lighting infrastructure. GE's reputation as an innovator in introducing sustainable solutions complements with the theme of our summit."*

Committed to developing solutions that help promote a sustainable way of life, GE has developed energy efficient intelligent street lighting solutions for cities, to meet this ambition. Further emphasizing on the partnership with the Arab Future Cities Summit Dubai, **Mr. Erdem Soyal, General Manager Projects Middle East Africa and Turkey, GE Lighting**, pointed out, *"Arab Future Cities Summit serves as a significant platform for GE Lighting to highlight its sustainable lighting solutions and the technological advancements by the company that helps build intelligent environments for cities globally. Integrating sensors, controls, wireless transmitters and microprocessors within*

its LED system, GE Lighting is redefining the planning and execution of future cities with a firm focus on optimizing resource use efficiency and achieving quantum leaps in productivity by leveraging GE's Industrial Internet platform that taps the potential of big data. As the Arab world focuses on sustainable development as a long-term strategy, GE Lighting can add significant value in future city development through its diverse portfolio of intelligent lighting solutions and advanced lighting controls."

Mr. Hariharan, further added, "We are extremely happy to have GE Lighting as a Smart Lighting Partner and look forward to a fruitful and impactful association with them."

For more event details, please log on to <http://www.smartcitiesdubai.com/>

About Expotrade

Expotrade is a global conference and event organizer with its head office based in Melbourne, Australia and a regional office in Dubai, United Arab Emirates. Expotrade has delivered some of the largest, most successful B2B industry conferences and events. For almost 10 years, our unique blend of knowledge, experience and flexibility has accomplished an array of consistently top quality events. Today, Expotrade events enjoy such a distinctive edge, they are amongst the best patronized in the calendar.

For more information, visit www.expotradeglobal.com

About GE

GE (NYSE: GE) imagines things others don't, builds things others can't and delivers outcomes that make the world work better. GE brings together the physical and digital worlds in ways no other company can. In its labs and factories and on the ground with customers, GE is inventing the next industrial era to move, power, build and cure the world. www.ge.com

About GE Lighting

GE Lighting is changing the way people light and think about their world in commercial, industrial, municipal and residential settings. Light brightens our path to a better way of being. Today, light is intelligent. Light listens, learns and sees. GE. Where Light Is Bright. www.gelighting.com

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