



PRESS RELEASE

Intersolar Middle East opens in Dubai

UAE Energy Minister opens Dubai leg of 2016 Intersolar World Series, as organisers brace for record crowds at Dubai World Trade Centre

19 September, Dubai – H.E Saeed Mohammed Ahmed Al Tayer, Dubai Electricity & Water Authority's Managing Director & Chief Executive Officer, officially opened Intersolar Middle East in Dubai today.

The region's largest event for the solar industry is part of the Intersolar World Series, and is taking place from 19 to 21 September at Dubai World Trade Centre.

Thousands of visitors are expected to attend the three-day event, where they will have an opportunity to gain exclusive access to some of the world's leading minds and emerging technologies in the solar industry.

"Microtron Technologies looks forward to Intersolar Middle East as it presents an excellent opportunity to meet business partners, and build relationships with key players accelerating the shift towards sustainable energy," said Nasir Khattak, Founder and President, Microtrontec.

"In many ways, the show has become a benchmark for the industry in terms of trends and the outlook for the future, with investment and business decisions often tied to the insights gained at the many workshops and seminars taking place at the event."

Middle East nations have been at the forefront of global efforts to diversify away from oil in recent years, and were well represented at last year's COP-21 climate talks in Paris. In

a similar show of solidarity, energy ministers and international experts from across the region convened at the Global Solar Leaders' Summit for talks on the solar industry.

The Summit was intended to act as a precursor to Intersolar Middle East, and focused on the topic of *'Powering a Renewable Energy Future'*. The UAE was represented by Taher Diab, Senior Director of Strategy & Planning, Secretary General of the Emirates Energy Award, and member of the Dubai Supreme Council of Energy.

"The Middle East region has understood the compelling value proposition offered by renewable energy to not only deliver cost competitive electricity to feed the growing demand for power while simultaneously reducing the carbon footprint of the total energy mix but also to create new industrialisation and employment creating opportunities to support the deployment and maintenance of solar and wind energy facilities. As a significant developer, owner and operator of electricity generation and desalinated water production facilities in the region, we at ACWA Power very strongly support the rapid increase in the uptake of renewable energy by continuing to challenge cost and reduce tariff all the while working in parallel to achieve the social and economic development agenda of the nations of the region." said Paddy Padmanathan, CEO & Co-Founder, ACWA Power.

Other notable attendees to address the Summit include energy ministers from Jordan and Egypt, two countries that have strong commitments to solar energy. They were joined at the Summit by over 200 global influencers, senior government representatives, academia, private sector executives and global institutions.

Intersolar Middle East continues tomorrow with Ben Hill, Vice President for Tesla Energy – Europe and Africa set to give a presentation on how energy storage can revolutionise the solar industry.

The global market for energy storage is expected to grow to over US\$25 billion in the next 10 years, and having developed a fully automated battery for sustainable housing Tesla is one of a number of companies seeking to harnessing batteries and smooth the supply of grid-based and solar generated electricity.

Tesla's presentation will be delivered at Intersolar Conference in new Za'abeel Hall 6 at Dubai World Trade Centre, on 20 September 2016.

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Note to Editors:

About Intersolar

With events spanning four continents, Intersolar is the world's leading exhibition series for the solar industry and its partners. It unites people and companies from around the world with the aim of increasing the share of solar power in our energy supply.

Intersolar Middle East is the International Exhibition and Conference for the Solar Industry of the Middle East. For the first time, it takes place at the Dubai World Trade Centre in Dubai, United Arab Emirates, In conjunction with GulfSol, the key event in the Middle East dedicated to the solar industry.

The event's exhibition and conference both focus on the areas of photovoltaics, PV production technologies, energy storage systems and solar thermal technologies. Since being founded, Intersolar has become the most important industry platform for manufacturers, suppliers, distributors, service providers and partners in the global solar industry.

Intersolar has been actively involved in the Middle East region since 2013 with various events, like the Intersolar Summit Middle East that took place in Riyadh, Saudi Arabia. In 2016 Intersolar is teaming up with dmg Events to organize the key event in the Middle East taking place in Dubai dedicated to the solar industry: Intersolar Middle East.

With 25 years of experience, Intersolar has the unique ability to bring together members of the solar industry from across the world's most influential markets. Intersolar exhibitions and conferences are held in Munich, San Francisco, Mumbai, São Paulo, and, starting in 2016, in Dubai. These global events are complemented by the Intersolar Summits, which take place in emerging and growing markets worldwide.

For more information on Intersolar South America, please visit: www.intersolar.ae
Organizers: Intersolar Middle East is organized by Solar Promotion International GmbH, Pforzheim, Freiburg Management and Marketing International GmbH (FMMI) and dmg events Middle East and Asia.

<https://www.intersolar.ae/>

About dmg events Middle East & Asia

dmg events Middle East and Asia is a leading global exhibition and publishing company, and a wholly-owned subsidiary of Daily Mail and General Trust plc. Established in the Middle East in 1995, it is responsible for some of the region's most prestigious events, including 40 market-leading exhibitions that cover global energy, construction, coatings, hospitality and interior design industries. Through exhibitions like ADIPEC, The Big 5, INDEX, and The Hotel Show, its reach and influence have grown in emerging markets in the Middle East, North Africa, East Africa, South East Asia, and Latin America. In all, more than 250,000 exhibitors and visitors benefit from the opportunities that dmg events Middle East and Asia create for business, networking, and professional education each year. Daily Mail and General Trust plc, is an international portfolio of digital, information, media, and events businesses listed on the London stock exchange (LON: DMGT).

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