

Under the Patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum
Deputy Ruler of Dubai and Minister of Finance

SmarTech | WETEX

Think Green. Live Green. | 13-15 March, 2012
Dubai International Convention and Exhibition Centre

Gateway to
Green Commerce!



WETEX 2012

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SmarTech@WETEX 2012

13 -15 March 2012

Dubai International Convention & Exhibition Centre

“We recognize that preserving our energy resources will be one of the greatest challenges in our drive towards sustainable development. This, however, will not materialize unless the different facets of our society adopt energy conservation principles in their core values. The future generations will be the chief beneficiary of our achievements and the best judge of what we accomplish in this field.”

H.H. Sheikh Mohammed bin Rashid Al Maktoum
UAE Vice President, Prime Minister and Ruler of Dubai



Welcome to the future of green commerce at **SmarTech at Wetex 2012**, the only show in the Middle East to help showcase, promote and market green-centric technologies, goods and services.

Concern for our living environment and acts and events thereof is the purposeful agenda of our times. Energy-efficient and water-efficient technologies and green goods are sweeping the world over, rapidly becoming a must-have in the wish list of informed customers.

Governments everywhere are continuously crafting legislations to secure the green concept; a lot of debate, academics and research are continuously streaming into its implication. Consequently, codes and regulations are being meticulously deployed for all of us to consider. Apparently, consumers looking for green indicators in their purchase decisions have well become the norm.

SmarTech is an international trade platform to facilitate investment and business opportunities in energy-efficient and water-efficient technologies, environment-friendly products and services.

SmarTech at Wetex 2012 is the future for green commerce, in and around the UAE and beyond.



Join the region's fast growing industry for new environment-friendly technologies!

- **Position your company** as an investor in sustainable energy services and solutions.
- **Gain access** to global leaders, policy and decision makers; showcase your products to regional and international professionals.
- **Generate leads** by intensely marketing / promoting your participation prior to and during the event to generate interest in your business and further expand your commercial network.
- **Maximize your return** on investment by conducting / attending exhibitor seminars.
- **Widen your market** exposure through exclusive sponsorship opportunities; reach over 15,000 visitors attending **WETEX**.
- **Benefit** from global media coverage.
- **Align** with Government's vision on renewable energy.
- **Receive Authority's 'Letter of Recommendation'** for participating brands and products that meet DEWA's energy-efficiency parameters.

Products and Technologies at SmarTech@Wetex 2012:

A. Energy Conservation Products and Technologies

- **Energy-saving Appliances:**

- Air-Conditioners, Dishwashers, Refrigerators, Vacuum Cleaners, Washers / Dryers, Appliances

- **Emerging Envelope Technologies**

- **Emerging Lighting Technologies:**

- LED Devices, LED Materials, OLEDs

- **Windows Technologies:**

- Window glazing technology for residential and commercial buildings
- Advanced framing systems
- Vacuum glazing

- **Monitoring Technologies**

- **Emerging HVAC and Water Heating Technologies**

- **Green Dispensing & Cooling Systems, Vending Machines manufacturers**

- **Smart Grid Technologies**



B. Environment Protection Products & Services

- **Air Quality:**

- Air filtration systems
- Air purification, deodorization technology and equipment
- Air pollution and gas emission control
- Indoor air quality technology and systems

- **Eco-friendly landscape designs**

- **Biodegradable products:** Plastic, paper, organic

C. Clean Energy Technologies

- **Biomass Technologies**

- **Fuel Cell Technologies**

- **Solar Technologies:**

- Photovoltaic, Solar Thermal

- **Hydro Power Technologies**



D. Recycling Technologies and Products

- **Technology recycling:** e-waste

- **Paper and Material recycling**

- **Waste to energy systems**



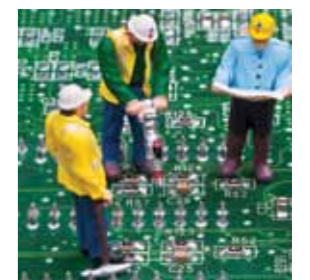
E. Environment-friendly Products and Smart Technologies

- **Household:**

- Appliances and consumer devices
- Consumer electronics
- Household appliances
- Green components and equipment for electrical appliances
- Home entertainment
- Green IT; Energy-efficient IT technologies

- **Industrial:**

- Green engineering and technologies
- Eco-friendly materials for construction and fitting
- Green roof systems and green walls



F. Corporate Sustainability, Government, Regulatory Agencies, Institutions & Authorities

- Green Energy Solutions Providers
- Municipalities and Government Authorities
- Environmental Management Companies
- Environmental Associations
- Sustainable Publications



G. Building Energy Auditing Software Products

SmarTech at WETEX 2012 is the future for green commerce, in and around the UAE and beyond.

SmarTech Visitor Profile:

- Manufacturers, R&D personnel and distributors of new and green energy technologies
- National and regional contractors
- Main / sub / MEP contractors
- Chambers, consulates, trade organisations
- Engineers and environmental specialists
- Architects and designers
- Infrastructure planners, community developers and service providers
- Information technology professionals, communications and IT companies, mobile and network operators
- Utility managers and operators
- Consultants and advisers
- Retail / wholesale / distributors
- Oil and gas professionals
- Scientists, professors, university students, researchers and innovators
- Advertising, publishing and media

Visitors will be able to:

- **Meet with key decision makers** from leading local and regional organisations
- **Source new suppliers** and spot the latest products, trends, services and information
- Be at the forefront and **explore latest updates** occurring across the sector
- **Network with major vendors** and establish new strategic partnerships
- **Assess UAE marketplace** and meet Government Authorities
- **Participate in insightful seminars**



SmarTech@WETEX 2012 Highlights

SmarTech is the only trade and marketing opportunity in its segment in the region, offering a true global platform.

SmarTech 2012 will feature product demonstrations, industry seminars and award *Recommendation Letters for deserving participants.

Live Product Demonstrations

At **SmarTech at WETEX 2012**, the emphasis will be not just on seeing the products, but interacting with them in a working environment. Exhibitors will have the opportunity to hold live demonstrations of their products all throughout the event.

SmarTech Seminars

Besides SmarTech being a perfect tactical business opportunity to showcase and promote green goods, the three-day exhibition will also feature high quality industry seminars, lectures and workshops for exhibitors to discuss latest developments in the area of energy-efficiency and water-efficiency technologies and related themes. To conduct a seminar or present a case study please contact **Shahla Bin Sulaiman** at Shahla.Binsulaiman@dewa.gov.ae or **Valentina Lotfy** at Valentina.Lotfy@dewa.gov.ae

Authority's Official Note of Recommendation*

As a strategic incentive, participating exhibitors / products will be duly recognised and recommended with an official 'Letter of Recommendation' when they meet Dewa's energy-efficient and water-efficient parameters.

Eligibility for seeking Dewa 'Letter of Recommendation' will be based upon exhibitor's energy-efficiency / water-efficiency claims and declaration through submission of relevant documents issued by competent authorities from their respective countries or manufacturer's end, supporting the embedded 'green standards' of their exhibits / product line.

Products to be demonstrated to the audience at SmarTech of their efficiencies and savings through scientific methods, for the visitors / customers to comprehend the advantages of opting smart technologies.

Note: Submission of aforesaid credentials / documents to the authority to be made before 5th March, 2012.

*Respective exhibits / models / products will be recognised and duly recommended only upon meeting Dewa's parameters.

NOTE

Only products mentioned in the product category / list (Please see Entry / Product Category Form) will be eligible for Dewa's 'Letter of Recommendation.' However, products that have the general green factors in their design are eligible to participate in SmarTech and benefit from the tactical marketing opportunity.



Cost for Exhibiting

SPACE ONLY - AED 1,362 per sqm (US\$ 370) includes:

- Floor-plan space
- General / Common Hall illumination
- Official show catalogue entry
- Exhibitor badges
- General security services
- Invitation to gala dinner

SHELL SCHEME - AED 1,454 per sqm (US\$ 395) (minimum 9 sqm) includes:

- Standard shell scheme panel stand 2/3 walls
- Company name in English on the fascia board
- Carpet flooring stand
- 3 Spotlights on a track
- Power socket 13 Amp, 220 V
- 1 Reception desk and 2 chairs per 9 sqm
- Official show catalogue entry
- Exhibitor badges
- General security services
- Invitation to gala dinner

Sponsorship Opportunities

Enhance your organisation's visibility and strategic value!

Be an industry leader! Strategically associate with SmarTech and ensure brand awareness, to power the impact on your target market.

SmarTech being a major international marketing platform dedicated to market and promote energy-efficient, water-efficient and environment-friendly products, goods and services, potential sponsors can gain adequate mileage by leveraging on the available sponsoring opportunities.

In the area of effective ambient or POS marketing, branding and promotion, you are most welcome to discuss your plan with us. We will be pleased to study the matter, for the sake of making your participation a strategically beneficial one to your esteemed enterprise.

Don't miss the opportunity to be a part of the emerging trends; celebrate premieres at this much-awaited event of the year.

All sponsors will be recognised prominently before, during and after the event as leading supporters of SmarTech, in line with the vision of thinking green and living green for our planet's well-being.

We welcome you to contact us and learn more.

WETEX – A snapshot

WETEX (Water, Energy, Technology & Environment Exhibition) is organised under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and U.A.E. Finance Minister, in cooperation with The Supreme Council of Energy - Dubai.

The 14th edition of WETEX (13th - 15th March, 2012) taking place at the Dubai International Convention and Exhibition Centre, with an expected participation of 700+ companies, high-value sponsors, government entities, trade associations, energy and environment corporations, national and international oil companies – is sure to bring about a buzz in and around the region.

WETEX is designed to be technology-focused in the area of Energy (Fossil Fuel, Solar, Nuclear, Renewable, Smart Grids, Efficiency, and Conservation), Water (Management, Treatment, Desalination, Utilities) and Environment (Waste Management, Green Buildings, CO₂ Reduction solutions).

For the participant, an excellent opportunity to raise awareness and promote new technologies and developments, share expertise on best practices in terms of tools, systems, machinery, equipment and processes.

HIGHLIGHTS WETEX 2012

- **WETEX Gross Exhibition Area:** 33,000 sqm
- **Expected Participating Companies:** 1,000 (Regional & International)
- **Expected Countries:** More than 40 (Europe, Asia, Middle East, America, North Africa & Australia)
- **Industry visitors:** 15,000+
- **Senior level Government Officials, Industry Experts, Scientists, Environmental Experts, Management Consultants, Heads of Corporate Groups**

Date: 13 - 15 March 2012

Opening Hours: 10.00 am - 7.00 pm

Venue: Dubai International Convention & Exhibition Centre - Zabeel Hall, 1, 2, 3 & 4

Welcome aboard SmarTech. Be smart; book space early!

“Participating in the SmarTech at WETEX 2011 was a great experience that brought us excellent market exposure to many visitors, not only from the UAE, but from GCC, MENA and Asian Countries as well. We were very pleased and satisfied to have had so many enquiries that later materialized in Purchase Orders.

We did not have a second thought when we received DEWA's Invitation to participate in the SmarTech at WETEX 2012 for the second year. We have now confirmed our participation with a significant increase in space; fourfold more than the previous year.

DEWA has offered us their full assistance and support and even providing the Recommendation Letter for our products. We are confident that SmarTech at WETEX 2012 will offer us a better platform and new business opportunities.

Many Congratulations to DEWA and we wish them all the very best for the success of the next edition of the SmarTech at WETEX 2012.”

*Nahas Abdul Haque
Business Development Manager
Danish Technology Solutions Co LLC.*

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To sponsor, register your stand or for any further information, please contact: **SmarTech Team**

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<http://www.wetex.ae/smarttech.html>

For our planet's well-being.