

Under the auspices of the Algerian Ministry of Industry and Investment Promotion



**electro | automation industrielle | energy**

**Algeria's 4th International  
Electrical Engineering, Industrial Automation and Energy Trade Fair  
Sharp focus on Energy efficiency!**



**March 7 - 10, 2010**

**Palais des Expositions Pins Maritimes Algiers, Algeria**



[www.electro-automation.info](http://www.electro-automation.info)





## Algeria, the economic powerhouse: US\$ 150 billion investment programme

In Algeria, considerable oil and gas revenues together with economic opening, liberalisation and privatisation have created constant GDP growth of between 2% and 6% during the past few years. With a GDP of US\$ 159.7 billion in 2008 (US\$ 135.3 billion in 2007), foreign exchange reserves of US\$ 143.2 billion at the end of 2008, and exports of petrochemicals worth US\$ 77.5 billion in 2008, Algeria is the economic powerhouse on the African continent, ranking second only after South Africa.

electro, automation industrielle & energy exhibitors profit from the second massive investment programme worth US\$ 150 billion between 2010 and 2014, which helps to develop the country's infrastructure and to improve the living conditions for the Algerians. Imports have increased from US\$ 27.6 billion in 2007 to US\$ 39.5 billion in 2008, a plus of 43%. The current construction boom and massive investments into petrochemical and industrial projects contribute to the huge increase in demand for power and electro-technology and building and industrial automation equipment and solutions in Algeria.



## electro, automation industrielle & energy now UFI Approved Event!

Excellent news: in June 2009, fairtrade has "earned the 'UFI Approved Event' quality label for electro, automation industrielle & energy as certification of the highest level of professional exhibition standards" (UFI The Global Association of the Exhibition Industry). As the provision of data which have been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events, all electro, automation industrielle & energy statistical data have been and will be audited by KPMG Algeria.





## electro | automation industrielle | energy

**Even more added value for 2010: Number of quality business leads to be doubled – Sharp focus on Energy Efficiency – Campus Day.**

Under the auspices of the Algerian ministry of industry and investment promotion, fairtrade organises Algeria's 4th International Electrical Engineering, Industrial Automation and Energy Trade Fair.

Already at the 2009 event, presenting Schneider Electric, Legrand Electric and ABB as sponsors and Italy as Guest of Honour, exhibitors had praised the quality of visitors and plenty of new business leads. With 1,132 trade visitors discussing business with 63 exhibitors from 18 countries, electro, automation industrielle & energy had once more confirmed its status as Algeria's major and highly efficient business-to-business event.

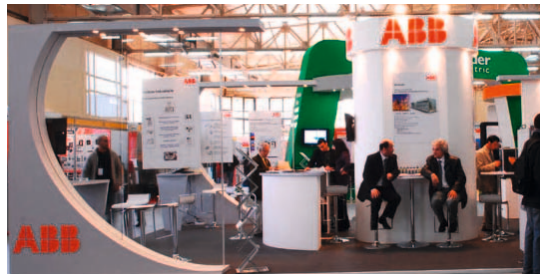
For the upcoming electro, automation industrielle & energy in 2010, the organisers are determined to add even more value to the show and to double the number of quality business leads exceeding 2,200 trade visitors.

To achieve this, fairtrade partners with the exhibitors, the ministry of industry and the chambers of commerce in order to target the hot potential quality visitors even more precisely by sending out personalised invitations, and by making the event yet more rewarding for trade visitors through providing a flexible space for exhibitors to entertain visitors with technical and training sessions, and by organizing the "Sharp focus on Energy Efficiency" and the "Campus Day".

Participating at electro, automation industrielle & energy is your opportunity to extend business contacts, highlight and introduce new technologies and services, build your customer base, generate new business leads and cultivate existing customer relationships. An efficient tool to increase your market share, to enhance brand

recognition among your peers in the industry and to update your marketplace understanding by gaining greater knowledge of all industry players and their roles.

With 47% c-level attendees in 2009 (CEOs and GMs; commercial, purchasing and technical directors; engineers), electro, automation industrielle & energy 2010 provides best possible opportunities for business! Please see the post show report 09 for more details.





ufi  
Approved  
Event

# electro | automation industrielle | energy

## Germany is Guest of Honour in 2010

**made  
in  
Germany**



Germany is the Guest of Honour of electro, automation industrielle & energy 2010. This was agreed by the CEO of the German-Algerian Chamber of Commerce and Industry (AHK Algeria) in Algiers, Andreas Hergenröther, and Martin März, the managing director of fairtrade, in July 2009.

As one of Algeria's most important trading partners, Germany's presentation as Guest of Honour contributes to further develop this comfortable position. According to ZVEI - German Electrical and Electronic Manufacturers' Association, German exports of electro-technology to Algeria reached 190.9 million euros in 2008, which marks an increase of 5 % compared to 2007. Between January and April 2009, overall electro-technology exports from Germany to Algeria went up by 25.0%, exports of automation technology increased by 71.9% and exports of energy technology by 287.7%.

On the occasion of electro, automation industrielle & energy 2010, German exhibitors will present their innovations in the fields of modern, efficient and sustainable



infrastructure in power transmission and distribution, building and industrial automation, electro-technology and lighting technology as a part of the German pavilion organised by fairtrade.

Furthermore, great emphasis will be put on the "German Day", where representatives of German enterprises and institutions will present their outstanding variety of leading-edge technologies within the conference "Sharp Focus on Energy Efficiency", to be realised in partnership between the Algerian government, international institutions, exhibitors and the organisers.





ufi  
Approved  
Event

## electro | automation industrielle | energy

### **NEW: Sharp focus on Energy Efficiency!**

The efficient and intelligent use of energy is a cornerstone for prosperous growth. Due to uprising energy costs and huge saving potentials, the demand for energy efficiency in Algeria is steadily increasing. The Sharp focus on Energy efficiency, to be realised in partnership between government, international institutions, exhibitors and organisers, includes a series of keynotes, panel discussions and workshops with the participation of top industry and government professionals.

Here, experts give answers on how to build a modern, efficient and sustainable infrastructure in power transmission and distribution, buildings, appliances, transport and industry, as well as end-use applications such as lighting. The analysis identifies best-practice, highlighting the possibilities for energy efficiency improvements for Algeria. An excellent platform for you to communicate on your latest initiatives. Join industry leaders to discuss the hot topics currently of high relevance for the Algerian growth market



### **NEW: Meet new talents at electro, automation industrielle & energy 2010 Campus Day!**

We keep the event young: the last day of the event is "campus day!"

We will liaise with leading electrical engineering and electronics faculties in order to get exhibitors access to the best students and their professors, thanks to a themed campus day! It will be a perfect opportunity to get your message across to Algeria's up-and-coming generation of electrical engineering professionals.

On day 4, pre-selected students will tour the exhibition, being welcomed by exhibitor's spokespersons. They will then be taken to an auditorium for a pre-scheduled series of presentations by major participants. In



addition to these presentations, exhibitors get in close contact with candidates, receive CV's and conduct recruitment interviews on the spot.



# electro | automation industrielle | energy

fairtrade. ISO quality management. UFI quality norms.



Ever since its foundation in 1991, fairtrade ranks among the leading organisers of professional international trade fairs in the emerging markets of Eastern Europe, the Middle East and North Africa. Managed by its shareholder and headquartered in Heidelberg, Germany, fairtrade maintains a powerful network of agencies and partnerships throughout the world. Since 2003, fairtrade operates a subsidiary company in Algiers, Eurl fairtrade expo.

At fairtrade, we focus on achieving an ever higher degree of customer satisfaction with innovative products, providing excellent service and generating valuable business contacts for exhibitors and trade visitors alike. Our management system is ISO 9001 : 2008 certified. Being a member of UFI The Global Association of the Exhibition Industry, fairtrade organises events according to the UFI quality norms.



Valuable business contacts

## EXHIBITION PROGRAMME

- Electrical Engineering and House & Building Automation
- Lighting Technology
- Industrial Automation:
  - Process Automation
  - Factory Automation
  - Industrial Building Automation
- Renewable and Conventional Power Generation
- Transmission and Distribution
- Measurement, Regulating and Control Equipment

# ELECTRO, AUTOMATION INDUSTRIELLE & ENERGY

## "WE'VE THOUGHT OF EVERYTHING!"

Going to a trade fair can certainly keep you busy! You have to invite customers, prepare your presentations and set your own schedule. Wouldn't it be nice if you didn't have to worry about every little detail? If you could just "talk business" at your leisure?

### FULL EXHIBITION SERVICE

- A high powered media campaign which will attract precisely the target group of buyers!
- Technical connections and top quality booth construction – to highlight your products
- Catalogue entry – so that new customers can find your name and address once the trade fair is over!
- Invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take good care of your exhibits!
- Booth staff / specialists – so you can do business without worries on your mind!
- General security service and general cleaning of the exhibition area!
- Forum - so you can present your products professionally!

### YOUR PERFECT PRESENTATION

Exhibitors at electro, automation industrielle & energy can register for three different options:

#### Option 1 – raw exhibition space.

The minimum stand area is 25 sqm.

#### Option 2 – exhibition space including booth construction, Octanorm standard.

The minimum stand area is 12 sqm.




Option 2 includes the following standard features of modular booth construction:

- stand area with carpet
- side and back walls
- 1 spot 100W per 3 sqm of stand space
- 1 table and 4 chairs (as an example for a 12 sqm stand)
- 1 wastepaper basket
- 1 socket 220V, 1kW
- fascia with company name

#### Option 3 – outdoor exhibition area.

The minimum stand area is 25 sqm.

### PLEASE CONTACT:

<b>China:</b>		<b>Massbetter Exhibition &amp; Conference</b> Tel 0086 10 87 63 56 22, Email admin@massbetter.com
<b>Egypt:</b>		<b>Egytec Engineering Co.</b> Tel 00202 27 35 58 37, Email info@egytec.com
<b>France:</b>	<b>B2PEXPO</b>	<b>B2P expo</b> Tel 0033 2 37 31 31 30, Email info@b2pexpo.fr
<b>India</b>		<b>Comnet Exhibitions Pvt Ltd</b> Tel 0091 11 42 79 50 00 44, Email yogitak@deigroup.in
<b>Iran:</b>		<b>M&amp;T Solutions Co.</b> Tel 0098 21 22 36 61 40, Email info@mandtgroup.com
<b>Italy:</b>	 I.E.S. Alessandra Zoboli	<b>ICE - Italian Institute for Foreign Trade</b> Tel 00213 21 921 575, Email hakim.cheniti.algeri@ice.it <b>I.E.S. International Exhibition Services</b> Tel 0039 059 21 70 87, Email alessandra.zoboli@alice.it
<b>Morocco:</b>		<b>Forum 7</b> Tel 00212 522 36 06 04/71, Email zineb.sbata@agenceforum7.com
<b>South Korea:</b>		<b>Interfairs Co. Ltd.</b> Tel 00822 26356481, Email fairs@unitel.co.kr
<b>Spain:</b>	<b>Ana Mamarbachi</b>	<b>Ana Mamarbachi-International Business</b> Tel 0034 93 412 24 60, Email ana.mamarbachi@infonegocio.com
<b>Tunisia:</b>	<b>Cabinet Energie des Affaires</b>	<b>Cabinet Energie des Affaires</b> , Tel 00216 71 86 15 99 Email k.khayatia@energieledesaffaires.com
<b>Turkey:</b>		<b>IPEKYOLU Uluslararası Fuarçılık Ltd.</b> Tel 0090 212 22 29 060, Email info@ipekyolu.info

### WE'LL BE YOUR BACK-UP TEAM !



fairtrade GmbH & Co. KG  
Ms Daniela Mančić  
Kurfürsten-Anlage 34  
D-69115 Heidelberg, Germany  
Tel.: +49-(0)62 21-45 65-16  
Fax: +49-(0)62 21-45 65-25  
d.mancic@fairtrade-messe.de  
www.fairtrade-messe.de  
ISO 9001 : 2008 certified

Eurl fairtrade expo  
Ms Kahina Behloul  
13, Chemin Parmentier  
Hydra, Algiers  
Algeria  
Tel.: +213-(0)21-48 40 16  
Fax: +213-(0)21-48 40 05  
kbehloul@gmail.com  
www.electro-automation.info

