

POST SHOW REPORT



POGEE

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8th International Exhibition for the Energy Industry

featuring...

Oil & Gas Pakistan

Power Technology Pakistan

19 – 22 May 2010

Karachi Expo Centre

Organized By



Pegasus Consultancy (Pvt.) Ltd.

Supported By



Ministry of Petroleum &
Natural Resources
Government of Pakistan



Board of Investment
Government of Pakistan



Engineering Development
Board



Oil & Gas Regulatory
Authority



Alternative Energy
Development Board



Hydrocarbon Development
Institute of Pakistan



Renewable & Alternative
Energy Association of
Pakistan



Pakistan Petroleum Dealers
Association



CNG Dealers Association

Supporting Publications

Oil Review
Middle East

Technical Review
النشرة التقنية
Middle East

Base Oil Market
www.BaseOilMarket.com

ASIA Edition
MARINE
& **OFFSHORE**
OIL & GAS Supplies Directory

oilcareers.com

argus
www.argusmedia.com

CI ENERGY
A Brand of **CBI China**

Floustrabout
Energy International

EnergyAsia

GULF OIL & GAS .com
www.gulfoilandgas.com

Hazardous Area International
www.hazardousareainternational.net

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OFFSHORE ARABIA 2010

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Zoom Intelligence

INDUSTRIAL
SOURCE BOOK OF PAKISTAN

Time's
TRADE DIRECTORY
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www.TradeDirectory.Pk

Pakistan – A Geo-Strategic Market

The ideal geographical location of Pakistan at the cross roads of Central Asia and the Arabian Sea has brought into focus the country's potential as an attractive market and an international transit route for Energy in the region.

The requirement of Energy in Pakistan has been increasing consistently over the years and the Government is taking various measures in terms of; the new petroleum policy, investing in the Thar coal infrastructure and promoting renewable energy resources to cope up with the demand. The oil & gas sector in this regard is attracting highest levels of FDI in Pakistan.

POGEE – The Regional Gateway for Energy

POGEE featuring **Oil & Gas Pakistan** and **Power Technology Pakistan** is reputed as the leading energy event of the region. It provides a highly lucrative business platform to the participants for establishing new contacts and fortifying old ones. The show also displays the latest equipment and technology related to the oil, gas and power sectors.

POGEE 2010 – Another Mark of Success

The **8th International Exhibition for the Energy Industry** proved to be a highly beneficial event for the local & international participants. It brought together industry leaders and professionals from around the world to capitalize on the enhanced networking opportunities offered at the show.



POGEE 2010 was a comprehensive showcase of cutting-edge equipment and technology from around the globe. It also featured an exclusive Iranian pavilion in which companies explored the business prospects in Pakistan.

POGEE 2010 – Show Highlights

Opening Ceremony:

Event formally opened by:

- Mr. Arif Alauddin – CEO, Alternative Energy Development Board (AEDB)

Ceremony graced by the presence of:

- Major (R) Munir Ahmed – Chairman, All Pakistan Security Agencies Association

- Mr. Abdul Sami Khan – Chairman, CNG Dealers Association & Pakistan Petroleum Dealers Association
- Mr. Rasheed Ramay – Secretary General, Renewable & Alternative Energy Association of Pakistan (REAP)
- Mr. Farhat Hussain – President, Fire Protection Association of Pakistan (FPAP)
- Syed Hassan Nawab – Deputy Managing Director, Sui Southern Gas Company Limited (SSGC)
- Mr. Malik Khuda Baksh – Chairman / President, CNG Station Owners Association of Pakistan

Participation:

- Participation of 235 companies from the Oil, Gas and Power sectors
- Representation of 28 countries from all over the world
- Major Iranian participation with the representation of 14 companies from the energy industry
- More than 8000 business & trade professionals visited the show
- Presence of leading industrial buyers from all over Pakistan was ensured through the buyer fly-in program
- 88% of exhibitors showed interest to participate in POGEE 2011



Represented Countries:

- | | |
|-------------|-------------------|
| • Australia | • Mexico |
| • Belgium | • Norway |
| • Canada | • Pakistan |
| • China | • Qatar |
| • Denmark | • Romania |
| • Egypt | • Singapore |
| • Finland | • South Korea |
| • France | • Sweden |
| • Germany | • Switzerland |
| • Indonesia | • The Netherlands |
| • Iran | • Turkey |
| • Italy | • U.A.E. |
| • Lebanon | • U.K. |
| • Malaysia | • U.S.A |

Conference:

- The theme of the conference was “Securing Pakistan’s Energy Future; Options & Solutions”
- Two day conference featured three exclusive sessions as follows:
 - “Oil & Gas Exploration & Development in Pakistan”
 - “Power & Energy Infrastructure - Emerging Issues & Future Challenges”
 - “Renewable Energy Sources in Pakistan: Prospects & Challenges”
- Eminent local bodies like Oil & Gas Regulatory Development Authority, Renewable & Alternative Energy Association of Pakistan and international

associations like REEEP-India, USAID – SARI Energy & Independent Power Producers Forum extended their full support

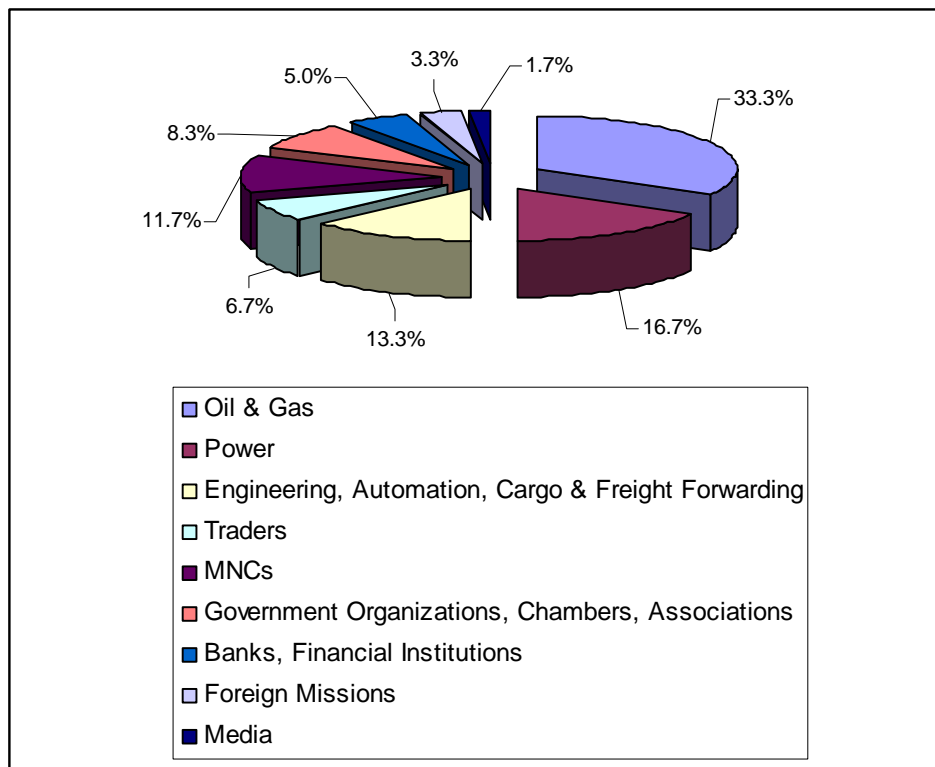
- Alternative Energy Development Board conducted an exclusive session on Alternative / Renewable Energy
- 14 speakers from the local government authorities, private companies, trade associations & related institutes / universities shared their valuable knowledge and experiences with the audience
- 8 international speakers from Saudi Arabia, United Kingdom, India, Bangladesh and France commented on the opportunities that are ready to be explored
- A high profile Technical Session was also conducted in concurrence with the conference to uncover some technical aspects, issues and their suggested solutions
- Energy Awards were organized by Pak Energy Review Magazine at the POGEE Conference



Media Coverage:

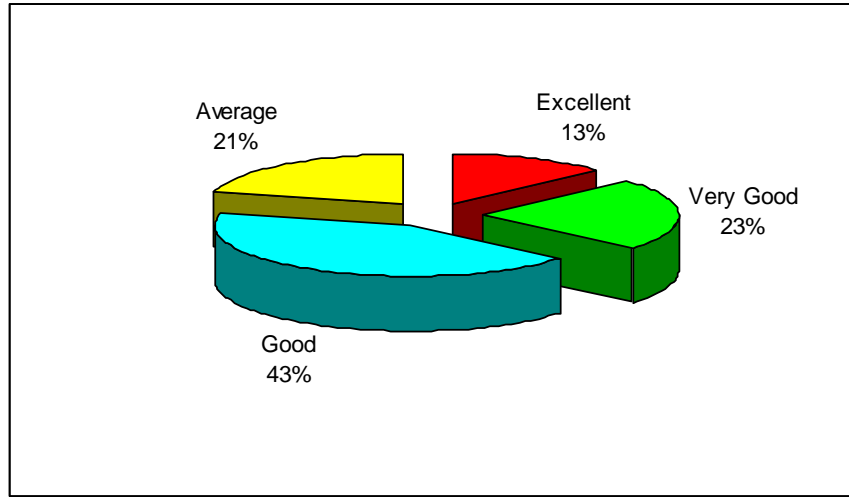
- Extensive coverage by local print & electronic media
- 24 local & international publications & web portals supported the event

Visitors According to Sectors

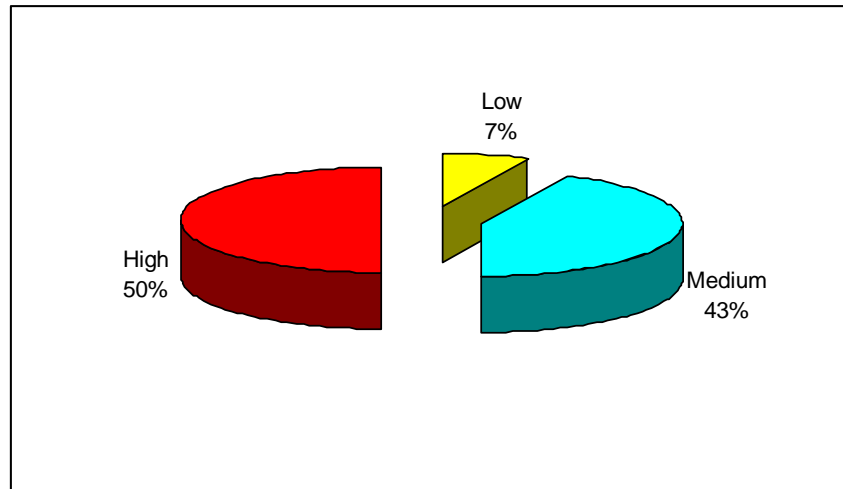


Exhibition Results – The Exhibitors' Perspective

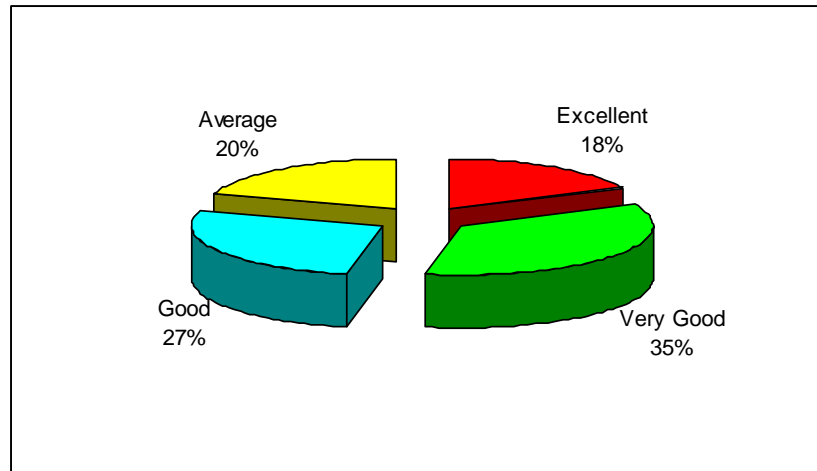
Quality of Visitors



Future Business Prospects in Pakistan's Energy Industry



Services of the Organizers



POGEE 2010 – Press Box

Separate ministry vital to promote alternative energy

KARACHI Director General Hilal A Raza has said that a separate ministry for alternative energy is a vital step to promote renewable energy. He said that Pakistan is a late starter in alternative energy and the steps have been taken to promote it. He said that the government should take more steps to promote alternative energy.

Govt to offer solar water heaters to people in NAs

KARACHI Government will offer 500,000 solar water heaters to people in northern areas under a package of incentives to local producers. The package will also create quality manufacturing and jobs.

Many ready to help Pakistan overcome energy shortage

KARACHI Many are ready to help Pakistan overcome its energy shortage. The government is looking for alternative energy sources to meet the growing demand. The country is facing a severe energy crisis and the government is taking steps to address it.

AEDB attempts to replace gas heaters with solar-powered appliances

KARACHI The Alternative Energy Development Board (AEDB) is attempting to replace gas heaters with solar-powered appliances. The board is promoting solar water heaters and solar geysers to reduce the country's dependence on gas.

Germany can help Pakistan overcome its energy crisis

KARACHI Germany can help Pakistan overcome its energy crisis. The German government is offering technical assistance and financial support to Pakistan's energy sector. This collaboration is expected to boost Pakistan's renewable energy production.

Alternative energy only solution to crisis

KARACHI Alternative energy is the only solution to the country's energy crisis. The government is focusing on developing renewable energy sources to meet the country's growing energy needs. This is seen as a long-term sustainable solution.



Govt to offer 500,000 solar geysers in northern areas

KARACHI The government is offering 500,000 solar geysers to people in northern areas. This initiative is part of a larger program to promote renewable energy and reduce the country's energy deficit.

'Country yet to tap potential of generating 340,000MW'

KARACHI The country is yet to tap its potential of generating 340,000MW. The government is working to develop its renewable energy resources, including wind, solar, and hydro power. This potential is seen as a key to achieving energy security and economic growth.

Call for separate alternative energy ministry

KARACHI There is a call for a separate alternative energy ministry. The government is considering this proposal to streamline the management of the energy sector and focus on developing renewable energy sources. This move is seen as a positive step towards energy reform.

RECORDED REPORT
KARACHI Through the creation of a separate ministry for alternative energy, the government is aiming to tap its potential of generating 340,000 MW of electricity through renewable resources. This potential is currently untapped, and the government is taking steps to develop it. The new ministry will focus on promoting renewable energy and reducing the country's dependence on fossil fuels.

Ministry for alternate energy demanded

KARACHI A demand is being made for a separate ministry for alternate energy. The government is considering this proposal to streamline the management of the energy sector and focus on developing renewable energy sources. This move is seen as a positive step towards energy reform.

Valued Views of Industry Professionals

“Exhibitions like POGEE provide the perfect platform and are necessary. It makes a huge difference in comparison with sending a brochure on the table when you can sit down with a person and explain to them the technology, give them a demonstration and show them the product. When people see, it’s easy for them to visualize.”
(Mr. Dinko Cudic, Technical Services Manager, Stopaq B.V., The Netherlands)

“As far as POGEE is concerned, it is a blessing. Whatever I have seen is really impressive and well-organized. Your efforts are visible and improvement in the industry will happen through this platform.”
(Mr. Syed Karamat Ali, Chief Engineer, Wapda Warsak)

“It’s a very well organized event, coordinating between the local companies of the industry as well as bringing foreign companies to Pakistan and bridging the gap between all involved. It’s proving to be a very effective tool to attract the foreign investment into Pakistan particularly in oil & gas sector.”
(Mr. Azher Khan, Director Geology & Mining, Ministry of Petroleum & Natural Resources)

“It’s excellent and quite innovative. It’s not my first visit to POGEE and I always enjoy coming here, it’s always excellently organized and executed.”
(Mr. Muazzam Hussain Chaudhary, Executive Director, Oil & Gas Regulatory Authority)

“Actually I’m quite surprised. It’s so nice to see that companies have gotten their stalls built in the way they like having space of their liking. This makes an overall good impact and attraction. The good thing is we have companies representing Italy, Belgium, China and Iran especially Iran because such overwhelming participation always encourages local participation as well.”
(Mr. Munawar B. Ahmed, Former Managing Director, SSGC; CEO, EMR Consult)

“Pegasus has always been efficient, productive and effective with its shows and I think that with time you have matured more and have a significant edge on others. This year Pegasus has given special attention to the alternate energy sector. A whole technical session dedicated for it many stalls that are displaying alternate energy products. Its about time Pakistan understood that alternate energy is the direction to move towards as the future is all about it.”
(Mr. Mujahid Sadiq, DG International Cooperation, Alternative Energy Development Board)

This exhibition is very well organized and very well attended. The diversity of companies in each sector is very good. The display of equipment and people who are explaining are very professional. The event is definitely moving in the right direction, in creating awareness about the sector, bringing all the relevant people on the same level and providing an exceptional platform for business opportunity.”
(Mr. D.N. Raina, President, Entecsol, India)

POGEE 2011 – Offering Enhanced Business Prospects

After the success of eight consecutive events, the **9th International Exhibition for the Energy Industry – POGEE 2011** is scheduled from **17th to 19th May 2011**, at the **Karachi Expo Centre**.

With its established recognition as the premier energy platform of the region, **POGEE 2011** is set to provide enhanced networking opportunities to the participants in an effective and efficient manner.