



28-30 October 2014
Eko Hotel & Suites – Lagos, Nigeria



**TRADE
ENGAGE
INVEST
DEVELOP**

Bringing global
power to the
regional market

Partner Events



Organised By



Supported By



www.power-nigeria.com

SHOW PROFILE



| | Number | Countries represented |
|------------|--------|-----------------------|
| VISITORS | 1,052 | 25 |
| EXHIBITORS | 75 | 18 |



75%

of exhibitors would recommend exhibiting at Power Nigeria

WHY EXHIBIT AT POWER NIGERIA?



Launch new products and services to the market

82% of visitors to Power Nigeria use the event to keep up to date with new product developments / trends



Stand out from the crowd

Power Nigeria visitors use the event to compare and source new suppliers. Use this opportunity to highlight your company's strengths (e.g. performance, pricing, service)



Study you competition

See the latest offerings, pricing and marketing strategies of your competitors



Network

Gain quality face time with prospective clients and current customers. Meeting prospects and engaging face to face is the fastest way to build relationships



Understand the market

Meet the key players in the West African energy industry and understand their requirements



Strengthen existing customer relationships

Invite your customers to Power Nigeria and finalise contracts



Generate sales leads with minimum effort

Sales leads gathered at events require less effort to close. Research indicates that only 0.8 calls are needed to close a qualified trade show lead, compared to 3.7 calls to close a typical business sale



ROI

Exhibiting at Power Nigeria one of the most cost-effective ways to reach your target audience. According to research, the average cost per visitor reached at a trade show is US\$192, while the average cost of a field sales call is US\$312

With an increasing demand for power and growing international interest, Nigeria has been ranked as one of the top investment destinations and growth areas in the world.

US\$40 billion worth of investment will be generated by the power sector in Nigeria in the next 10 years. Ensure your company is part of this rapidly growing market - Book your stand at Power Nigeria 2014 today.



+971 4 336 5161
















sales@power-nigeria.com



www.power-nigeria.com

VISITOR PROFILE

JOB FUNCTION

| | | |
|---|-----------------------------|-----|
|  | Engineering | 24% |
|  | MD/General Manager/Director | 19% |
|  | Business Development | 14% |
|  | Marketing/Sales | 14% |
|  | Project Management | 11% |
|  | Consultancy | 8% |
|  | Operations | 6% |
|  | Other | 4% |
|  | Electrician | 3% |
|  | Research and Development | 3% |
|  | Architecture | 2% |
|  | Finance | 2% |
|  | Health & Safety | 2% |
|  | Purchasing | 2% |
|  | Quality Assurance | 2% |



plan to return to Power Nigeria in 2014



see attending Power Nigeria as a productive use of their time



rate Power Nigeria as a good platform for sourcing / trying new products



recommend Power Nigeria to colleagues or friends

AREA OF INTEREST



Power



New & Renewable Energy



Lighting



Water



Nuclear



Other

NATURE OF BUSINESS

23% Distributor / agent of products and services

22% Consultancy

21% Contracting

19% Installation

19% Project management

16% Energy supply, transmission & distribution

12% Facilities management

9% Energy utilisation

9% Manufacturer

9% Other

6% Real estate / community development

6% Research & development

5% Retail

4% Utilities / municipalities

IN THE WORDS OF OUR VISITORS....

“Power Nigeria provided an avenue to interact with both local and foreign businesses. It will hopefully enhance my company's operations based on the contacts that were made there.”

John Okwutu, Professional Shipping & Logistics Ltd

“I commend Power Nigeria. The exhibition has enlightened me on different ways to generate power as an alternative to fuel.”

Obuzor Arize, Vision D'Accord Nigeria Ltd

“Power Nigeria is a very good show that brings people together.”

Kuboye Sunday Isinyemi, King Arole International Ltd

“Each section of Power Nigeria was well planned, well organised and well delivered.”

Emman Adedayo Kolawole, Havilahtrend International Ltd



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BOOK NOW

for Power Nigeria 2014
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