

Gulf Eco
Oman's Environment Exhibition

&

Water Technology & Conservation Exhibition



Water is life....Conserve it.

International Environment Exhibition & Water Conservation & Tech. Exhibition
11th – 13th March 2008

Sustainable Development in the use and application of Renewable Energy
for mitigation of Climate Change Seminar
12th March 2008

Oman International Exhibition Centre, Muscat

POST SHOW REPORT

ORGANISED BY:



AT A GLANCE

GULF ECO being in its 4th year of exhibition held in the Sultanate of Oman has established itself as a networking platform for environment professionals, presentation of latest technologies, products & services catering to the environment industry. The event showcased the use of water, air & energy management, transportation and land management, recycling and waste management, environmental research, science & technology, housing & agriculture, eco-tourism, environmental protection & conservation.

The event worked wonderfully in attracting the right type of audience which included architects and designers, builders, consultants, contractors, energy personnel, industrialists, engineers, environmental officers, environmental health and safety managers, environmental assessors, environmental organizations and publications, fleet managers, investors and publications, investors and capitalists, marketing executives, planning and development personnel, research institutes; Water and desalination experts. A total of 6,000 environment professionals visited the event.

New concepts - Water technology & conservation exhibition, Renewable energy, Municipal services & Technology and agriculture & food were effectively incorporated to add more value to the event.

EVENT OBJECTIVE

The objective was to provide specialized networking platform for environment professionals, presentation of latest technologies, products & services catering to the environment industry.

HISTORY

Sultanate of Oman's 4th Environment Exhibition

DATE, TIMINGS & VENUE

Date : 11 - 13 March 2008
Timings : 10.00 am to 1:00 pm – 5.00 pm to 8:00 pm
Venue : Oman International Exhibition Centre

SUPPORTERS & SPONSORS

Under the auspices : Ministry of Environment and Climate Affairs

Supported by : UNEP & UNESCO

Gold Sponsors : Oman Refineries & Petrochemicals Company LLC
Oman Wastewater Services Company
MB Holding Company LLC

Silver Sponsor : Shell Oman Marketing Co and Kanoo Group

Official Newspapers: Times of Oman and Al Shabiba

EXHIBIT PROFILE

Environmental Services

- Waste & air pollution control
- Garbage disposal & recycling
- Soil transportation & management
- Managing of hazardous chemicals
- Emission monitoring & filtration
- Environmental systems, & equipments
- Eco friendly structures, transport & lifestyle
- Biosphere & marine environment
- Wildlife & natural resources conservation
- Ecosystem, Eco travel & tourism

Municipal Services & Technologies

- Communal services & equipment
- Public projects, building & transport

- Geotechnical & GIS services
- Modern infrastructure materials
- Wilayat's rehabilitation & modernization
- Society, culture & heritage protection
- Development & maintenance of tourism projects
- Municipal training, administration & management
- Urbanization & protection against natural hazards
- Contractors, consultants, engineers & surveyors
- Landscape, foliage & coastal services
- Water, electricity & sewage systems & equipment
- Traffic & road materials, systems & engineering
- Food quality, veterinary control & abattoir
- Wastewater projects & watershed management
- City, Regional and National Municipality authorities

Water technologies

- Water sources & collection
- Water treatment & purification
- Water management & distribution
- Dams, Reservoirs and Flood Management
- Water conservation & technology
- Water, air & soil chemicals & equipments
- Waste collection, management & treatment
- Air purification & soil treatment systems
- Water supervisory, control and data acquisition (SCADA) systems
- Waterproofing, desalination & reverse osmosis
- Garden ponds, ornamental fountains & pools

Enviro-energy Solutions

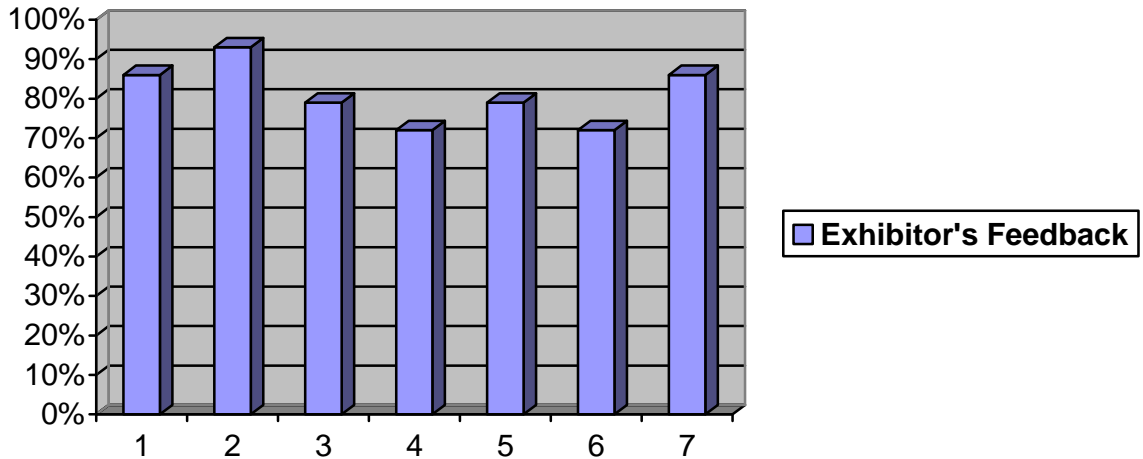
- Alternative & renewable energy
- Green energy generation & solutions
- Energy efficient technologies & systems
- Commercial & industrial power automation
- Monitoring & safety equipments & control systems

Agriculture Systems

- Agriculture & Aflaj irrigation systems
 - Horticulture, floriculture & gardening
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- Drought, overgrazing & desertification
- Livestock, farming & breeding
- Food technologies, processing and distribution

COLLECTIVE EXHIBITOR RESPONSES



1. 85% of exhibitors were satisfied with the enquiries they had by visitors
2. 93% of exhibitors were satisfied with the promotions and media coverage
3. 79% of exhibitors were satisfied by the quality of visitors during the exhibition
4. 70% of exhibitors benefited from the seminar organized alongside the exhibition
5. 79% of exhibitors were satisfied with the co-operation & support from the organizers
6. 70% of exhibitors were satisfied as the exhibition met their expectations
7. 85% of participants showed good interest on adding more concepts with Gulf Eco

VISITORS

6,000

VISITORS PROFILE

Architects and designers, builders, consultants, contractors, energy personnel, industrialists, engineers, environmental officers, environmental health and safety

managers, environmental assessors, environmental organizations and publications, fleet managers, investors and publications, investors and capitalists, marketing executives, planning and development personnel, research institutes; water and desalination experts.

MAJOR ACTIVITIES AT GULF ECO

- Exhibition was inaugurated by H.E. Shaikh Al Fadel bin Mohammed bin Ahmed Al Harthy, Undersecretary of National Economy for Development Affairs, Ministry of Environment & Climate Affairs along with other dignitaries, officials & trade delegates.
- Eco-Seminar, a half day seminar was organized with speakers from: Ministry of Environment & Climate Affairs, UNESCO, Sultan Qaboos University, Petroleum Development Oman, Occidental Oman Company & MB Holding

ADDITIONAL ACTIVITIES

- On March 13th 2008 students were allowed to create basic environment awareness.

MARKETING & MEDIA COVERAGE

Excellent response to planned pre-during-post visitor campaign, which included Direct mailing, brochures, fliers, road signs, electronic media, e-media, website and a strong media campaign through newspaper articles, supplements, FM and TV.

AREAS MARKED FOR IMPROVEMENT

- ❖ Increase international exhibitor representation
- ❖ Attract more government representatives from various Ministries
- ❖ Attract more government decision makers – visitors
- ❖ Increase the flow of VIP visits during business hours on all days
- ❖ Increase activities on environmental education (competitions)
- ❖ Strong Advisory Board

5TH GULF ECO 2009

18 – 20 May 2009
Oman International Exhibition Centre

Concepts / Events:

Environment & Climate
Alternative & Renewable Energy
Water Technology and Management
Fisheries & Marine Resources
Municipalities / Traffic

SEMINAR AGENDA

Time	Seminar Title
8:00 – 9:00	Registration
Opening Ceremony	
9:00 – 9:10	Welcome Note Mr. Mohammed Bin Abdullah Al-Muharrami Director General of Environmental Affairs Ministry of Environment and Climate Affairs
9:10 – 9:15	Introduction to Eco Seminar Mr. Ahmed Bin Saleh Baabood Deputy Chairman Oman International Trade & Exhibitions (OITE)
9:15 – 9:30	UNESCO's Contribution on Application of Renewable Energy Dr. Benno Boer Natural Science Programme Specialist United Nations Educational, Scientific & Cultural Organisation
9:30 – 10:00	<i>Refreshment Break</i>
Time	Session 1 Moderator: Dr. Ali Bin Salim Al-Alawi Assistant Researcher – Dept. of Mechanical & Industrial Engineering Sultan Qaboos University
10:00 – 10:30	Green Buildings Towards Sustainable Development of Environmental Designs by Application of Renewable Energy Dr. Mohsen Abounaga Professor in Architecture & Sustainable Design Founder, Emirates Green Building Council (Emirates GBC)
10:30 – 10:50	Challenges of Climate Change and Renewable Energy Mr. Ibrahim Bin Ahmed Al-Ajmi

	Deputy Director General of Environmental Affairs Ministry of Environment and Climate Affairs
10:50 – 11:10	Status of Solar Desalination Dr. Kandi Venkat Reddy Senior Research and Development Project Manager Middle East Desalination Research Centre
11:10 – 11:30	Application of Renewable Energy in Water Resources Assessment and Inspection Stations Mr. Salim Al-Khanbashi Head of Research and Studies Ministry of Regional Municipalities and Water Resources
11:30 – 11:50	Biofuels as Potential Alternative Energy Resource Towards a Cleaner Environment Ms. Lamyia Al-Haj Lecturer, Department of Biology – College of Science Sultan Qaboos University
11:50 – 12:00	Discussion
12:00 – 12:10	<i>Break</i>
Time	Session 2 Moderator: Mr. Said Bin Ali Al-Zidjali Director of Chemical Substances Ministry of Environment and Climate Affairs
12:10 – 12:30	Legal Framework for Electricity Sector and Renewable Energy Initiative in the Sultanate of Oman Mr. Abdul Wahab Al-Hinai / Eng. Hilal Al-Ghethi Legal Advisor / Organizer Engineer Electricity Organization Authority
12:30 – 12:50	Incentives for Renewable Energy: Examples Worldwide Dr. Ali Bin Salim Al-Alawi Assistant Researcher – Department of Mechanical & Industrial Engineering Sultan Qaboos University
12:50 – 1:10	Associated Gas Utilization Mr. Abdul Hakim Bin Rajab Bait Faraj Allah Ministry of Oil and Gas
1:10 – 1:30	PDO Efforts on Emission Reduction Ms. Maisoon Mohammed Al-Riyami Environmental Specialist Petroleum Development Oman
1:30 – 1:40	Discussion
1:40 – 2:00	Closing
2:00 – 3:00	<i>Lunch</i>