



3rd 2- 4 Feb,
(KICC) Kenyatta International
Convention Centre, Nairobi, Kenya

A wide-angle photograph of a powerful waterfall cascading over rocks, creating a misty spray at the base. The image serves as the background for the central text.

WEPEX

Water Electricity  Power Expo.

2016



THE WATER, ELECTRICITY AND POWER EXPO (WEPEX 2016) report

Held Between Date 2nd to 4th February 2016
Prepaid By IKAPAMEDIA EAST AFRICA



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Exhibition Schedule

Date	Activity
1st February 2016	Reception cocktail for exhibitors
2nd February 2016	Official opening of the event B2Bs with delegations from counties
3rd February 2016	Organized B2Bs and exhibition visits, Delegations from counties, sponsored workshops
4th February 2016	Exhibition, B2Bs and workshops ,networking exhibitor night
5th February 2016	Company visits and B2Bs

Introduction:

WEPEX represents an excellent business platform; focusing on the entire spectrum of water, electricity, and power technologies. It also brings together all industry professionals and experts, along with the latest technologies and solution providers with investors, government decision makers and business partners and consumers from both the public and the private sector.

This exhibition took place from 2 - 4 February 2016 at KICC (Kenyatta International Convention Centre) –Tsavo Ballroom Over 6 countries participated, showcasing their latest technologies and equipment and raising their corporate profiles and building awareness about products and services while sharing ideas and best practices with the world's leading players in the Water, Electricity and Power industries.



Main Objectives of WEPEX 2016

- 1) Technology Transfers through b2bs and
- 2) Increase high technology products in the water and Energy sectors
- 3) Stimulate business start-ups and promote the existing businesses in the sectors
- 4) Encourage and facilitate partnerships between International manufacturers and local companies in the Water and Energy Sectors
- 5) Show case and Launch New Products and technology in the market
- 6) Increase Intra and International trade deals.



Reasons for Exhibition

Over the years, due to the robust economic growth, rising population, increasing middle class and continuing government investment in infrastructure projects, Kenya's power and water demand has witnessed a rapid growth. This has led to ambitious programmes to cater to the growing demand for utilities, providing a host of opportunities for private and market sector investors alike;

- 1) **Inspiration-** Great opportunities for Investment, Trading, Partnership, Distributorship, and agency with local businesses
- 2) **Marketing-** Opening new horizons in a market which serves a population of about 200 Million in Kenya and the neighbouring countries.



Why WEPEX in Kenya?

- 1) A strategic location for communication facilities in favouring international commerce.
- 2) Effective Marketing policies as evidenced by the on-going success of the Economic recovery.
- 3) Progressive institutional and infrastructure development.
- 4) Investors' confidence in the country's economy as evidenced by major successful investments in most sectors of the economy.
- 5) Warm friendly and hospitable people and a high degree of personal security comparatively.



Target group

WEPEX targeted senior government officials from Kenya and East Africa, including ministers, heads of governmental institutions and international diplomatic delegates', Captains to industries, CEOs, managing directors, general managers, and other executives who are responsible for the purchasing and strategy for their organizations Other visitors included investors, industry experts and researchers.



Exhibition Details

Purpose of Exhibition

- 1) Kenya's utilities sector is expanding as an outcome of the growing demand for energy and water resulting from the rapid urban and industrial expansion, a fast-growing population, change in modern lifestyle and continuing government investment in infrastructure projects, Kenya's power and water demand has witnessed a rapid growth. This has led to ambitious programmes to cater to the growing demand for utilities, providing a host of opportunities for private and market sector investors alike.
- 2) The event organized by IkapaMedia East Africa (Kenya) In partnership with 2 Art Fairs supported by stakeholders was meant to bring together utility international professionals to Showcase technology, share knowledge and engage with Kenyan entrepreneurs on topics that will secure the future development of Kenya's power and water industries

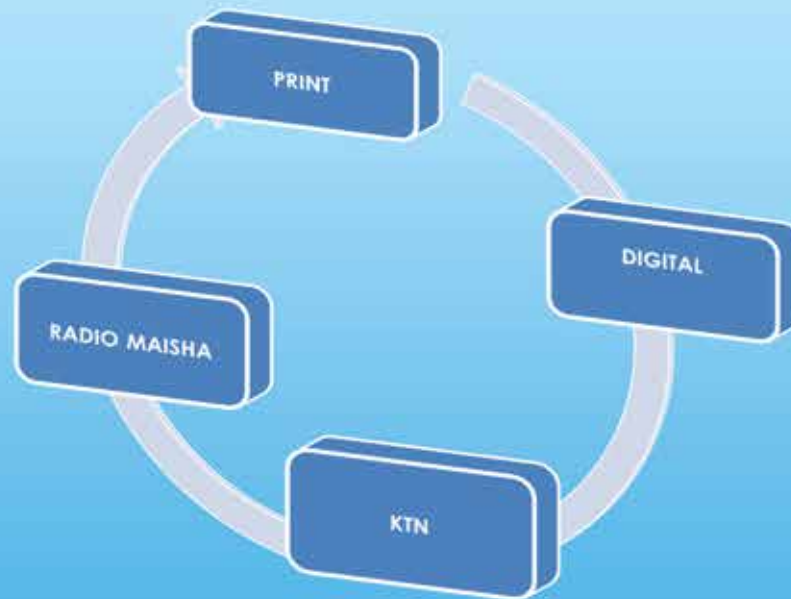


Outdoor Advertising Campaign

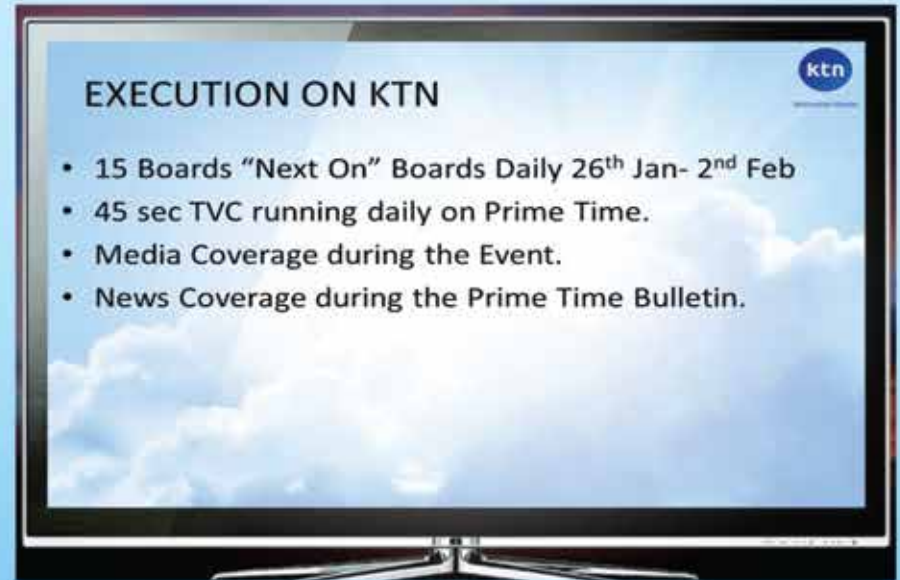


Publicity

The exhibition was publicised in the local press by means of a quarter-page advertisement in the Standard Newspaper Print on 22 and 26 January respectively and editorial coverage by KTN Kenya from 26th January to 2nd February



Television Campaigns



Media Impressions / Exposure

ikapa media high frequency promos	(10 per day)	13 days	149

Radio Campaigns



Nairobi 102.7 | Nyeri 105.2 | Meru 105.1 | Nakuru 104.5 | Kisumu 105.3 | Mombasa 105.1 | MALINDI 106.3 | WEBLIVE 95.9 | GARISA 98.2 | TAITA/VOI 107.4 | NAROK 102.3

ACTIVITY	RUN DATES
Presenter Mentions (3 Per day)	25 TH JAN-2 ND FEB
Promos (3 per day)	25 TH JAN-2 ND FEB
Adverts (4 Per day)	25 TH JAN-2 ND FEB
Live links (4 live links)	2 ND Feb- 4 th Feb

Print

STANDARD NEWSPAPER PRINT IMPRESSIONS



Water Electricity Power Expo.

2016

3 in 1 Exhibition

2nd - 4th February, 2016 at the Kenyatta International Convention Centre (KICC), Nairobi, Kenya.



Water



Electricity



Power

Gold Sponsor



الوكيل - قرية للأنظمة
ALLWEILER PUMP STATION

Silver Sponsor



EGPEI



SOUL water

REGISTER FOR FREE BUSINESS TO BUSINESS (B2B) MEETINGS

florence@ikapamediaafrica.com
b.abotaleb@2art-eg.com

- ★ Chief Executive Officer
- ★ Distributors.
- ★ Agents / Retailers
- ★ Wholesalers
- ★ Stakeholders
- ★ Enterprenuers.

Supporting Association



Official Travel Agent **Venue** **Official Hotel** **Official Media**

Organized by



For more info:

☎ 0700169429
☎ 0202380256
florence@ikapamediaafrica.com

Open to Public (FREE)

STANDARD NEWSPAPER PROPERTY	PRINT IMPRESSIONS
Quarter page	2
Half page	4

Digital

- a) The event was published on the Standard Digital media web pages where by it earned a total of 4662 clicks, 1,226,204 impressions and a ctr of 0.38%.
- b) On tweets made by KTN Kenya concerning the event a total of 9,600,000 impressions were made and Standard Digital media tweets made an impression of 6,000,000



Content Marketing Campaign

Link to article:-

www.standardmedia.co.ke/business/article/2000190245/kenya-to-host-third-water-electricity-and-power-expo

You are here » [Home](#) » [Business Beat](#)

Kenya to host third water, electricity and power expo

By Standard Reporter

Updated Tuesday, February 2nd 2016 at 09:41 GMT +3

Share this story:

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[Comments](#)

NAIROBI, KENYA: Kenya is set to host the third water, electricity and power expo (Wepex 2016) which is the largest platform for products, services and technologies in the water and energy sectors.

Buy UK Property - £54,995

2 Bed House £55K. 3 Bed House £69K Rent Guaranteed. Full Management.



11/26

The 3-day event is scheduled to take place at KICC from 2nd- 4th February, 2016.

According to organisers, the objective of the expo is to provide a platform to showcase latest technologies in the utilities industry, build awareness of products and services within the sectors, knowledge sharing and opportunities for best practices with the world's leading players in the water, electricity and renewable energy industries.

Kenya's utilities sector is expanding as an outcome of the growing demand for energy and water resulting from the rapid urban and industrial expansion, a fast-growing population, change in modern lifestyle and continuing government investment in infrastructure projects.

Kenya's power and water demand has witnessed a rapid growth which has led to ambitious programmes to cater to the growing demand for utilities, providing a host of opportunities for private and market sector investors alike.



LATEST STORIES

West Ham's Bilic would welcome new deal for Payet

Chelsea must reach FA Cup or Champions League final: Courtois

Winger Januzaj limps out of Manchester United match

Klopp wants Liverpool to find solution to ticket price row

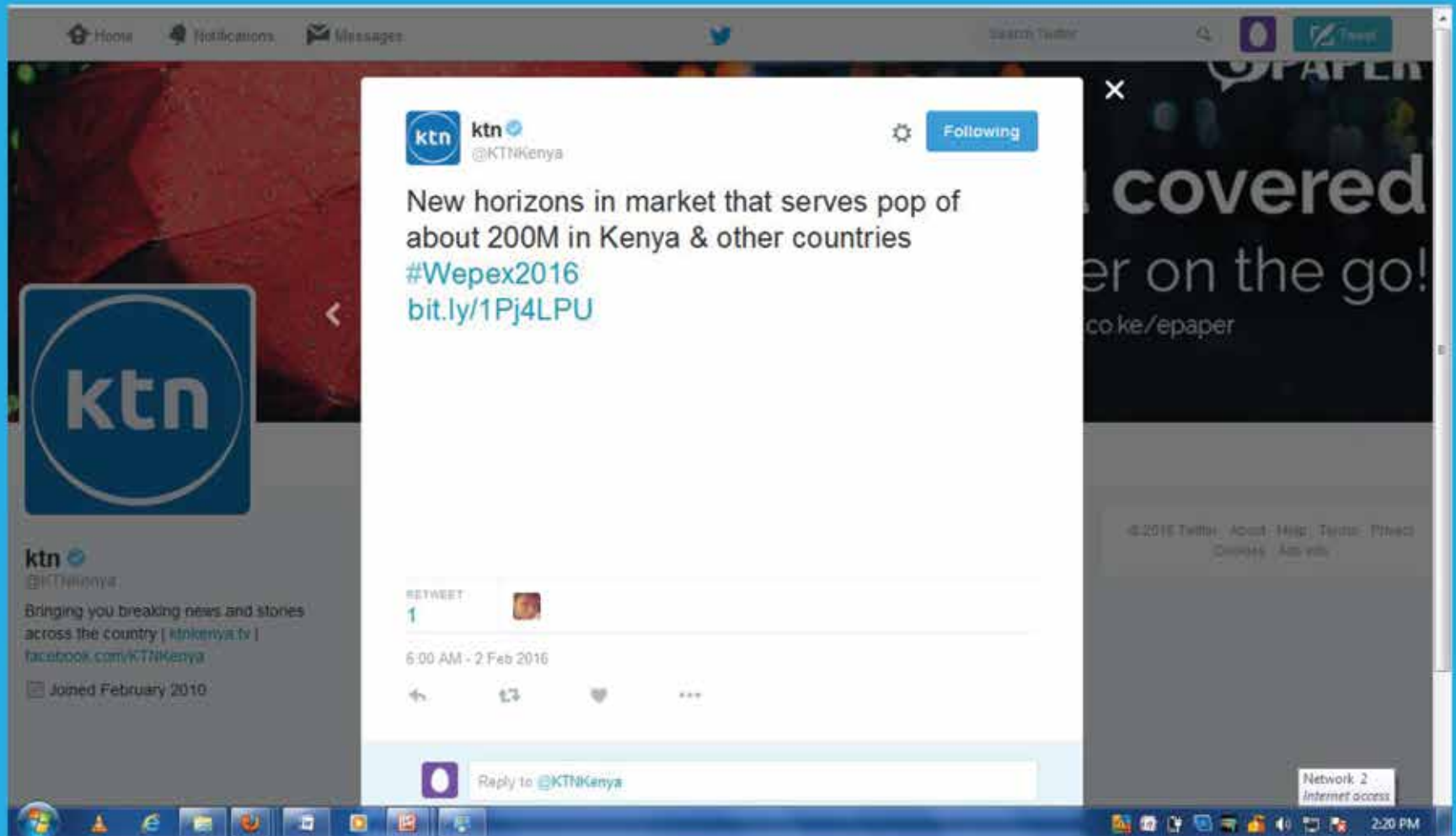
Confident Arsenal hopes to stifle Leicester charge

Barcelona superstar Lionel Messi to undergo kidney procedure

Bad news to Chelsea as Zouma faces six months out

Network: 2
Internet access

Social Media Campaign



Social Media Campaign

Home Notifications Messages

#WEPEX2016

Top Live Accounts Photos Videos More options

ktn @KTNKenya Feb 3
Kenya's Renewable Energy sectors sees major interest from Egyptian investors in #Wepex2016 bit.ly/1PJ4LPU

The image shows a promotional graphic for WEPEX 2016. At the top, it says 'WEPEX 2016' in large blue and orange letters, with a red lightning bolt symbol. Below this, it says 'Water-Electricity Power Expo.' and 'www.wepexint.com'. The graphic is divided into three main sections: 'Water' (represented by a blue water drop), 'Electricity' (represented by a red lightning bolt and a play button icon), and 'Power' (represented by a wind turbine). Below these sections, there are logos for Gold Sponsors (including EPC and SOUL Water) and Silver Sponsors (including EGPE). At the bottom, there are logos for various partners and sponsors, including Zet and Zaf.

Gold Sponsor

Silver Sponsor

Official Travel Agent

Official Venue

Official Media

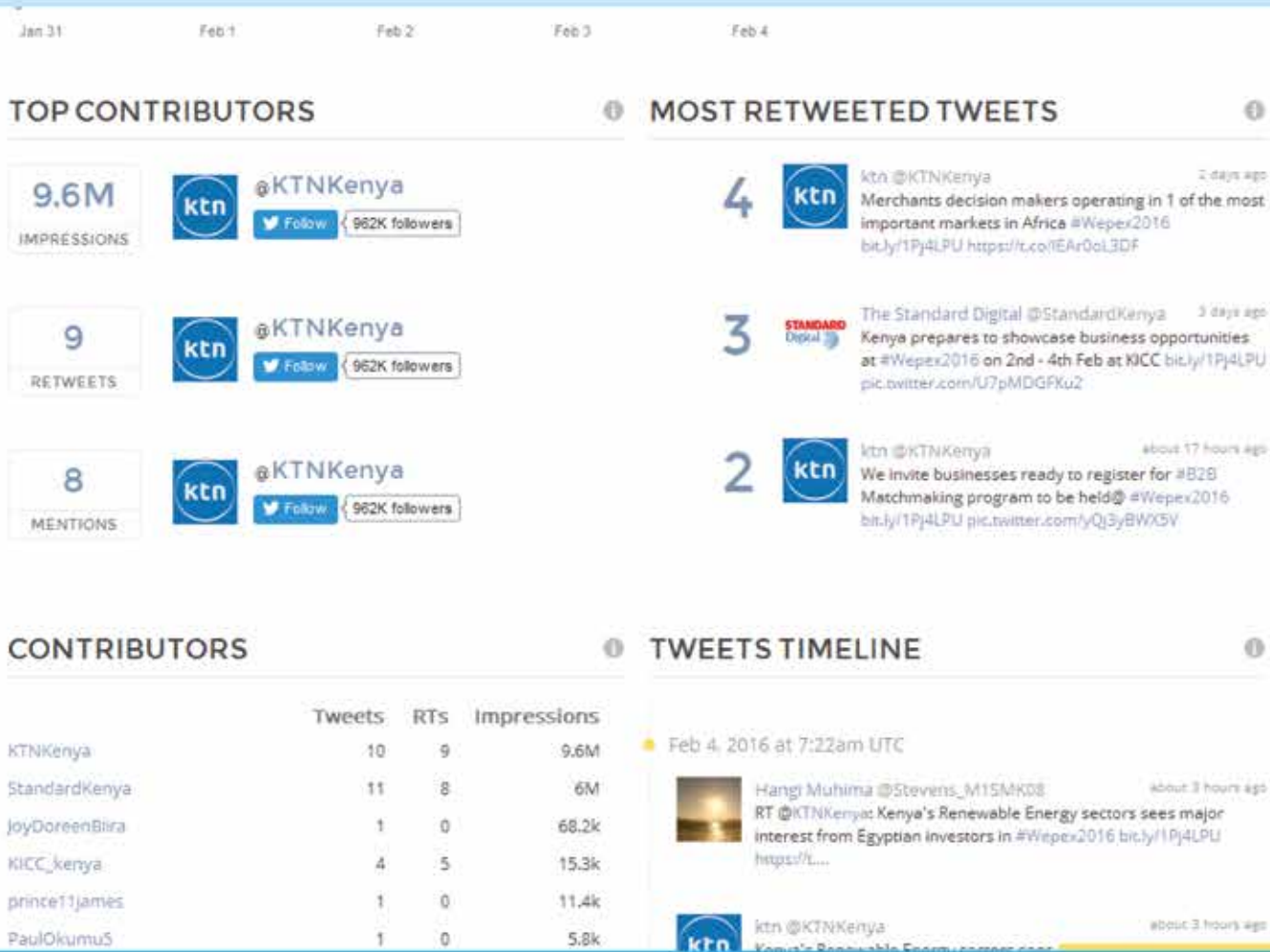
Official Sponsors

9:57 AM

Analysis for the Twitter Reach

KTN Kenya impressions were at **9,600,000**

Standard Digital the impressions were at **6,000,000**



Performance on Web and Mobile

Total clicks were **4662**, impressions at **1,226,204** and a ctr of **0.38%**

The screenshot displays the DoubleClick for Publishers interface. The top navigation bar includes links for Home, Delivery, Inventory, Reports, and Admin. The user's email (mwangingecip@gmail.com) and phone number (Standard Digital News (24409412)) are shown. A search bar is available on the right.

On the left, a sidebar lists various order statuses: My orders, All orders (selected), Delivering, Starting soon, Ending soon, Starred, Recently viewed, Ready, Draft, Inactive, Needs creatives, Pending approval, Disapproved, Completed, and Paused.

The main content area shows the 'Delivery' tab. It includes buttons for 'More actions', 'Export order', and 'Run report'. A summary box displays the following metrics:

- Impressions: 1,226,204
- Clicks: 4,662
- CTR: 0.38%

Below the summary, there are tabs for 'Line items', 'Creatives', and 'Settings'. The 'Line items' tab is active, showing a table of campaign details. The table has columns for Name, Status, Type, Target platform, Start time, End time, Progress, Rate, and Goal. Two line items are listed:

Name	Status	Type	Target platform	Start time	End time	Progress	Rate	Goal
ikapa_01 ID: 100251292 728x90	Completed	Price priority	Any	Jan 22, 2016 1:49 PM EAT	Feb 5, 2016 11:59 PM EAT	5.0%	Ksh100.00 CPM	
ikapa_2 ID: 100251892 300x250	Completed	Price priority	Any	Jan 22, 2016 1:55 PM EAT	Feb 5, 2016 11:59 PM EAT	35.0%	Ksh100.00 CPM	

At the bottom, there are controls for 'Go to page' (1) and 'Rows per page' (10), along with a '1-2 of 2' indicator.

Email Campaigns

Designed mails were sent to a total of 150,000 recipients in three phases and the behavior of the respondent's was as follows.



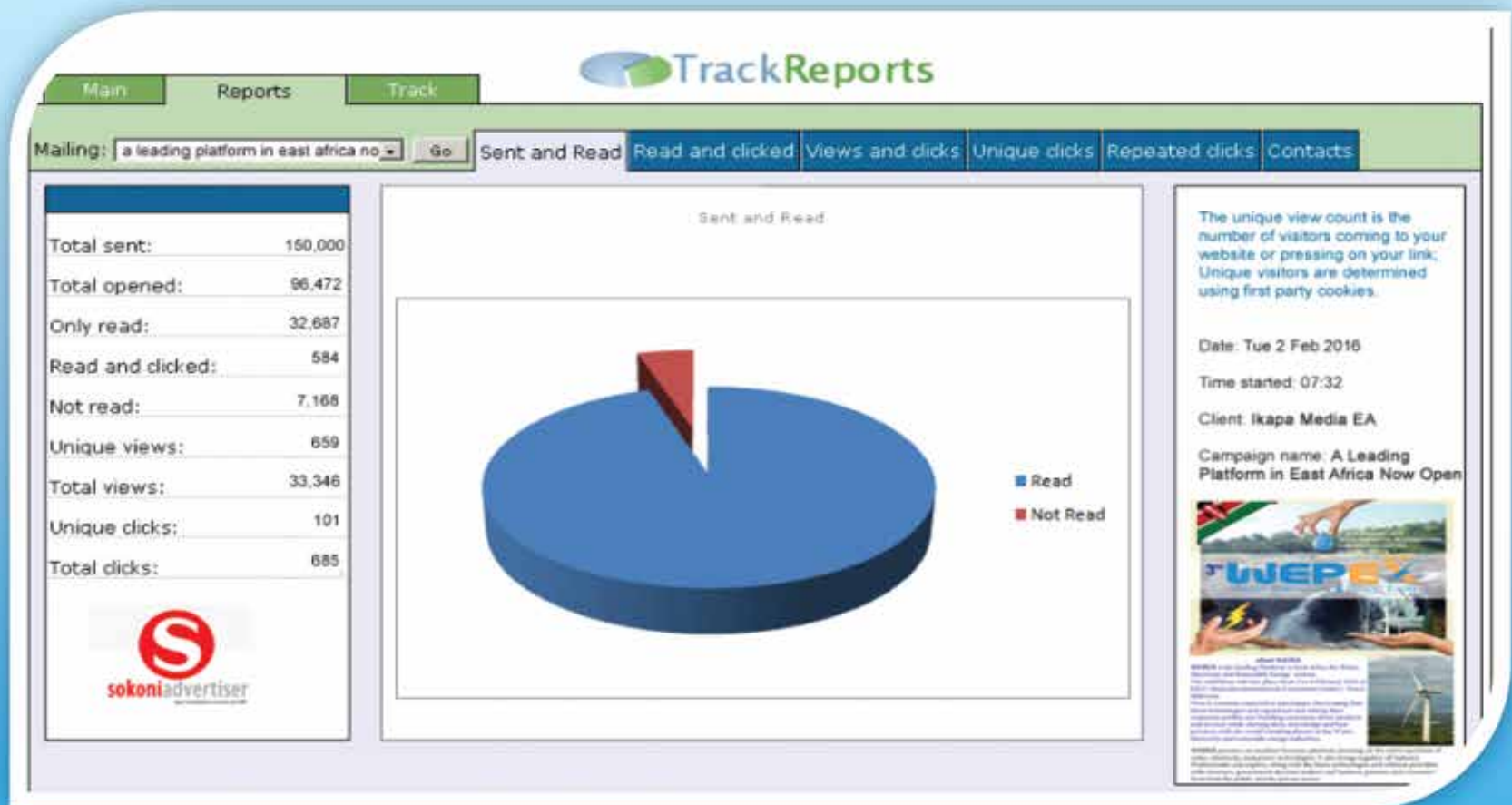
Email Campaigns

1st Phase(WEPEX 3-in 1 Exhibition (22 Jan 2016))



3. Email Campaigns

2nd Phase (WEPEX 2016 Application Form(29th Jan 2016))



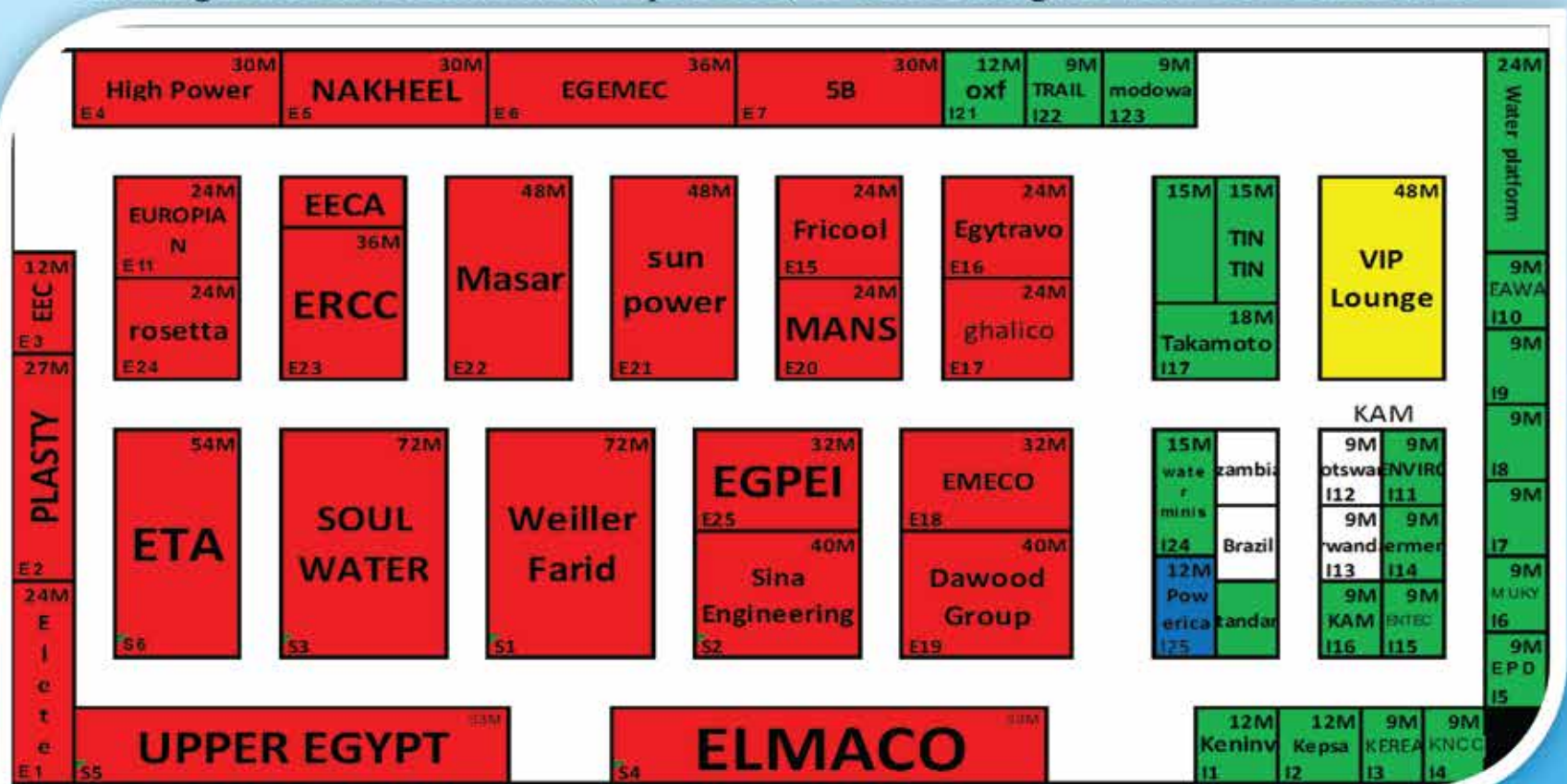
Email Campaigns

3rd phase(A leading Platform in East Africa now open (Tue 2 Feb 2016))



Exhibition Format

The exhibition was a B2B show with pre-arranged sectoral meetings for the exhibitors. Local and International exhibitors and visitors had several match making sessions. It Involved, Speeches, Water Dialogues and b2b Exhibition



Speakers

some of the WEPEX speakers



The Exhibition



WATER DIALOGUE BY EAST AFRICAN WATER ASSOCIATION

The Eastern Africa Water Association (EAWA) is a professional membership association with an aim to intensify regional and international collaboration in water science and technology in Eastern Africa. During WEPEX 2016 EAWA held a water dialogue



WEPEX DINNER



WEPEX Success

Opening-Day 1

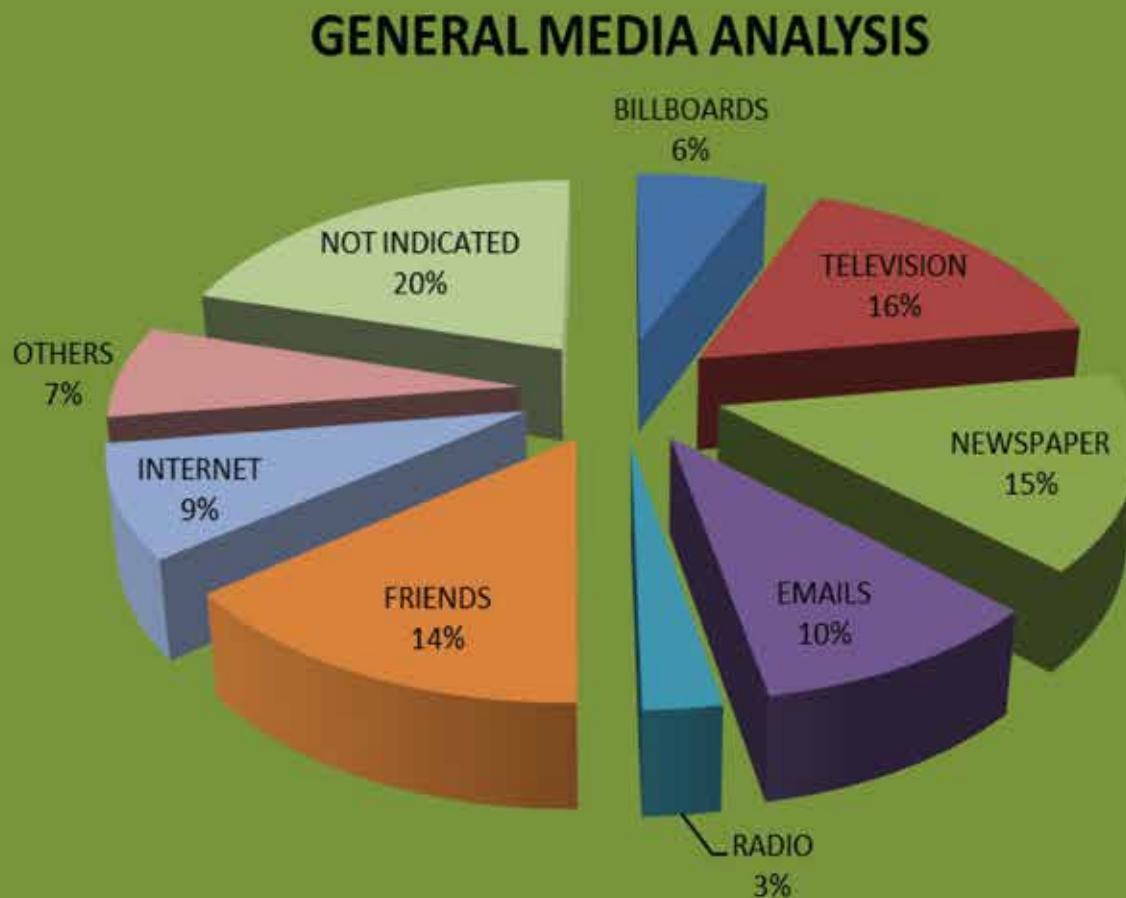


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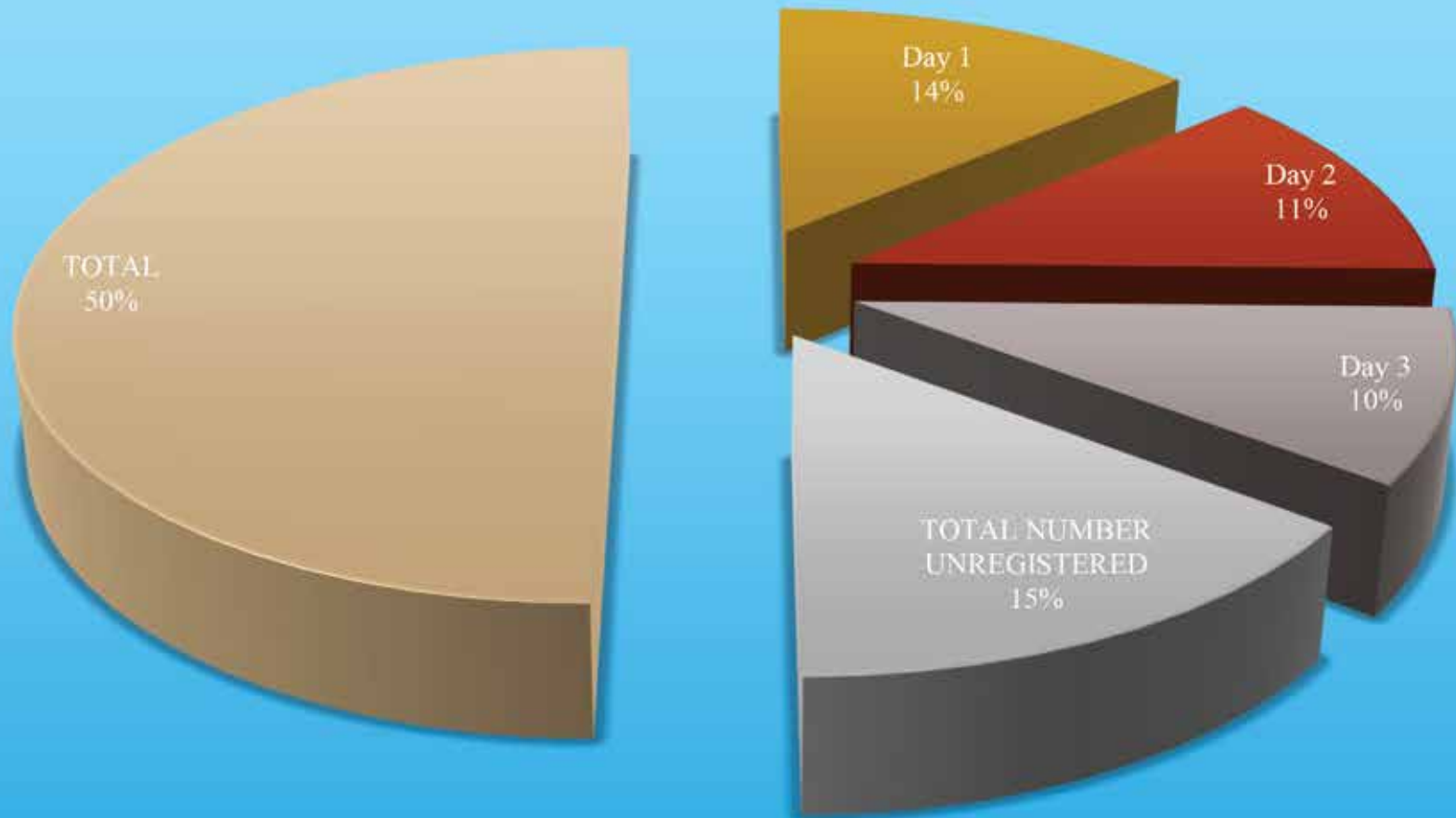
WEPEX 2016 was Officially opened by the Cabinet Secretary Ministry of Water and Irrigation Hon. Eugene Wamalwa and Egyptian Ambassador to Kenya- Mr. Mahmoud Ali Talaat closed by the Ministry of Energy and Petroleum Ps office represented by the Eng. Mwamzali Shiribwa- the Director Renewable Energy in a Gala dinner at the Intercontinental Hotel, Nairobi.

ATTENDANCE ANALYSIS

Analysis on how participants got information about WEPEX



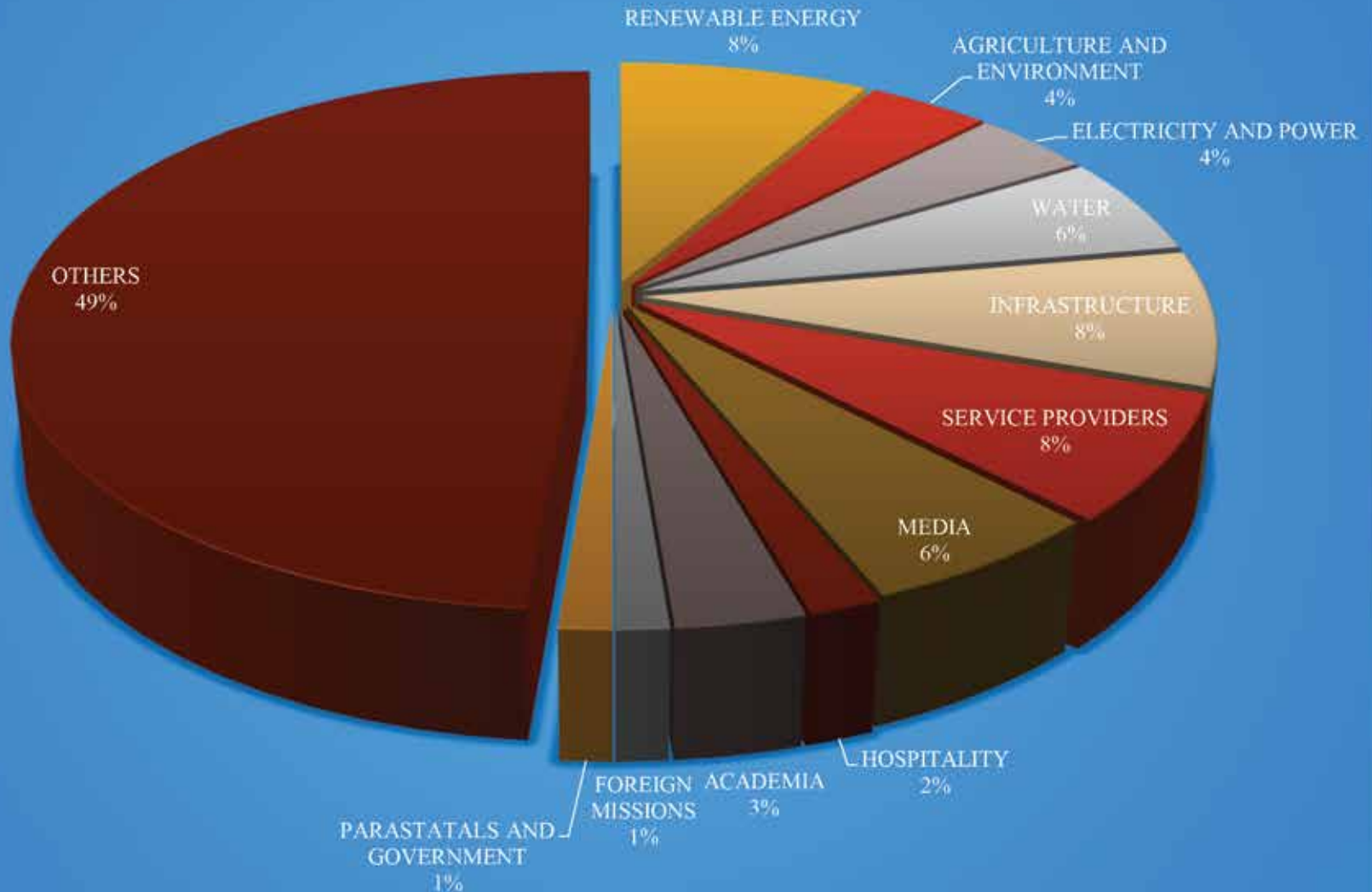
ATTENDANCE ANALYSIS



■ Day 1 ■ Day 2 ■ Day 3 ■ TOTAL NUMBER UNREGISTERED ■ TOTAL

Sector representation

SECTOR ANALYSIS VALUE IN NUMBERS



Sponsors and partners

Supporting Organizations



Gold Sponsors



Silver Sponsors



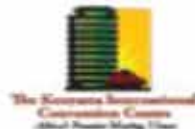
Official Media Partners



Official Travel Agent



Venue



Official Hotel



Organized By



Prepared by:

Florence Sugut
Managing Director
Ikapamedia East Africa ltd
WEPEX organizing Team



THANK YOU.

See you on 7-
10th Feb 2017

