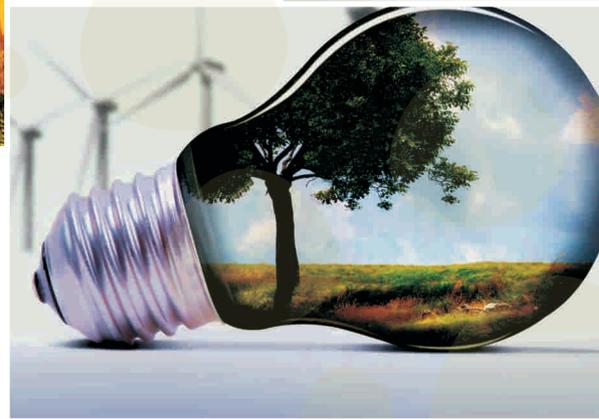


# ENERGY 2010

solutions for africa  
CONFERENCE & EXHIBITION

24 - 26 February 2010  
Sandton Convention Centre, South Africa



## ENERGY INDABA 2010

Solutions for a new energy future in Africa



Solutions for a new energy future in Africa  
24 - 26 February 2010 | Sandton Convention Centre | Johannesburg, South Africa

**A TIME FOR INNOVATION, SOLUTIONS AND ALTERNATIVES IS THE EVENT THEME CHOSEN BY THE STEERING PROGRAMME ADVISORY COMMITTEE FOR ENERGY INDABA 2010.**

### ENERGY INDABA 2010

The flagship African energy event, ENERGY INDABA 2010, is an annual event on the African business calendar with a specific focus on exploring solutions for a new energy future for Africa. With the recent and ever increasing world-wide attention to Energy, ENERGY INDABA 2010, provides an ideal platform to encourage debate and provides the ideal networking climate for companies and individuals to interact.

The conference will provide an opportunity to:

- debate policy, review industrial progress and market trends.
- discuss the efficiency of various public support mechanisms and public-private partnerships across the continent.
- review new data and the latest technological trends globally to be under review.

Held in tandem with the exhibition, the conference will focus on presentations by leading experts on sustainable energy solutions for today and the future.

The exhibition will provide an environment where exhibitors will have networking opportunities with other like minded people across the continent, tapping into new markets and industries, as well as having their products and solutions displayed, to meet the objectives of interested parties and stakeholders who will be in attendance.

The event forms part of the African business calendar, which will promote sustainable development initiatives across the African continent.





## AFRICAN BACKGROUND

Africa's energy production is about 9.5% of the world's total output, including 12.1% of the world's crude oil production; 6.6% of natural gas output; 4.7% of the world's hard coal; and 3.1% of hydro-electric power.

## THE CONTINENT HOLDS 9.7% OF THE WORLD'S PROVEN OIL RESERVES, INCLUDING A LARGE PORTION OF NEW DISCOVERIES.

Africa is a huge net exporter of energy resources (475 million tons of oil equivalent per year) equivalent to 40-45% of the continent's production. Yet the continent's 930 million inhabitants consume the least amount of energy per capita. Africa hosts just 3.6% of global refining capacity; generates only 3.1% of the world's electricity; and consumes only 9% of its total oil production, exporting the rest.

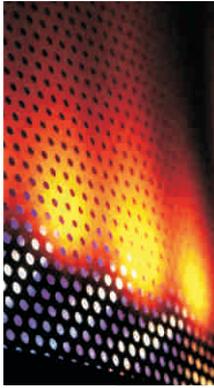
Its share of world energy consumption is only 3% compared to its 14-percent share of the world's population. Endemic low per-capita consumption of energy is both a cause and consequence of Africa's prolonged poor socio-economic performance since the first oil shock in the early 1970s, particularly in oil importing Sub-Saharan African countries.

## KEY FACTS

- The energy sector is responsible for roughly two-thirds of greenhouse gas emissions.
- Africa's energy production is about 9.5% of the world's total output. It is a net exporter of energy resources.
- Hydropower represents 45% of Sub-Saharan actual electric power generation, but only 4% of the sub-continent commercially exploitable potential has been tapped.

African countries' energy development strategy geared to the goal of access-for-all should be anchored on three pillars:

- Maximize clean energy options
- Emphasize energy efficiency
- Participate more effectively in international carbon credit markets.



## ENERGY INDABA 2010 VISION

Research has shown that Africa has availability of enormous energy resources which far exceed the energy requirements of the regions. Most of these resources are grossly underutilised, particularly natural gas and hydro resources. Africa's problem is not a lack of energy resources, but its development and utilisation. The region will remain a major net exporter of energy for several decades to come.

In dealing with its energy problems, Africa faces a unique set of initial conditions, demanded mainly by the level and pattern of economic growth, social and demographic characteristics, energy resource endowment, location distances between supply sources and consumption areas, technological underdevelopment, and poverty-driven energy/environment conflict.

A key challenge is the optimal utilisation of the region's energy resources to facilitate both individual country and regional energy and economic development.

## INVITATION

**AN INVITATION IS EXTENDED TO BUSINESSES ACROSS THE CONTINENT AND GLOBALLY, THAT WISH TO EXPAND INTO DEVELOPING THE AFRICAN CONTINENT AND HARNESS THE OPPORTUNITIES AVAILABLE IN THIS VERY LARGE MARKET.**

Businesses may seek opportunities through:

- Sourcing agents to market their products and/or services
- Selling directly to a new market or country
- Open trading branches in africa or south africa

Africa is in dire need of solutions to the energy crises through effective utilisation of the existing resources available.

## THE CONFERENCE

# THIS YEAR'S TOPICAL AND COMPELLING CONFERENCE PROGRAMME, WITH THE THEME ENERGY: A TIME OF CHANGE - A TIME FOR INNOVATION, SOLUTIONS AND ALTERNATIVES, BRINGS CRITICAL INDUSTRY ISSUES TO THE FOREFRONT.

Featuring prolific industry speakers and representatives, the programme is designed to help delegates stay abreast of industry developments, obtain technical knowledge and understand the issues affecting today's global energy industry and more specifically issues relating to Africa.

### Why you should attend

- Update individual knowledge on the current trends within energy across the African continent with input from global authorities
- Start to explore future trends to run your business as efficiently as possible
- Explore the growing interest in 'green' and sustainability issues that is on the increase. As such new opportunities will emerge and new careers will be created. Some of the future energy workforce will continue to be involved in the primary energy related industries of oil, gas and coal, particularly as research is pursued to increase their greenness and use efficiency.
- Discover examples and best practices from other industries
- Using minimal energy or alternate energy resources
- Find out how government and business leaders plan to address the energy crises
- Share ideas and network with business associates in a rewarding, off-the-record setting
- Understand how the new energy landscape is creating new opportunities to address our continent's challenges, improve the way we work, impact training and development and attract new talent and technology to Africa.

### Who will you meet?

The conference will bring together key players from the energy industry and the financial community with an unrivalled combination of industry experts, project developers, refineries and manufacturers.

### You will have chance to network with:

- Government & Municipality Representatives
- Project Developers/Consultants / Analysts
- Environmental Engineering
- Equipment & Technology Solutions
- Banks/Investors/Insurance
- Energy representatives from the continent
- Automotive & Transport
- Green energy experts
- Commodity Traders / agents & Brokers
- Associations & Press



## THE EXHIBITION

# TO BRIDGE THE ENERGY GAP IN AFRICA

The ENERGY INDABA 2010 Exhibition is highly relevant to companies actively involved in all areas of the energy industry and the management thereof.

The exhibition showcases companies supplying, or interested in supplying, equipment and services to the energy industry. It is also an opportunity for companies to demonstrate their commitment to providing solutions and services that meet the continent's energy challenges.

### **The exhibitor profile includes:**

- Power Generation
- Energy Efficiency
- Energy Management & Integrated Building Automation
- Energy Conservation
- Lighting Efficiency
- Environmental, Construction and Project Financing
- Power stations
- Nuclear power
- Wind (onshore and offshore)
- Wave, tidal
- Hydro & solar

### **Governments – government departments and county governments Green Technology**

- Green energy
- Hydrogen and fuel cells,
- Natural gas
- Bio fuels

### **Financial Services**

- Banks
- Finance Houses
- Development Institutions





## THE ORGANISERS

Well-established within the South African business community, Siyenza Management, a Multi-faceted Communication Business, is well-placed to coordinate an event of this stature.

Managing Director Liz Hart, having personally been involved with the World Summit on Sustainable Development, as well as being a representative on the Working Group of the Business Coordinating Forum for the Summit, brings a wealth of experience to this showcase.

Our key philosophy is that our slogan represents people. We are all about people and bringing people together, both literally and metaphorically.

## CONTACT DETAILS



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WE LOOK FORWARD TO WELCOMING YOU TO SOUTH AFRICA!