**Post Show Report 2012**

**For the very first time elec expo, EneR Event & Tronica Expo has been honored with the High Patronage of His Majesty the King Mohammed VI**

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| Organised under the high patronage of His Majesty the King Mohammed VI, elec expo, EneR Event et Tronica Expo 2012 has been a real success for both, exhibitors and visitors alike.  During the 4 days of professional meetings and debate, the event gathered 3,312 professional visitors of 42 countries and 138 exhibitors of 9 countries. Exhibitors showed themselves satisfied with the results of their participation and praised the high quality of the visitors.  The event succeeded to fulfill its mission as “a confirmed regional hub and an international showcase for scientific innovations and technologies in the field of energy, electronics and renewables”, as Mr Tagmouti, the president of FENELEC stated.  The exhibition also enjoyed full institutional backing being supported by 3 Moroccan ministries (Energy, Environment & Industry). On an African dimension, the event enjoyed the exclusive support of CAFELEC - The African Electricity Confederation, and of a Hosted Buyers’ Program for major African decision makers put in place by the Moroccan Department of Foreign Affairs and by Maroc Export.  France being the Guest of Honor in 2012 the opening ceremony had been honored by the presence of representatives of UBIFRANCE, 3 Moroccan ministries (energy, industry and housing), the top management of FENELEC as well as 52 African buyers from 14 countries, among them energy ministers, managing directors and prominent buyers from the public and private sector. |  |  |

**Read what they said:**

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| https://storage18.rapidmail.de/maileditor/969d67b4b240a044515bad87c59a9c8f/1tlvn61.jpg | **Mr Youssef Tagmouti, President FENELEC:**  “Our action plan includes to serve for the benefits of our members and to accompany them to face today’s economic challenges, and on the other hand, to support the great infrastructural projects of the Kingdom as well as its strategies, namely the plan for the industrial development, the plan Maroc Export Plus and the plan of the development of the renewable energies and energy efficiency.” |
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| Beschreibung: http://www.elec-expo.com/typo3temp/pics/a35eab83fe.jpg | **Mr El Aid Mahsoussi, Secretary-general of the Ministry of Industry, Trade and New Technologies:**  “elec expo, EneR Event & Tronica Expo ever more becomes a major meeting point between Moroccan producers and exporters and their international partners. The strong international presence in this year’s event underlines the importance of this event for the development of the national industrial production.“ |
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| https://storage8.rapidmail.de/maileditor/54e6fe276dc827431597449a1d2bb493/1pda8iu.jpg | **Mr Andreas Gast, SMA Solar Technology AG:**  “SMA is the global leader in the development, production and distribution of solar inverters. As experts in power management we offer innovative technologies for future energy provision structures.” |
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| **https://storage8.rapidmail.de/maileditor/54e6fe276dc827431597449a1d2bb493/4kh3e8.jpg** | **Mr Thierry Pelibossian, Phoenix Contact SAS:**  “elec expo is a valuable place to communicate and to meet and to promote our products towards our clients, to new potential clients and towards our partners.” |
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| https://storage8.rapidmail.de/maileditor/54e6fe276dc827431597449a1d2bb493/1hbnf6e.jpg | **Mr Shi Ryan, ZTT Group:**  “At elec expo we have made very valuable contacts with clients from all over Morocco. In addition we have been able to launch some excellent co-operations in the field of conductors with local clients such as ONE, Centrelec and MMK.” |
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| https://storage15.rapidmail.de/maileditor/bf7cf8d357b1bbd9475a860257218374/u1zfvi.jpg | **Ms Marie-Christine Blot, IMEDER Méditerranean Institut for Renewable Energies:**  “For us this exhibition is an ideal B2B platform to open new markets outside of France. elec expo, EneR Event & Tronica Expo is the place to be, to meet the protagonists of the solar industry as well as to detect excellent projects." |

**Evaluation of the visitor survey of elec expo, EneR Event & Tronica Expo 2012**

All 3,312 visitors were required to register and fill in a questionnaire.

The following data is based on this survey, conducted by fairtrade.

**Visitors by function:**

74% of the visitors at elec expo, EneR Event & Tronica Expo were **decision-makers**, managing directors (29%), technical managers (14%), maintenance engineers (13), sales and marketing directors (12%), project managers (11%), consultant (6%), student (5%), purchasing director (3%), teachers (2%), financial dierector (2%), production managers (2%) and IT managers (1%).

**Visitors by sector of activity:**

**Visitors by sector of interest:**

**Evaluation of the exhibitor survey of elec expo, EneR Event & Tronica Expo 2012**

All 138 exhibitors were required to fill in a questionnaire on the last day of the event.

The following evaluation is based on this survey.

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| 1. **With the quality of visitor contacts the exhibitors are?** | 1. **Would you recommend elec expo, EneR Event &Tronica Expo to other companies?** |

1. **Achievement of main targets for participating:**