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NEWS RELEASE

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POWER-GEN Middle East and WaterWorld Middle East 2012 Celebrate Official Launch

POWER-GEN Middle East and WaterWorld Middle East 2012 celebrated the official launch of their 2012 conference programmes at a Press Conference today at the British Embassy Doha, Qatar.

A leading force for the power generation industry, POWER-GEN Middle East will celebrate its 10th anniversary alongside the first annual WaterWorld Middle East conference and exhibition as a co-located event to service the water and wastewater industry.

Under the patronage of His Excellency, Dr. Mohamed bin Saleh Al-Sada, Minister of Energy and Industry, the POWER-GEN Middle East and WaterWorld Middle East 2012 conferences will provide insightful solutions to high demands for energy and fresh water in spite of diminishing natural water supplies and how these issues can be met through more sustainable and energy efficient technologies.

The press conference launch featured speakers from utility supporters of POWER-GEN Middle East and WaterWorld Middle East including Mr. Abdulla Anbar Al-Jassim, PR Department Manager, KAHRAMAA as well as Mr Abdulsattar Al-Rasheed, CEO, Ras Abu Fontas Power Plant and Rashid Naser Al Hajre, Public Relations & Shareholders Manager representing QEWC as co-host and platinum sponsor.

Speakers from QEWC and KAHRAMAA provided an insight into special projects and developments being undertaken in Qatar as well as the importance of their support for POWER-GEN Middle East and WaterWorld Middle East 2012.

Other speakers representing PennWell, the host organization, Nigel Blackaby, Conference Director for POWER-GEN Middle East, and Tom Freyberg, Conference Director for WaterWorld Middle East, provided an overview of sessions to be covered throughout the two-day conference programmes.

Nigel Blackaby, Conference Director of POWER-GEN Middle East 2012 said, "POWER-GEN Middle East has firmly established itself as the meeting place for industry professionals wishing to network with, and source solutions from, local



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and international companies serving the power generation industry. For 2012. we look forward to presenting some of the world's leading experts to talk about overcoming challenges and provide helpful insights into international best practice as well as the benefits of aligning efficiency with overall development of a strategic energy profile that is economical, sustainable and socially responsible."

WaterWorld Middle East's Conference Director, Tom Freyberg, reiterated the need for sustainability stating "The inaugural WaterWorld Middle East 2012 conference will identify important barriers and challenges to help water companies, policy makers and others set priorities for future drinking water and wastewater strategies and developments. As well as securing support from Arab countries Water Utilities Association (ACWUA), we have secured leading international experts to present strategies to ensure the success of private-public partnership in water investments, industry developments as well as the latest drinking water and wastewater trends and advancements."

For further information about POWER-GEN Middle East and WaterWorld Middle East, visit www.power-gen-middleeast.com and www.waterworldmiddleeast.com

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Editors Notes: PennWell Corporation is a highly diversified, business-to-business media company providing authoritative print and online publications, conferences and exhibitions, research, databases, online exchanges and information products to strategic global markets.

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