



PETROSPOT

FREE
REGISTRATION

MARITIME WEEK
EGYPT

OPEN FOR BUSINESS

29-30 JUNE 2021

VIRTUAL CONFERENCE & EXHIBITION

GUIDE TO
VIRTUAL
CONFERENCE
SPONSORSHIP

Position your business and services as market leaders, distinct from your competitors, driving growth and brand recognition.

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#mwegypt21

The inaugural *Maritime Week Egypt* is a high-level two-day virtual conference focused entirely on Egypt. Its aim is to demonstrate clearly that Egypt is ‘**open for business**’ by shining a spotlight onto the country’s journey towards becoming one of the world’s most important maritime hubs.

It will cover the important elements of shipping, oil and gas, bunkering, transport logistics, port development and the environment – all in the context of building a world-class maritime hub – and will feature a special focus on Egypt’s ‘crown jewels’, the **Suez Canal** and the **Suez Canal Economic Zone**.

The event is intended to highlight Egypt’s ‘centre of the world’ geographical location and the impressive investment the country has been making, from expanding the Suez Canal to developing its ports and terminals, building new roads and railways, and developing a robust oil and gas infrastructure.

But *Maritime Week Egypt* will also look at how best practice in other countries, and in particular the maritime sector, can be adapted to further enhance Egypt’s maritime offering.

ABOUT PETROSPOT

Petrospot is an independent publishing, training and events organisation focused on the maritime, energy and transportation industries.

Based in Oxfordshire, England, Petrospot was established in May 2003 by Llewellyn Bankes-Hughes to deliver the highest quality strategic information in the most comprehensive and convenient formats – via magazines, websites and books, face to face and online via conferences, exhibitions, seminars, and training courses.

Petrospot works very closely with government and industry in many countries and organises some of the biggest, most popular, and prestigious shipping and bunkering events in the world, including: *Maritime Week Americas*, *Maritime Week Africa*, *Maritime Week Gibraltar*, *Maritime Week Las Palmas*, *Portugal Shipping Week*, *Middle East Bunkering Convention*, *ARACON*, *Marine Fuels Transition Forum* and *London International Shipping Week*.



PROGRAMME

The programme is arranged into six carefully curated hour-long sessions, each focused on one key step of that journey, looking closely at policy and legislation, investment, development, and infrastructure, in the maritime sector.

The speakers will be drawn from the highest level of Government and Industry, both from within and outside Egypt.

SESSION ONE will demonstrate that Egypt is open for business, presenting an economic case for investing in the country and creating a world class commercial environment to attract international trade which in turn will increase traffic through the Suez Canal and support the country's ports, shipyards, and maritime services, thereby enhancing its status as a global maritime hub. It will also highlight some of the often overlooked 'gems' that Egypt has to offer, such as the Port of Alexandria and its state-of-the-art shipyard.

SESSION TWO will focus on the Suez Canal, Egypt's world-renowned waterway and the key to Egypt's future success. It will look at shipping patterns from a global and regional perspective and at how Egypt might expand its own fleet. This session will also examine developments at two key ports, at each end of the Canal, Port Said and Suez.

SESSION THREE will focus on the Suez Canal Economic Zone and the wealth of opportunities it offers. It will also look at infrastructure developments, from roads, to railways, tunnels, and terminals.

SESSION FOUR will cover Egypt's oil and gas sector, with special focus on creating a world class oil and gas hub in the Eastern Mediterranean. It will look at building an LNG infrastructure, while also looking at the country's refining, pipeline, terminal, and liquid bulk storage operations.

SESSION FIVE will home in on bunkering, to promote opportunities for foreign investment and expertise to help revive the 'sleeping giant' which is Egypt's bunker market. It will also serve as an educational tool for those both inside and outside Egypt who wish, or need, to learn more about this sector. It will look at best practice in overseas ports, as well as fuel quality and bunkering operations.

SESSION SIX, closing *Maritime Week Egypt*, will focus on the environment, looking at the greening of Egypt's ports and the environmental measures being taken to assist in shipping's journey towards a zero-carbon future. It will look at the prospects of developing an LNG bunkering infrastructure and examine the potential for supplying alternative fuels.

HOW IT WILL WORK

BRINGING TOGETHER MAJOR PLAYERS FROM THE SHIPPING & PORT COMMUNITIES

Maritime Week Egypt will be spread over two days and 6 sessions, all of which will be pre-recorded, with a mixture of 'as live' panels and one-to-one discussions and more detailed presentations. Pre-recording allows the opportunity to edit for time and content, while also allowing 'live' Q&A via the conference platform.

The event will showcase Egypt, the Suez Canal, and the Suez Canal Economic Zone to a worldwide audience of **shipping, oil & gas, bunkering, and maritime-related companies.**

Since September, Petrosport has run seven virtual events, all with very impressive global audiences, including its first, the *Global Bunkering Summit*, which attracted 1,098 delegates from 73 countries and its latest, *Maritime Week Africa*, which was watched by 533 delegates from 69 countries, 24 of which were in the African continent.

Each event is very heavily trailed through Petrosport's 21,000-company shipping database and via social media, and widely covered in the press, to ensure that Egypt's maritime sector, and Egypt itself, are very well promoted.

21,000

**ACTIVE
PROFESSIONALS**

- Ship Owners & Operators
- Ports, Port Authorities
- Bunker Suppliers
- Bunker Traders & Brokers
- Law Firms
- Service Providers
- Port Agents
- LNG Suppliers

JOIN US VIRTUALLY - HELPING YOU KEEP CONNECTED FROM THE COMFORT OF YOUR DESK

In the current global climate, it is vital to continue the **knowledge sharing and relationship building** we have previously taken for granted at face-to-face conferences.

Virtual conferencing provides sponsors, speakers, exhibitors, and delegates with a roster of **dedicated means to engage** with *Maritime Week Egypt* and **shape their experience.**

Maritime Week Egypt is **entirely free of charge to attend and open to everyone.** You just have to register and complete your personalised profile so that you can connect with others and others can connect with you.



PRE-EVENT ACTIVITIES

Start building your pipeline before the event begins



TOP-CLASS VIRTUAL CONFERENCE PROGRAMME



DEDICATED SCHEDULING SYSTEM FOR 1-2-1 MEETINGS



ONLINE HELP DESK SUPPORT TEAM

WHY YOU SHOULD SPONSOR

POSITION YOURSELF AS A MARKET LEADER AND GENERATE LEADS

For sponsors and exhibitors, visitor data is automatically captured for future follow-ups, providing a fast and efficient way to reach a large number of potential clients.



GENERATE LEADS

Identify Hot Prospects

Access all event and attendee information on the virtual platform for up to 6 weeks after the event closes



VIRTUAL NETWORKING

Engage and Connect

Engage with a full spectrum of networking tools, comprising text chat, video calls, 1-2-1 video meetings, and a dedicated scheduling system to help you manage your experience across the conference



BRAND AWARENESS

Put your Brand Front of Mind

Showcase your company in our virtual exhibition hall; brand your stand, promote your products and services, and direct visitors towards key resources on your website



THOUGHT LEADERSHIP

On Demand Engagement

Utilise the in-built Q&A interface to engage audiences, take queries, and pose polls and questions during presentations and panel discussions

Putting you in front of the people that matter, in a position to develop your business.

REGISTER FREE ONLINE

SPONSORSHIP PACKAGES

GOLD - £7,500

Included in a Gold Sponsorship:

- Virtual event keynote speaker
- Highest profile throughout the event
- Promoted as Gold Sponsor throughout the event
- Exhibition package included
- Your corporate logo displayed within the virtual platform
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the event
- Company branding on Petrospot's virtual event email campaigns to over 21,000 industry professionals
- Your company logo will appear in digital marketing via the Petrospot website

SILVER - £5,000

Included in a Silver Sponsorship:

- Virtual event speaker
- Promoted as Silver Sponsor throughout the event
- Exhibition package included
- Your corporate logo displayed within the virtual platform
- Virtual platform main banner logo included
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the event
- Company branding on Petrospot's virtual event email campaigns to over 21,000 industry professionals
- Your company logo will appear in digital marketing via the Petrospot website

Generate leads from everyone who watched your session

BRONZE - £2,500

Included in a Bronze Sponsorship:

- Promoted as Bronze Sponsor throughout the event
- Logo included on Virtual platform banner
- Sponsor push notifications
- Hyperlinks from the event to your corporate website
- Targeted announcements of your sponsorship via social media in the run-up to the event
- Company branding on Petrosport's virtual event email campaigns to over 21,000 industry professionals
- Your company logo will appear in digital marketing via the Petrosport website

EXHIBITORS PACKAGE - £1,950

Included in Exhibitors package:

- Logo included on Virtual platform banner
- Social media Links
- Company contact information displayed
- Opportunity to include your website link and downloadable resources
- Attendees can live chat with your company
- Attendees can send meeting requests
- Ability to showcase your products and services
- Customer support from the moment you book to throughout the event
- Page visits data (GDPR rules apply)

This is a valuable and cost-effective means of engaging with your target audience over the course of the year, maintaining brand awareness and promoting thought-leadership to a wider network.

THANK YOU

for your interest in *Maritime Week Egypt*. We hope to see you there.



To learn more about our sponsorship and exhibition packages, please contact Jerry Carter at jerry@petrospot.com

If you'd be interested in participating as a speaker at *Maritime Week Egypt* please contact Llewellyn Bankes-Hughes at LBH@petrospot.com

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