

UAE Organising Committee for the 24th World Energy Congress selects Hill+Knowlton Strategies as its global communications partner

Under the Patronage of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, Abu Dhabi will host the 24th World Energy Congress, taking place for the first time in the Middle East

Abu Dhabi, United Arab Emirates, 24 April 2018 – The UAE Organising Committee for the 24th World Energy Congress has selected Hill+Knowlton Strategies to support the strategic communications and international public relations for the 24th World Energy Congress, taking place from 9 to 12 September 2019 at the Abu Dhabi National Exhibition Centre (ADNEC).

The World Energy Congress is the World Energy Council's flagship event. Held every three years, it is the world's largest and most influential energy event, covering all aspects of the energy industry. It also highlights the strategic importance of energy to enable modern society and energy-dependent industries.

The government of the UAE is hosting the 2019 event under the theme of "Energy for Prosperity", and will bring together Heads of State, energy leaders and experts from business, government and academia – together with engaged citizens and communities – to pioneer new ways of thinking about energy to deliver an equitable and sustainable future.

Hill+Knowlton Strategies will work with the UAE Organising Committee, based in Abu Dhabi, as well as the World Energy Council's London Secretariat to build international awareness and engagement in the 16 months leading up to the 24th Congress.

Commenting on the announcement, **Dr. Matar Al Neyadi, Undersecretary at the UAE Ministry of Energy and Industry and Chairman of the UAE Organising Committee for the 24th World Energy Congress**, said: "The 24th World Energy Congress will bring to Abu Dhabi the most prominent energy leaders at an important time for the energy industry, as we look for new ways to innovate and manage the energy trilemma of energy security, energy equity, and environmental sustainability. We are glad to welcome Hill+Knowlton Strategies to support the vision passed on by the leadership of the UAE to the Organising Committee, to position Abu Dhabi at the epicentre of the global energy sector. Our work started back in October 2014 when Abu Dhabi won the international bid to host the World Energy Congress and now, with our partnership with Hill+Knowlton Strategies, we are looking forward to showcasing our progress over the next months."

Adding to Dr. Matar's comments, **Eng. Fatima Al Foora Al Shamsi, CEO of the UAE Organising Committee for the 24th World Energy Congress**, said: "As part of the 24th Congress, we are building a leading platform for discussion of generation-defining energy issues alongside top energy companies, individuals and organisations across the world. We

have an exciting pipeline of announcements for the coming months and we look forward to the support of Hill+Knowlton Strategies in amplifying the work we are doing and reaching out to leading influencers within the energy sector.”

Bashar Al Kadhi, CEO, Hill+Knowlton Strategies, Middle East, North Africa and Turkey, said: “The World Energy Congress is the leading event shaping the global energy agenda, and the only industry event that takes a broader look at the role of energy in driving innovation and tackling social development issues. It is a privilege for Hill+Knowlton Strategies to partner with the UAE Organising Committee in the build up to 2019, and we are particularly proud that this work will be led by our energy team here in Abu Dhabi, in a country that is aggressively pursuing an energy diversification strategy to deliver a more prosperous future for its people.”

From its Abu Dhabi, Dubai and London offices, Hill+Knowlton Strategies will provide multi-lingual communications support including media and stakeholder relations, social and digital community management, media training, content creation and contingency planning leading up to the event. During the Congress, Hill+Knowlton Strategies’ team will manage the media office and media activity including digital and social content, press conferences and global media relations.

The World Energy Congress facilitates dialogue among heads of state, ministers and industry leaders on important developments in the energy sector, and helps participants to better understand energy issues and solutions from a global perspective. The 24th Congress is organised under the patronage of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE.

The World Energy Council is the UN-accredited global energy body with more than 3,000-member organisations located in over 90 countries and drawn from governments, private and state corporations, academia, NGOs and energy-related stakeholders. It informs global, regional and national energy strategies by hosting high-level events, publishing authoritative studies, and working through its extensive member network to facilitate the world’s energy policy dialogue.

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For more information about the 24th World Energy Congress, please visit:
<https://www.wec24.org/>

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About the World Energy Congress

The World Energy Congress is the world's largest and most influential energy event covering all aspects of the energy agenda. Running since 1924, the triennial World Energy Congress enables dialogue among Ministers, CEOs and industry experts on important developments in the energy sector.

As the world's premier energy gathering, the Congress offers a unique opportunity for participants to better understand energy issues and solutions from a global perspective. Over the 90-year history of the World Energy Council the Congress has been key to the value of the organisation. The Congress has been staged in over 20 cities across the world.

About the UAE Organising Committee for the 24th World Energy Congress

The Organising Committee acts as the focal point between the World Energy Council and the 24th World Energy Congress. It is chaired by His Excellency Dr. Matar Hamed Al Neyadi, and the CEO is Her Excellency Fatima Mohammed Al-Foura Al Shamsi.

About Hill+Knowlton Strategies

Hill+Knowlton Strategies, Inc. (H+K) is an international communications consultancy, providing services to local, multinational and global clients. The consultancy has 87 offices in 49 countries, including operations covering the Middle East and North Africa. H+K is part of WPP, one of the world's largest communications services groups.