

## Innovative energy start-ups in the spotlight at the 24<sup>th</sup> World Energy Congress

*Partnership with the German Energy Agency will bring the 'Start Up Energy Transition' (SET) initiative to Abu Dhabi next September, putting innovative energy start-ups in front of policymakers and investors from across the globe*

**Abu Dhabi, United Arab Emirates (UAE), 6 June 2018** – The UAE Organising Committee of the 24<sup>th</sup> World Energy Congress today announces the signature of a Memorandum of Understanding (MoU) with the Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency, which will bring the top 100 start-ups from dena's Start Up Energy Transition initiative to next year's Congress.

Launched in November 2016, in cooperation with the World Energy Council, the SET initiative aims to provide a platform for pioneers of the global energy transition. It is based on the approach that energy transition and climate protection can only become global models for success with the help of innovation. It is comprised of the annual SET Awards that identifies the top global innovators, and a global summit – the SET Tech Festival – where a vast network of key international energy players is brought together. In 2018, over 400 start-ups from 68 countries entered the SET Awards.

The signing ceremony took place in Berlin between Eng. Fatima Al Foor Al Shamsi, CEO of the UAE Organising Committee for the 24<sup>th</sup> World Energy Congress and Andreas Kuhlmann and Kristina Haverkamp, Chief Executive and Managing Director of dena, respectively. In attendance were H.E. Eng. Suhail Mohamed Faraj Al Mazrouei, UAE Minister of Energy & Industry and President of the Congress and H.E. Eng. Awaidha Murshed Al Marar, Chairman of the Department of Energy.

Following the announcement, **Dr. Matar Al Neyadi, Undersecretary at the UAE Ministry of Energy and Industry and Chairman of the UAE Organising Committee for the 24<sup>th</sup> World Energy Congress**, said: "Innovation is a theme that will run through the 24<sup>th</sup> World Energy Congress. This new partnership with dena fits perfectly, recognizing those energy innovators who are leading the way forward. We also want to the 24<sup>th</sup> World Energy Congress to be the most impactful ever held. Connecting innovators with exactly the audiences who can take their ideas to the next level, while strengthening and promoting the innovation ecosystem here in the UAE, will help us achieve this aim".

**Andreas Kuhlmann, Chief Executive at dena**, highlighted: "SET has become one of the leading international platforms supporting innovation in the energy transition. It attracts some of the best young entrepreneurs worldwide. We believe that innovative business models can make a big difference on the path to a sustainable energy future. The World Energy Congress is a good place to show that. We are very proud to join the event next year and bring the best 100 start-ups of our initiative. For them, this is great opportunity to exchange ideas and make new connections".

Held every three years in select international cities, the World Energy Congress is the world's largest, longest-running and most influential energy gathering. Under the Patronage of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, the 24th edition will take place from 9 to 12 September 2019 at the Abu Dhabi National Exhibition Centre (ADNEC).

The 24th Congress will bring together heads of state, ministers, CEOs, thought leaders and experts – alongside engaged citizens and NGOs – from across the world. The World Energy Congress sets itself apart from other energy and energy-related conferences by covering the entire energy spectrum and energy sources, from oil and gas to renewables and nuclear as well as power, providing a forum for the industry's largest and most diverse conversation.

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**For more information about the 24th World Energy Congress, please visit:**

<https://www.wec24.org/>

**For more information about the SET initiative, please visit:**

<https://www.startup-energy-transition.com/>

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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 Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency**

dena is Germany's centre of expertise for energy efficiency, renewable energy sources and intelligent energy systems. As Agency for Applied Energy Transition we help achieve energy and climate policy objectives by developing solutions and putting them into practice, both nationally and internationally. In

order to do this, we bring partners from politics and business together, across sectors. dena's shareholders are the Federal Republic of Germany and the KfW Group.