

Under the patronage of



electricity & energy

Department:
Electricity and Energy
REPUBLIC OF SOUTH AFRICA



31 August – 2 September 2027

Gallagher Convention Centre, Johannesburg

Sales Brochure



Africa Energy in numbers

3,000+

Energy professionals

6,000 sqm

Gross exhibition footprint,
Gallagher Convention Centre

60 / 40

International to local and
regional exhibitor mix

700+

Conference participants across
a paid executive programme and
senior stakeholder places

3 days

Exhibition, conference,
hosted buyer meetings and
VIP matchmaking

Why South Africa. Why now.

600 million+

people across Africa lack access to reliable electricity. The bottleneck is not resources or intent. It is connecting capital with projects, and projects with the right technology partners.

Fast-scaling segments

- Battery storage
- Green Hydrogen
- Data centres
- Corporate PPAs
- Private grid solutions
- Smart grid infrastructure

Reform	What it means for you
Generation opened to private participation	New buyers outside the state utility
Eskom unbundled into generation, transmission, distribution	Multiple procurement entities, not one
Expanded Independent Power Producer frameworks	A growing pipeline of privately financed projects
The Renewable Energy IPP Procurement Programme	Substantial international investment already committed
The Just Energy Transition Partnership	Significant climate finance flowing into the country

Why exhibit at Africa Energy

Meet the whole deal, not one part of it

Financiers, developers, EPCs and industrial buyers are in one venue at one time.

Arrive with meetings already booked

VIP Matchmaking pre-schedules meetings against your target profile: project alignment, procurement need, investment focus, before you land in Johannesburg.

Enter Africa through its commercial capital

Johannesburg holds the highest concentration of banks, DFIs, private equity funds and project developers on the continent, plus the regional offices of the global technology suppliers.

Launch across the full value chain

Generation, transmission and distribution, storage and emerging technologies under one roof.



“

“In Johannesburg, the people who finance energy projects, the people who build them, and the people who buy the power from them are all in the same city.”

Ade Yesufu

Exhibition Director, Informa Markets

Who you will meet



The Buyers

Demand Side

- Mining and resource companies with urgent procurement needs
- Industrial manufacturers
- Data centre and digital infrastructure operators
- Utilities and municipal power buyers



The Funders

Capital

- Commercial and investment banks
- Development finance institutions and multilateral lenders
- Infrastructure and private equity funds
- Climate finance and ESG-aligned investors



The Builders

Supply Side

- OEMs and technology providers across generation, transmission, storage and digital systems
- EPC contractors and infrastructure developers
- Renewable developers and IPPs
- Grid technology and engineering firms



The Enablers

Government & Regulators

- Energy ministries and regulatory authorities
- Eskom and system operators
- Regional power planning bodies

Sponsorship opportunities

Position your brand with the decision-makers structuring Africa's energy transition.

- **Venue Branding** – High-impact exposure across key event areas.
- **Digital Sponsorship** – Feature on Nigeria Energy's online platform.
- **Conference Sponsorship** – Align your brand with thought leadership.



Why partner with us

First-mover position

Launch-edition sponsorships establish category ownership before the market has an incumbent.

Reach beyond the room

Sponsor visibility runs across Informa's global energy database, one of the largest qualified B2B energy audiences in the world, plus cross-promotion into the Middle East, Nigeria, Egypt and Rwanda energy events.

A launch without the launch risk

Delivered by the team behind Middle East Energy, Nigeria Energy and Egypt Energy, on Informa Markets' global operational infrastructure.

Product sectors



Transmission & Distribution

Explore the technologies and infrastructure powering Nigeria's electricity networks, from transmission systems to last-mile distribution. Meet utilities, manufacturers and engineering companies shaping the future of power.



Renewables & Clean energy

Discover the technologies driving West Africa's energy transition, including solar, wind, hydro and emerging clean energy systems. Explore energy storage, batteries and other innovations supporting a more sustainable energy mix.



Critical & Backup Power

Find reliable power technologies that help businesses and infrastructure maintain operations during grid interruptions. Explore backup and standby power solutions from leading international suppliers.



Energy Consumption & Management

Explore smart technologies that improve energy efficiency and optimise consumption. Discover solutions in automation, metering, data and intelligent energy management.



Battery & Energy Storage

Discover battery and energy storage technologies that support grid resilience, renewable integration and reliable power supply. Explore innovations for utility, commercial and industrial applications.



Generation

Explore the technologies powering electricity generation across West Africa. Discover gas, thermal and hybrid power systems designed to increase capacity, improve reliability and meet rising energy demand. leading international suppliers.

Exhibition space

Bare Space only

USD \$559

You are required to hire your own stand contractor and build your booth from scratch.



Shell Scheme

USD \$615

A fully fitted square profile built to a height of 3.0m

Stand includes:

- Exhibition grade podium carpet
- Rear and side walls with white infill panels (2.38mH x 0.965mW)
- Fascia with vinyl cut exhibitor name and stand number in English
- Electrical package including 2 spotlights, 1 power socket with electricity
- Furniture package with 1 table, 2 chairs, 1 waste bin



Enquire now

Our commitment to sustainability

Africa Energy is committed to running a more responsible event, with practical actions that reduce waste, improve material usage, and support better stand design.

Our sustainability focus

Venue Branding

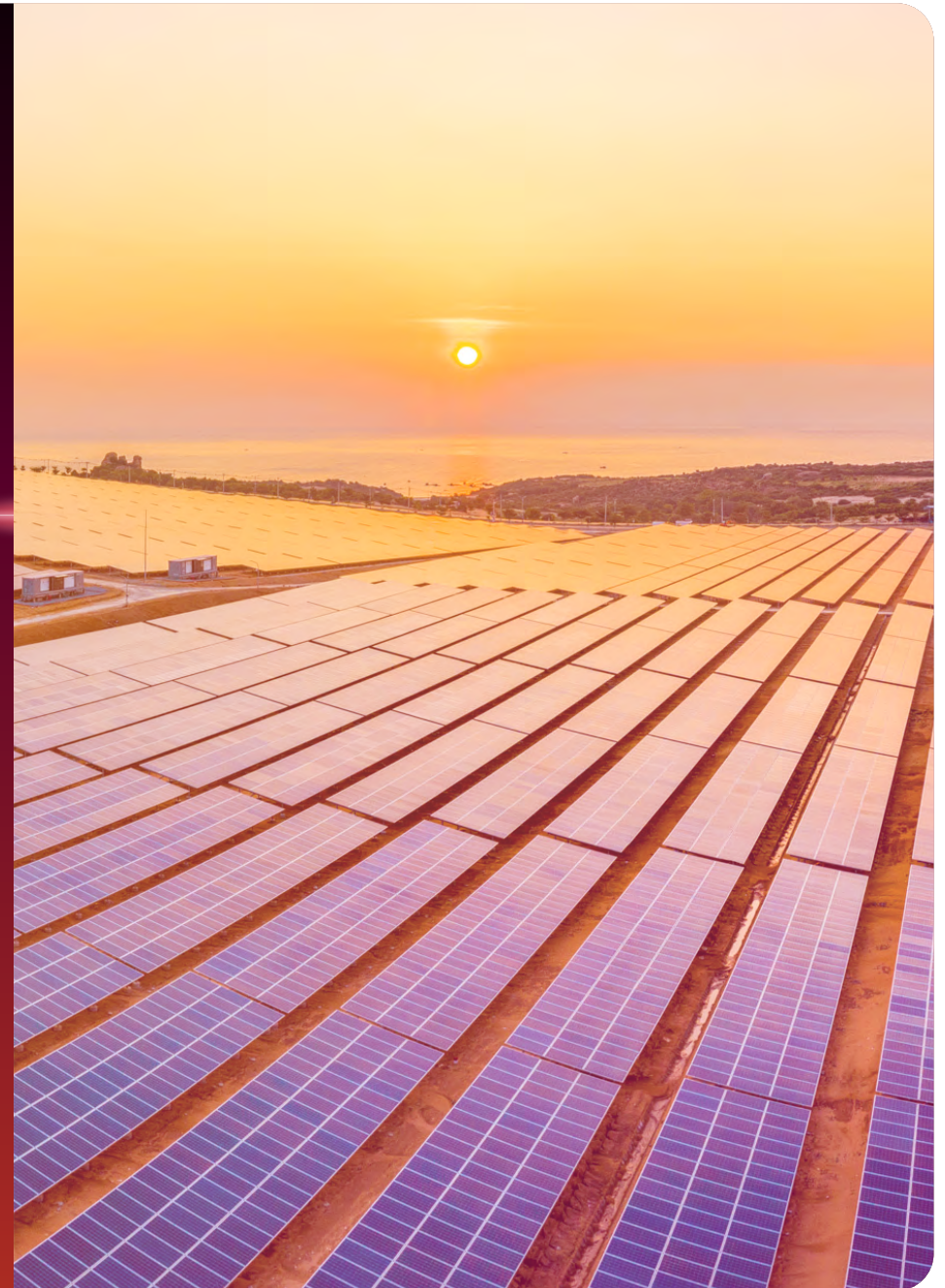
- Supporting sustainable market development through content and partnerships
- Encouraging responsible practices across exhibitors and suppliers

Environmental

- Reducing carbon emissions and waste
- Making smarter material and sourcing choices

Social

- Operating safely and ethically
- Promoting wellbeing, accessibility, and inclusion
- Creating positive impact for host cities



The Informa Energy Portfolio



Egypt Energy
12 - 14 October 2026
Cairo, Egypt

egypt-energy.com



Nigeria Energy
27 - 29 October 2026
Lagos, Nigeria

nigeria-energy.com



Middle East Energy
11 - 13 May 2027
Dubai Exhibition Centre

middleeast-energy.com



Africa Energy
31 August – 2 September 2027
Johannesburg, South Africa



Be part of Africa Energy 2027

Get in touch with our team for tailored solutions on sponsorship, exhibition, and partnership opportunities, or any other inquiries.

Exhibition enquiries



Ade Yesufu
Exhibition Director
Ade.Yesufu@informa.com



Adeleke Adeleye
Senior Sales Manager
Adeleke.Adeleye@informa.com



Marianne Eguia
International Account Manager
Marianne.Eguia@informa.com

Sponsorship enquiries



Daria Ziolkowska
Head of Sponsorship
Daria.Ziolkowska@informa.com

Media and partnerships



Walaa Nouralhuda
Marketing Executive
Walaa.Nouralhuda@informa.com

Programme and speaker enquiries



Anida D'Costa
Senior Conference Producer
Anida.Dcosta@informa.com