

# IEEE PowerTalks

Hosted by



13 - 15 October 2025

Oman Convention & Exhibition Centre  
Muscat, Sultanate of Oman

## Accelerating Energy Transition in Oman

Event Partners



Organized by



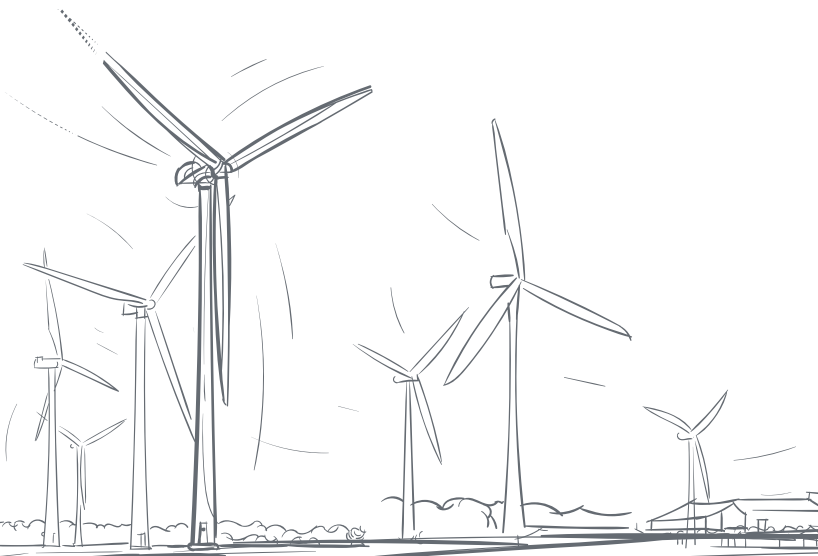
# The Event

IEEE PowerTalks returns for its fourth landmark edition, continuing our mission to drive the conversation on sustainable energy solutions. Building on the remarkable success of our previous conferences, IEEE PowerTalks 2025 stands at the forefront of technological innovation, bringing together the brightest minds in power and energy.

Oman stands at the forefront of this revolution. Guided by an unwavering vision for sustainable development, the Sultanate has become a beacon of energy innovation. IEEE PowerTalks 2025 reflects this spirit—a dynamic platform where international experts, local professionals, and emerging talents converge to shape the next chapter of energy.

Our great nation's Vision 2040 outlines an ambitious roadmap aimed at economic diversification and environmental sustainability, with the power sector playing a crucial role. By targeting 30% of its energy from renewable sources by 2030, Oman is aligning itself with global efforts to combat climate change while fostering innovation and investment.

At IEEE PowerTalks 2025, we are not just observing this change—we are driving it. This landmark conference brings together the world's most innovative minds to reimagine Oman's energy future, blending cutting-edge technology with visionary thinking.



## Event Highlights



**2,000+**

Participants



**100+**

Speakers



**30+**

Countries



**30+**

Technical Hours



**30+**

Exhibitors



**8**

Masterclasses

# Oman Power Market Overview

In recent years, Oman has made significant strides in renewable energy production which reflects Oman's dedication to reducing its carbon footprint and enhancing energy efficiency through innovative technologies and robust policies. The government's comprehensive strategies encourage private sector participation, creating billions of dollars in opportunities for both domestic and international investors.

Oman's Energy sector is growing and aims to substantially aid in the nation's economic advancement. The market has undergone significant expansion attributable to reasons including population expansion, urbanization & government emphasis.

## Market Insights



**USD 8-10 billion**

Substantial potential for solar and wind energy initiatives.



**350 to 800-1100 TWh**

Projected energy demand growth from 2023 to 2050.



**1.496 GW**

Solar PV generation target by 2030.



**559 MW**

Wind power generation target by 2030.



**1 Mt CO<sub>2</sub>e**

Carbon capture capacity target by 2030.



**0.7 TWh/year**

Target government energy savings by 2030.

## Oman's Energy Transition Targets for 2030

**13 MJ/USD**

Energy Efficiency

**35**

ACEEE Score

**30%**

Renewable Energy

**1 mtpa**

Green Hydrogen Production

**0.058 mtpa**

Green Hydrogen Local Demand

**25% (21k)**

New Passenger (ZEVs)

**30% (7k)**

New Commercial (ZEVs)

**1 Mt CO<sub>2</sub>e**

Carbon Capture



## Event Overview

Building on this heritage, IEEE PowerTalks 2025 guarantees be the most innovative and influential gathering yet. We continue to push the boundaries of energy solutions, bringing together the brightest minds to address energy challenges and opportunities.

## Visitor Profile

IEEE PowerTalks 2025 will host the most significant energy leaders, innovators, decision-makers, and visionaries from around the world.



### Industry Leaders and Innovators

Leaders in the field of power and energy engineering, utility executives and strategic planners, renewable energy pioneers, and technology innovators



### Sector specialists

Experts in energy management, transmission and distribution, power generation, and smart grid and digitalization.



### Technology & Solutions Leaders

Energy Efficiency Consultants, Energy Storage Solution Providers, Hydrogen Technology Developers, Innovators in Solar/Wind Energy, etc.



### Wide Range of Organizational Representatives

Leaders from the Oil & Gas Sector, Construction Companies, Large Industrial Corporations, Service and Maintenance Providers, Plant Operators, Engineering Firms and more

# Why Attend ?

---



## Global Insight, Local Impact:

Explore Oman's energy landscape and revolutionary energy policies.

---



## Direct Access to Industry Leaders:

Meet leading energy executives, researchers, and policymakers.

---



## Policy & Regulatory Landscape:

Understand the regulatory frameworks that are influencing Oman's energy transition.

---



## Vision 2040 Alignment:

Discover Oman's energy policy aiming to lead sustainable growth and transformation.

---



## Cutting-edge technology showcase:

Discover the newest renewable energy, smart grid, and energy storage innovations.

---



## Networking:

Create strong professional contacts beyond traditional limits.

---



## Strategic Workshop Deep Dives:

Attend intensive, hands-on workshops beyond theory and get actionable insights from practical, solution-oriented sessions.





## Exhibitor Profile

IEEE PowerTalks 2025 is optimal target for diverse organizations and experts aiming to showcase their technologies, ideas and solutions and to engage with key stakeholders from Oman's Power and Energy domain.

**Power Generation**

---

**Sustainable Energies & Renewables**

---

**Transmission & Distribution**

---

**Energy Management & Efficiency**

---

**Asset Management & Optimization**

---

**Power Quality**

---

**Decarbonization & Energy Transition Solutions**

---

**Digitalization**

---





## ⚡ Why Sponsor ?

- Direct Access to Over 1000 Energy Professionals
- Showcase Innovations: Promote your company's cutting-edge innovations and leadership.
- Engage with Key Stakeholders: Reach decision-makers and potential customers looking for new solutions.
- Increase Brand Visibility: Reach power and energy specialists.
- Network with Peers: Make ties with other exhibitors and industry professionals.
- Gain Market Insights: Stay ahead of the competition by learning about upcoming trends and issues.
- Thought Leadership: Participate in panels or conversations to showcase your area expertise.
- Support Oman's Energy Goals: Align your products and goals with Oman Vision 2040 for renewable energy and sustainability.
- Maximize ROI: Reach a targeted audience seeking innovative solutions for leads and relationships.

# Testimonials

---



## Prof. Marek Jasinski

Warsaw University

"I'm impressed about the organization of such an event. I think the Powertalk is a kind of vision to the future, not only for Omanis but also for Poland, Europe and the world".

[See the full interview](#)



## Dylan Behrmann

Hitachi Energy

"As usual, the event is always very well attended. It is my privilege to be at the IEEE Powertalk being hosted in Muscat, I am enjoying my time having detailed and deep conversations and sharing ideas with some of the brightest minds in the industry"

[See the full interview](#)



## Erik Zindel

Siemens Energy

"It has been three excellent days. I found the event to be extremely and professionally well organized, high quality of participants, high quality of presentations as well, and I think it was an excellent opportunity here to meet with Omani people, with representatives of the electricity sector. I can only recommend this event".

[See the full interview](#)



## Mohammed Al-Lawati

"It's really a bug turnout in this event, we can see the whole attraction and the capacity of the different calibers of people attending this conference. Very delighted to be here".

[See the full interview](#)



## Alan Freeman

OQ

"Very informative conversations, the event was run very well, on time, and it was very well represented with many different topics to be discussed".

[See the full interview](#)



# Testimonials

---



## Haitham Al Rasbi

Afaaq Engineering Consultancy Services

"It has been a really great couple of days with IEEE Conference. We saw lots of different topics especially dealing with the trending topics such as AI, energy efficiency, and different electrical and scientific topics".

[See the full interview](#)



## Erkan Aydogdu

Oman Cables

"We are in the middle of the energy transition. There is an evolution in energy. We believe the IEEE is a great environment to accommodate the latest developments in this area, to exchange ideas from each other on different solutions from different companies and from different individuals".

[See the full interview](#)



## Mohammed Al Zadjali

PDO

"A very motivating conference with a lot of new technology that we were introduced to, as well as a better understanding of the future challenges of global warming and the weather impact of this phenomenon".

[See the full interview](#)



## Dr. Mazin Al-Shidhani

PDO

"We are thrilled to see such a diverse blend of participants attending this conference this year, especially from outside Oman, which they are representing various institutes, universities, industrial and governmental sectors. I believe this mix enhances the quality of discussion and collaboration and adds more value to the conference".

[See the full interview](#)



## Lionel Rabin

Haltiqa- Bridging Energies

"I'm quite impressed with the first morning of the IEEE Powertalks taking place here in Muscat for the coming two days. It's a great event, what makes it really standing out is that we have a bunch of wise, experienced companies and speakers making the day really enriching".

[See the full interview](#)

# IEEE PowerTalks 2024

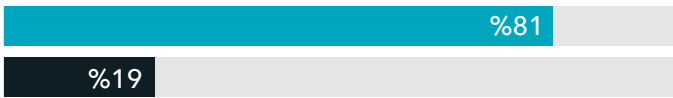
## Media Gallery

---

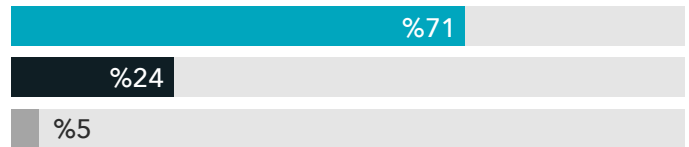


# 2024 Participants Feedback

How would you rate your participation at Oman Water Week?



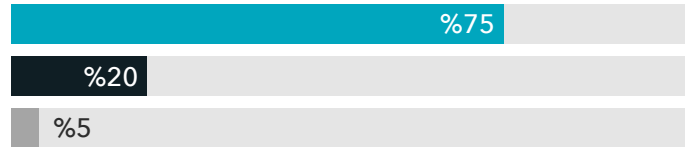
What can you say about the quality of the technical presentations?



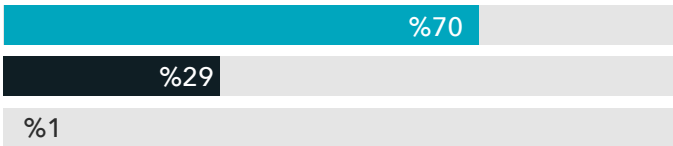
How would you rate the presenters at the event?



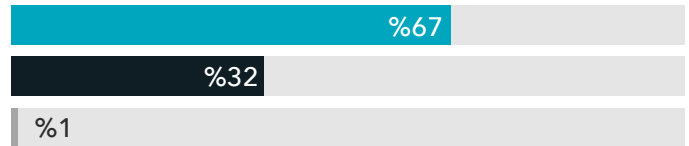
How would you rate the level of engagement of the presenters and participants?



What can you say about the services provided by the event organizers?



How would you rate the technical workshops?



Did the event meet your expectations?



Would you recommend Oman Water Week to other water industry professionals?



Excellent Good Fair

# Sponsorship Packages

-  **20,000 OMR - 52,000 US\$**  
HOST Sponsorship
-  **15,000 OMR - 39,075 US\$**  
MAIN Sponsorship
-  **12,000 OMR - 31,275 US\$**  
LEAD Sponsorship
-  **10,000 OMR - 26,050 US\$**  
PLATINUM Sponsorship
-  **8,000 OMR - 20,850 US\$**  
GOLD Sponsorship
-  **6,000 OMR - 15,650 US\$**  
SILVER Sponsorship

-  **4,000 OMR - 10,425 US\$**  
ASSOCIATE Sponsorship
-  **4,000 OMR - 10,425 US\$**  
DELEGATE BAGS Sponsorship
-  **2,500 OMR - 6,525 US\$**  
REFRESHMENT Sponsorship
-  **4,000 OMR - 10,425 US\$**  
LANYARDS Sponsorship
-  **3,000 OMR - 7,825 US\$**  
REGISTRATION Sponsorship
-  **5,000 OMR - 13,025 US\$**  
LUNCH Sponsorship

[For More Details](#)

# Exhibiting Packages

Shell Scheme: 160 RO / 420 USD Per sqm



Open space: 145 RO / 380 USD Per sqm




[For More Details](#)




For participation and sponsorship opportunities,  
please reach out to our team

**Sarah Essam**


Events Manager


 +968 9124 9107

 sarah@rayaservices.com

**Pramod Francis**


Business Development Manager


 +968 9124 0108

 pramod@rayaservices.com

**Husam Al Kharusi**

Conference Manager

 +968 9804 7371

 husam@rayaservices.com