

PRESS RELEASE

IEG Unveils the New Economics of Energy Efficiency at Beirut Conference

Energy: A New Currency Fueling Business Growth

Beirut, 27-01-2011 – IEG | Integrated Energy Group and Apave Liban presented their approach to energy efficiency challenges in the Middle East at their joint conference “**The New Economics of Energy Efficiency**” held at Hotel Sofitel Le Gabriel on Thursday January 27, 2011.

The strategic partnership between Apave Liban and IEG involves applying the unique combination of their respective skills and capabilities in the energy sector to creatively address the energy issues of large corporations. The IEG | Apave Liban joint team works together to ensure a high level of accuracy from data collection to post-implementation energy management and monitoring. The process is seamless and collaborative and the results are transparent, reliable and accurate.

“Lebanon presents great opportunities for energy savings because of energy scarcity and reliability issues,” said Edgard Chehab, the UNDP Assistant Resident Representative. “Rising energy costs, with increasing demand from businesses and industries, in addition to genuine rising concern for the environment will fuel the need for energy savings, renewable energy solutions, and energy management” added Nassib Nasr, Apave Liban’s General Manager.

The success story highlighted during the conference was the recently completed energy savings project at The Sultan Center (TSC) – Jnah, which achieved a reduction on total load in excess of 35%, resulting in a 60% drop in lighting consumption with two-to-three generators shut out of four, depending on seasonality. With an improved power factor at 0.95, the system’s efficiency, reliability and sustainability benefited from the IEG-led energy re-engineering program.

“IEG’s integrated approach delivers on clients’ cost management objectives,” added Ghada Houry, IEG’s Partner and General Manager. “The benefits significantly impact

clients' financials as the synergies between the various interventions add up to an aggregate sum larger than its parts. It is a case of 1+1+1=8”.

“The long term benefits of energy saving include operating on a lower cost base while providing clients with better services, reducing load pressure, and generating environmental benefits such as reduced CO² and greenhouse gas emissions,” explained Ghada Khoury.

“Not only will this change people’s experiences in living, shopping and working but this will also create goodwill for national and regional energy savings initiatives” added Ziad Al-Duaij, IEG’s Marketing and Business Development Partner.

IEG implements energy efficiency solutions and conducts energy management programs for a wide range of existing and planned commercial buildings, across activities for hospitality, retail, hospitals, offices, industrial premises and transport infrastructure. IEG integrates state-of-the-art technologies, products and services to optimize synergies between the different interventions. The result: solutions that substantially reduce clients' energy consumption and cost base.

Among the key speakers present were Edgard Chehab, the UNDP Assistant Resident Representative and Professor Asterios Agkathidis, visiting Assistant Professor of Architecture at LAU, and Consultant with IEG.

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About IEG

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- Lighting Management
- Mechanical Interventions
- Electrical Interventions
- Renewable Energy Generation

Operating out of Beirut, Dubai and Kuwait, IEG addresses both the upgrade of existing premises (energy retrofit projects) and also works with developers in designing intelligent, cost-effective and energy-efficient buildings, taking into account the energy dynamics of the Middle East region.

IEG | Apave Liban collaboration

IEG and Apave Liban apply their unique capabilities and expertise in the energy sector to large accounts. This combination provides for a clear separation of audit and diagnostics from implementation, which drives a series of advantages:

- Focus on core energy wastage
- Identification of main energy cost drivers
- Application of relevant and cost-effective energy efficiency measures

- Scientific and measurable approach to consumption reduction
- Ability to monitor and control energy performance throughout
- Application of world-class standards and technologies adapted to local energy challenges

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