

## INFORMATION NOTE ABOUT THE REQUEST FOR PROPOSALS TO HOST THE 28<sup>TH</sup> WORLD ENERGY CONGRESS 2028

The World Energy Council invites Member Committees of the World Energy Council and organisations representing a city or country to bid to host the World Energy Congress 2028.

The World Energy Congress is a biennial world energy leadership event and the 28<sup>th</sup> edition in 2028 will follow the 27<sup>th</sup> World Energy Congress hosted by Riyadh, Saudi Arabia, in 2026.

### 100 YEARS OF THE WORLD ENERGY CONGRESS

For over 100 years, the World Energy Congress has convened the cooperative power of the world energy community to shape an inclusive and transformational energy leadership agenda.

As the flagship event of the World Energy Council, the World Energy Congress has been hosted in cities at the forefront of energy transitions around the world since 1924.

Today, as the only truly global energy event bringing together 18,000 international leaders, CEOs and changemakers alongside 100+ ministers, the Congress enables the highest levels of government-to-government dialogue and unites businesses and communities of all shapes and sizes. It bridges geographies and generations, sectors and societies to make faster, fairer, and more far reaching energy transitions happen.

### World Energy Congress experience

Taking place over four days, the World Energy Congress experience is centred around a world-class and independent content programme, built on the collective insights of the Council's global community. A blend of formats are curated across open sessions, invitation-only roundtables and partner events, featuring top tier speakers and discussion leaders.

Alongside the content programme is the dynamic World Energy Congress exhibition, which showcases the latest technology, products and solutions from around the world and is designed for B2G and B2B impact.

The Congress experience includes opening and closing ceremonies, social events, off-site activities and bilateral meetings to maximise networking and business opportunities. There are dedicated spaces for Council's Future Energy Leaders and Start Up Energy Transition communities of next generation energy leaders and change makers.

The Congress also hosts the Council's annual Executive Assembly and governance meetings two days prior to the content programme, which brings together Member Committees from across the globe.



## HOSTING THE WORLD ENERGY CONGRESS

Hosting this globally-recognised and prestigious world energy leadership event is an opportunity to showcase the host city and country together with its energy transition leadership, actions and impact, putting the host at the forefront of the energy conversation on an international stage. The scale and scope of a World Energy Congress brings significant economic and cultural potential to the host city and its communities. This in turn creates exciting growth opportunities for national and international stakeholders, as well as building new business and economic collaborations.

Hosts are active partners of the World Energy Council in the delivery of the Congress, bringing the highest levels of visible political support, ambassadorship and promotion, hosting capabilities, and financial support. Commitment from the national ecosystem and local partners is essential and the delivery of the Congress follows key principles of exceptional quality, impact, inclusivity and sustainability.

The host of the World Energy Congress shares the Council’s vision to humanise energy and to make faster, fairer and more far reaching energy transitions happen. Hosting a World Energy Congress is to align with the independent and pragmatic voice of the global energy agenda and a truly unique 100-year-old worldwide network. Hosts forge an unparalleled legacy that will continue to shape the next 100 years of world energy.

## BIDDING TO HOST WORLD ENERGY CONGRESS 2028

The 28<sup>th</sup> edition of the World Energy Congress should take place between the end of September and middle of November 2028. All regions and countries are eligible to bid, subject to meeting our bidding criteria. **Bids will be due by 27 June 2025.**

The purpose of this information note is to make potential bidders including destinations, venues and Member Committees aware of the bidding timeline and essential bidding requirements in advance of the official request for proposals (RFPs) release.

The voting process by Member Committees to select the next host of a World Energy Congress remains the same as in previous years.

### RFP process timeline

Action	Timeline (UTC+1)
Request for proposals released	Week commencing 17 February 2025
Bids due	27 June 2025 by 17.00 (UTC+1)
Global Secretariat evaluation of bids and site visits (if applicable)	30 June - 29 August 2025
Qualifying bids published	Week commencing 1 September 2025
Voting window for Member Committees open	22 September - 26 September 2025
Council Board validates results Announcement of the winning bidder and presentation at the Executive Assembly during World Energy Week 2025	7 October 2025

## Who can bid?

- Bids are welcome from Member Committees of the World Energy Council and third-party organisations representing a city or country, including convention bureaus. The following principles apply:
  - **Member Committees:** the Council can connect the interested Member Committee with a relevant convention bureau for the host city or country to enable the Member Committee to understand available support.
  - **Third parties (for example city, country, convention bureau) where there is a Member Committee:** any bids received from an organisation representing the destination must be accompanied by a formal letter from the local Member Committee stating that they endorse the bid.
  - **Third parties where there is no Member Committee:** the bidding entity must ensure that there is a properly established Member Committee according to the Council's Constitution by the time of the opening of the vote. For further information on membership, please contact our team at [membership@worldenergy.org](mailto:membership@worldenergy.org)
- Member Committee support is an essential criteria and only those Member Committees in good standing (no payments owed, including subscriptions) will be eligible to bid or support a bid.
- Bidders will be asked to substantiate their financial performance and stability.
- Bidders will be asked to submit a signed declaration of agreement to host the Congress (form included in the bid pack).
- Only one bid per country is permitted.

## PARTNERSHIP FRAMEWORK: ROLES OF THE COUNCIL AND HOST

The Council leads the organisation and delivery of the Congress and is responsible for the oversight of all aspects of the event. The Council has full responsibility for stakeholder management, budget management, programme development, logistics and operations, marketing and communications, commercial performance, and sponsor, exhibitor and delegate sales and management. This ensures a seamless, world-class experience for all participants.

The host's primary role is to support Congress through collaboration with the Council, provision of financial contributions, management of security and protocol, bringing the highest level of political support, and engaging the support of domestic sponsors, exhibitors and delegates. This partnership enables the host destination to focus on showcasing its unique strengths and achieving maximum global exposure while the Council assumes responsibility for the operational complexities of delivering a successful Congress.

This framework provides a clear division of responsibilities, reducing the risk and delivery burden on the host while guaranteeing a globally recognised and professionally executed event.

## ECONOMIC AND STRATEGIC BENEFITS FOR THE HOST

Hosting the World Energy Congress offers significant economic and strategic benefits for all stakeholders.

### Host organisation

**Global leadership and convening power:** The host is showcased as a visionary leader in energy with the power to convene leaders and influencers from across the whole energy ecosystem.

**Innovation and impact:** The host is positioned as a champion of global energy system change, committed to enabling faster, fairer and more far-reaching energy transitions.

**Revenue sharing:** A mutually beneficial revenue-sharing model will be implemented, whereby the host may receive a percentage of domestic sponsorship sales directly secured by the host, provided domestic sales exceed a minimum benchmark and the Congress generates sufficient net profit.

### Host destination

**Industry spotlight:** The host destination is positioned as a hub for the energy industry, attracting future investment and partnerships.

**Economic impact:** Direct and indirect economic impact through significant local spending on hotels and hospitality, transport services, tourism, leisure, entertainment services and local businesses, plus revenue generated by the venue and all event suppliers directly or indirectly involved in the event delivery through the supply chain effect.

**Global visibility:** Extensive media and marketing coverage raises the destination's profile and reputation on the global stage as an attractive business destination with world-class convening and hosting capabilities.

**Legacy:** The Congress facilitates cross-border exchange of learnings, ideas and best practices, leaving behind a strengthened local and global energy community.

## **BID SUBMISSION: KEY REQUIREMENTS**

Bids should meet the requirements summarised below and which will be further detailed in the RFP to be issued in the week commencing **17 February 2025**.

Please note that these requirements are indicative, and their sole purpose is to assist Member Committees and destinations in starting their preparations. Bidders are advised to review the RFP for the detailed requirements.

### **1. Government support**

- The host must secure the highest level of political support from the Head of State (President or Prime Minister) and Ministry of Energy. As part of its bid, the host shall provide a signed Memorandum of Understanding with its government that formalises its support (template will be included in the bid pack):
  - Participation of the Head of State and / or Minister of Energy at the Congress, including at the Opening and Closing Ceremonies, Ministerial roundtable, and key speaking roles within the main programme
  - Minister to co-sign speaker invitations, and Ministry to support with invitation process
  - Support for visa and management of protocol
  - Provision of dedicated Ministry resources to visibly support the promotional campaign in the two-year lead-up to the Congress – marketing contacts in the Ministry / dedicated communications with the Ministry between Secretariat and Ministry contacts
  - Provision of the official logo for marketing and invitation purposes

### **2. Financial contribution**

- The host shall pay the Council a minimum Host Fee of £1,000,000 in cash and contribute an additional minimum of £1,500,000 towards the operating budget of the Congress of which a minimum shall be £500,000 in cash.
- The balance of the operating budget contribution can be in cash, in-kind, or a combination of cash and in-kind support, subject to agreement with the Council. The budget contribution is essential seed funding and reflects the balance of risk in delivering the Congress.
- Bidders are strongly encouraged to submit as competitive a bid as possible with regards to the Host Fee and Host Budget Contribution. The Congress is a vital source of sustainable funding for the Council, enabling it to achieve its mission.

### **3. Destination**

#### **3.1 Location, access and connectivity**

- Destination has a major international airport, good transport connections and easy access to the venue.

#### **3.2 Hotel accommodation**

- Minimum number of 1,000 hotel rooms should be available within 10 minutes walking distance across 3, 4 and 5-star facilities with additional rooms beyond.

### 3.3 Venue quality, capacity and functionality

- The Host will have to propose and secure a high-quality venue on suitable dates that meets the following minimum space requirements:
  - **Purpose-built rooms and capacity for the Congress programme:**
    - 1 x plenary room with capacity for 3,500-4,000 participants in theatre-style plus staging
    - 1 x room with capacity for 500 participants in fishbowl style with a central stage
    - 1 x room with capacity for 500 participants in theatre-style plus staging
    - 1 x meeting room with capacity for 250-500 participants in theatre-style plus staging
    - 2 x meeting rooms with capacity for 250 in round tables plus staging
    - 2-4 x meeting rooms with capacity for 150 participants in round tables for community and side events
    - Smaller rooms such as sponsor rooms and staff offices will be listed in the RFP
  - **Exhibition space requirements:** A minimum of 20,000 square meters gross of space exclusively dedicated for the exhibition
  - **Food and beverage space requirements:** Sufficient space and facilities for all catering functions, including a daily hot lunch to an average of 2,000 Congress delegates at a time
  - **Registration space:** Sufficient space to accommodate all Congress attendees
  - **Media centre:** A minimum of 350 square metres to accommodate registered media representatives
  - **VIP lounge:** A minimum of 400 square metres to accommodate 300 guests in lounge setup
  - **Executive Assembly:** Sufficient rooms and capacity for the two-day Executive Assembly that takes place two days prior to Congress. The Executive Assembly can take place off site. Includes:
    - 1 x meeting room with capacity for 300-400 participants (200 participants in classroom style and 100-200 in theatre style) plus staging
    - 1 x meeting room with capacity for 180 participants in cabaret style plus observer seats
    - 1 x meeting room with capacity for 50 participants in U-shape plus 80 observer seats at the rear, in theatre-style
    - 1 x meeting room for 80 participants in roundtables plus observer seats
    - 5 x for 20-40 participants in U-shape or boardroom plus observer seats
    - Sufficient space to accommodate a buffet lunch and coffee-breaks
    - Smaller rooms such as bilateral meeting rooms and staff offices will be listed in the RFP

### 3.4 Social events

- Provision and delivery of the Gala Dinner and the Executive Assembly Reception

### 3.5 Supplier universe

- Demonstrate presence of experienced domestic suppliers, including PCO, DMC, AV, catering, that can deliver to the high quality expectations of an international congress

## 4. Commercial support

- Active high-level ambassadorship and promotion of the Congress globally and nationally
- Demonstrate commitment from the national ecosystem, including commercial entities, to tangibly support the Congress
- Active support of the acquisition of national sponsors and exhibitors

## 5. Other

- Other requirements which bidders will need to commit to in the RFP and in delivery of Congress include:
  - Provision and management of Government protocol and VIP handling
  - Provision and management of all security, safety and medical emergency preparedness throughout the event
  - Responsible for delivery of a high-quality Opening Ceremony
  - Support delivery of the Closing Ceremony
  - Demonstrate commitment to inclusivity and diversity
  - Demonstrate commitment to the UN Sustainable Development Goals
  - Provision of an anticipated budget that sets out costs and target revenue

## 6. Contracts

The host will enter into contract with the Council. The Council will separately appoint suppliers including a Professional Congress Organiser (PCO). The contract is subject to the law of England and Wales.

## CONTACT US

The Council Secretariat can provide guidance to Member Committees and organisations in their bid development. Please contact the team at [CongressBids@worldenergy.org](mailto:CongressBids@worldenergy.org).

We look forward to working closely with all bidders.