

2<sup>ND</sup> EDITION

INTERNATIONAL  
WEEE & BATTERY RECYCLING  
VIRTUAL CONFERENCE

2<sup>ND</sup> NOVEMBER 2021

 [www.wasterecyclingmea.com/virtual-conference](http://www.wasterecyclingmea.com/virtual-conference)

Organised by

**WASTE&RECYCLING**  
MIDDLE EAST AND AFRICA

## About the event

The International WEEE & Battery Recycling Virtual Conference 2021 is a premier knowledge-sharing and networking platform. Following the success of the first edition, this unique virtual event, presented by Waste & Recycling Middle East and Africa magazine, will for the second consecutive year bring together industry professionals from across the globe to share their experience and insights, discuss key topics unique to each sector, growth opportunities and circular economy trends that could help companies develop their prospects. The international experts will also explore how these industries can collaborate and continue to progress, especially considering the rapidly changing business environment, regulatory requirements worldwide and varied conditions of trade, with many countries now shifting their focus to circular economy models.

The exclusive platform and the high-quality content and networking opportunities will provide a dynamic and immersive experience for delegates across the world. You can explore the fast changing trends and technologies that are transforming the sectors. In addition to the presentations and panel discussions, participants will be able to schedule one-on-one business meetings in the networking area and meeting rooms before and after the event as well.

## POST EVENT REPORT 2020



**500+**  
Participants



**2,700 +**  
Networking Activities



**1,200+**  
Session Views



**50+**  
countries

Waste & Recycling MEA's Virtual Conference offers a unique platform for professionals to engage in constructive dialogue, enabling knowledge exchange, new insights and collaborations to close the loop on e-scrap and spent batteries.



## Why attend?

The management of e-scrap and spent batteries present significant challenges including the treatment of complex materials. Going forward, the focus must be on finding sustainable solutions, which calls for stakeholder engagement at all levels.

The Virtual Conference's live interactive panel discussions provide an opportunity to exchange views and ideas not only with manufacturers, waste management companies, recyclers and technology providers, but also with other important stakeholders such as government authorities, importers, distributors, retailers and the end consumers, among others.

## WHO SHOULD ATTEND?

The event will witness 500+ international industry professionals.

### Sectors

- ⦿ Original electronic equipment and battery manufacturers (OEMs)
- ⦿ Distributors and Retailers
- ⦿ Waste management companies
- ⦿ Recycling / Reuse & refurbishment companies
- ⦿ E-scrap and battery collection and take-back agencies
- ⦿ Technology providers
- ⦿ Plastics recyclers and traders
- ⦿ Ferrous and nonferrous metals recyclers and traders
- ⦿ Municipal authorities
- ⦿ Government authorities and Environment agencies
- ⦿ Associations
- ⦿ Consultants & Research institutes
- ⦿ Software solutions & Banks

### Designations

- ⦿ C-level Executives.
- ⦿ General managers & Divisional/Operations managers
- ⦿ Marketing/Corporate Communications /Business Development Heads
- ⦿ Environmental Compliance Heads/Managers
- ⦿ Take Back/Recovery Managers.
- ⦿ Environment/EHSQ Managers
- ⦿ Sustainability/Circular Economy Heads
- ⦿ Technology Innovations Heads.

## Other highlights



### Dedicated Sponsors Area



### Networking Lounge



# EVENT HIGHLIGHTS

The aim of the event is to bring together industry professionals across the globe to showcase innovative solutions, exchange international best practices, meet & get simulated by innovators, and build your brand awareness.



## ROUNDTABLE DISCUSSIONS

This interactive session will see a blend of international industry leaders come together virtually and discuss issues and solutions that impact them globally.



## VIRTUAL MEETINGS

In the 'new normal' world virtual meetings have become equally impactful as a face-to-face one. Here according to your sponsorship package you can pre-fix your meeting from the list of registered participants. We'll then set up and host a 15-minute virtual meeting with you and your selected participants.



## TECH TALK

Let's see the future virtually. This is where genuine innovation is showcased in a quickfire series of demos from the newest global start-ups to the largest industry names, all unleashing their latest products and services. If you have something innovative this is where you should be!



# WHY 'THIS' IS THE PLATFORM FOR YOU!

A unique event, the Waste & Recycling Middle East and Africa Virtual Meet is a safe and impactful way to engage with the industry in the 'new normal'.



## **BUILD YOUR BRAND:**

By sponsoring you can immediately build your brand on a virtual level and leverage from our many marketing collaterals. You can also increase your visibility by sponsoring a session which will be participated and attended by key industry professionals.



## **GENERATE LEADS:**

As a sponsor, you will have access to all the registrations beforehand which can be used to pre-fix your meetings with the key people.



## **OPEN NEW MARKETS**

The Waste & Recycling Middle East and Africa Virtual Meet will have a global audience with a focus on the Middle East and Africa. Take this opportunity to grow your brand and reach your audience across the borders.



## **SHOWCASE YOUR INNOVATIONS TO THE RIGHT AUDIENCE**

By taking up certain sponsorship packages you can virtually launch new innovative products & solutions directly to your end-user and increase your visibility and leave a lasting impression.

# SPONSORSHIP PACKAGES

## DIAMOND SPONSOR (EXCLUSIVE) - USD 7,000

- ▶ Dedicated sponsorship announcement - newsletter & social media (on confirmation).
- ▶ Priority logo placement on the conference website with the opportunity to place a profile. (60 words).
- ▶ Priority logo placement in print Ads of Waste & Recycling MEA magazine.
- ▶ Priority logo placement in all newsletters & other relevant marketing collaterals.
- ▶ 30 sec Ad played during the Forum.
- ▶ 3- Minute Tech Talk (Pre-Recorded).
- ▶ 3- Minute keynote address at the forum.
- ▶ Priority booth on the platform as Sponsor - Includes; brochures (Max 10 files), Company description, Company banner, product/services Images, Youtube links & Custom CTA.
- ▶ Priority exposure in post-event promotions.

## PLATINUM SPONSOR (MAX 3) - USD 4,500

- ▶ Dedicated sponsorship announcement - social media (on confirmation).
- ▶ Logo placement on the conference website with the opportunity to place a profile. (60 words).
- ▶ Logo placement in print Ads of Waste & Recycling MEA magazine.
- ▶ Logo placement in all newsletters & other relevant marketing collaterals.
- ▶ 30 sec Ad played during the Forum.
- ▶ 3- Minute Tech Talk (Pre-Recorded).
- ▶ Booth on the platform as Sponsor - Includes; brochures (Max 10 files), Company description, Company banner, product/services Images, Youtube links & Custom CTA.
- ▶ Exposure in post-event promotions.



## **GOLD SPONSOR – USD 3,000**

- ▶ Dedicated sponsorship announcement – Social Media (on confirmation).
- ▶ Logo on the forum website with the opportunity to place a profile (60 words).
- ▶ Logo placement in print Ads of Waste & Recycling MEA magazine.
- ▶ Logo placement in all newsletters & other relevant marketing collaterals.
- ▶ 15 second Ad played during the forum.
- ▶ Placement on the platform as Sponsor – Includes; brochures (Max 10 files), Company description, Company banner, product/services Images, Youtube links & Custom CTA.
- ▶ Exposure in post-event promotions.

## **SILVER SPONSOR – USD 2,000**

- ▶ Dedicated sponsorship announcement – Social Media (on confirmation).
- ▶ Logo on the forum website with the opportunity to place a profile (60 words).
- ▶ Logo placement in print Ads of Waste & Recycling MEA magazine.
- ▶ Logo placement in all newsletters & other relevant marketing collaterals.
- ▶ Placement on the platform as Sponsor – Includes; brochures (Max 10 files), Company description, Company banner, product/services Images, Youtube links & Custom CTA.
- ▶ Exposure in post-event promotions.



**FOR OVERALL EVENT SPONSORSHIP OPPORTUNITIES, CONTACT**

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