



# CLEAN ENERGY EXPO ASIA 2012

## ENERGY FOR THE FUTURE



***The premier Trade Fair and Conference that brings together the leading players in the Technology, Services, Finance and Government sectors, to address key issues in the areas of renewable energy, energy efficiency and sustainable development in the Asia-Pacific region.***

Date : 12 – 14 September 2012

Venue : Bangkok Convention Centre @ CentralWorld (Thailand)



## PARTICIPANT PROFILE



### EXHIBITOR PROFILE

SOLAR ENERGY
BIOMASS/ BIOGAS/ BIOFUEL
ENERGY EFFICIENCY
SUSTAINABLE MOBILITY
WIND ENERGY
GEOHERMAL ENERGY
SMART GRID SOLUTIONS
HYDRO, WAVE, TIDAL ENERGY
SERVICES

### VISITOR / DELEGATE PROFILE

- Top-level corporate executives
- Government policy makers
- Development banks, commercial and financial institutions
- R&D institutions and education institutions
- Equipment & technology solutions providers
- Suppliers and component manufacturers
- Project Developers
- Legal experts and energy consultants
- Insurance companies, financial institutions
- Leaders and professionals in urban planning and construction
- Specialized international media





## NATIONAL GROUPS & SPONSORS

### CEEA 2011 SPONSORS

Silver Sponsor:



Official Lanyard & Badge Sponsor:



Singapore Pavilion Reception Sponsor:



Business Matching Service powered by:



Wind tracks & tea break Sponsor:



Conference Lunch Sponsor:



Technology Scouting Pitch presenter:



### NATIONAL PAVILIONS @ CEEA 2011



Canada



Europe



Japan



Switzerland



Singapore



Taiwan





## SUPPORTING ASSOCIATIONS & PARTNERS AT CEEA 2011:



Official International  
Newspaper



Official  
Research Partner



Official Airline

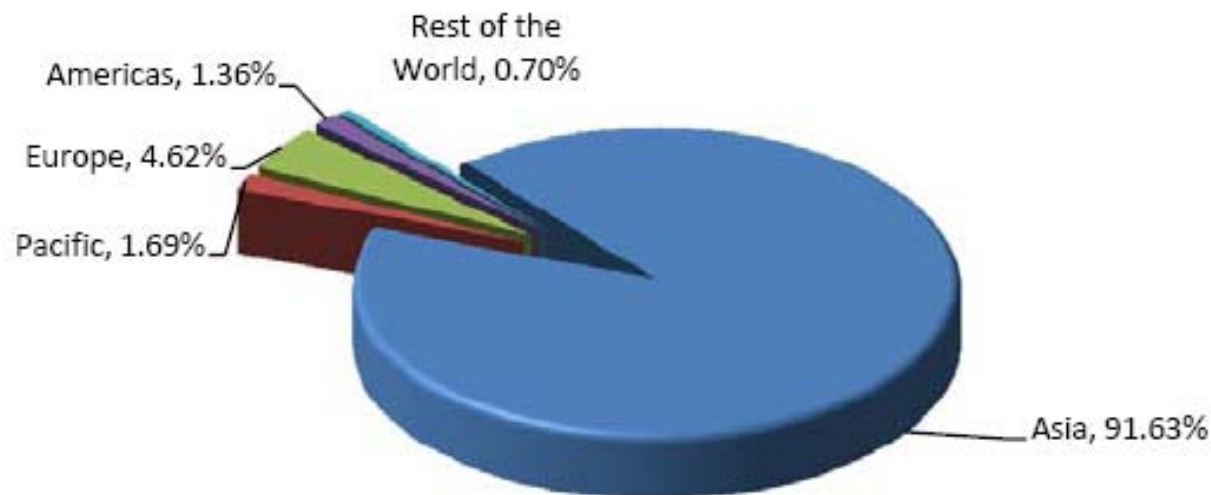




# CLEAN ENERGY EXPO ASIA 2011: PARTICIPATION STATISTICS



## Where do our participants come from?



### Clear focus on Asia Pacific

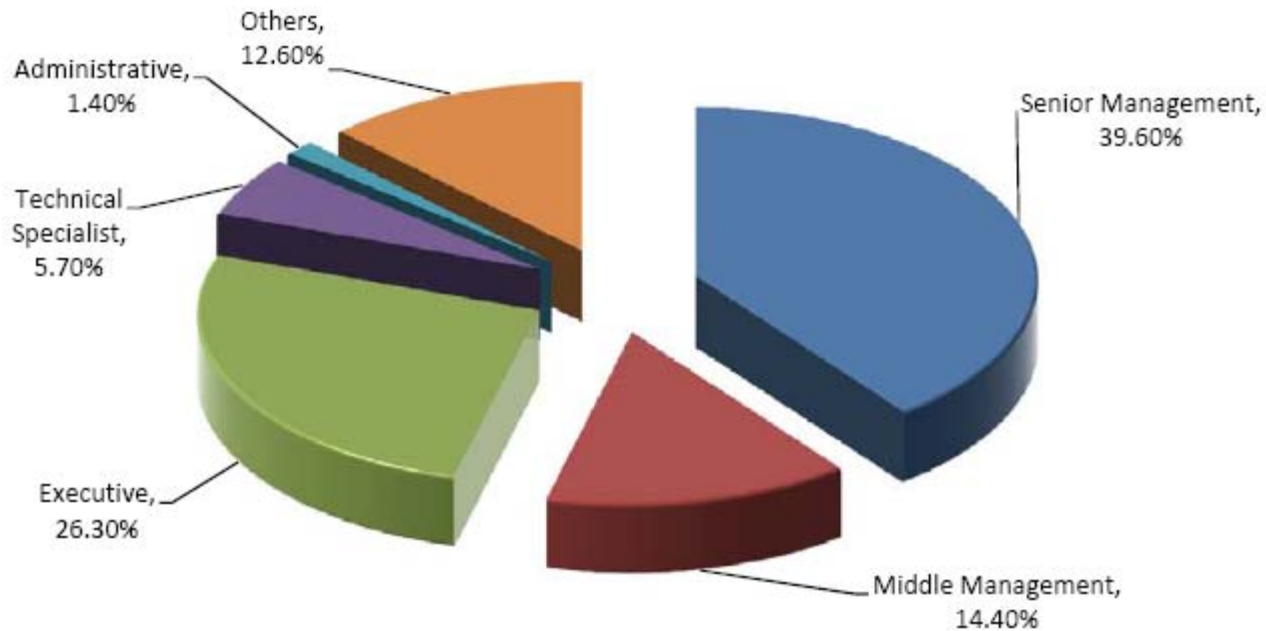
Close to 92% of CEEA's participants are from countries within the Asia Pacific region – clearly demonstrating CEEA's focus on providing the leading clean energy and energy efficiency business platform for the Asia Pacific markets.

### Top 10 Participating Countries

- Singapore
- Malaysia
- Japan
- Indonesia
- China
- India
- Australia
- Germany
- Thailand
- South Korea



## CLEAN ENERGY EXPO ASIA 2011: TRADE VISITORS' PROFESSIONAL STATUS

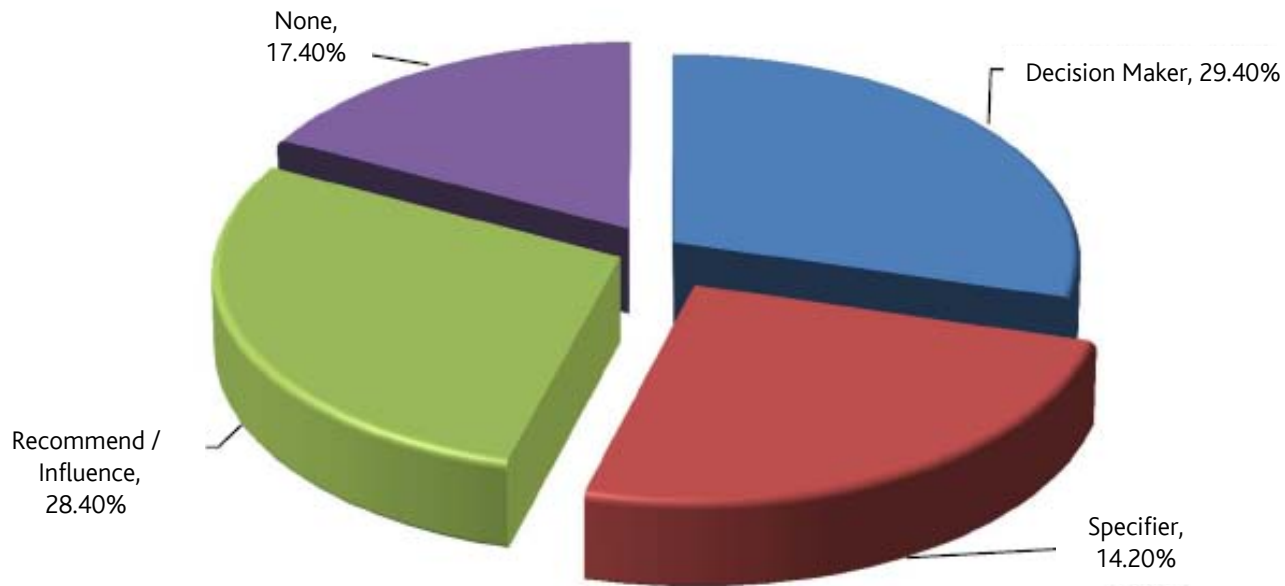


### Top Decision Makers at CEEA

More than 50% of CEEA's trade visitors are holding middle to senior management positions which demonstrates clearly the abundant opportunities to meet key energy sector decision makers at CEEA.



## CLEAN ENERGY EXPO ASIA 2011: VISITORS' PURCHASING AUTHORITY

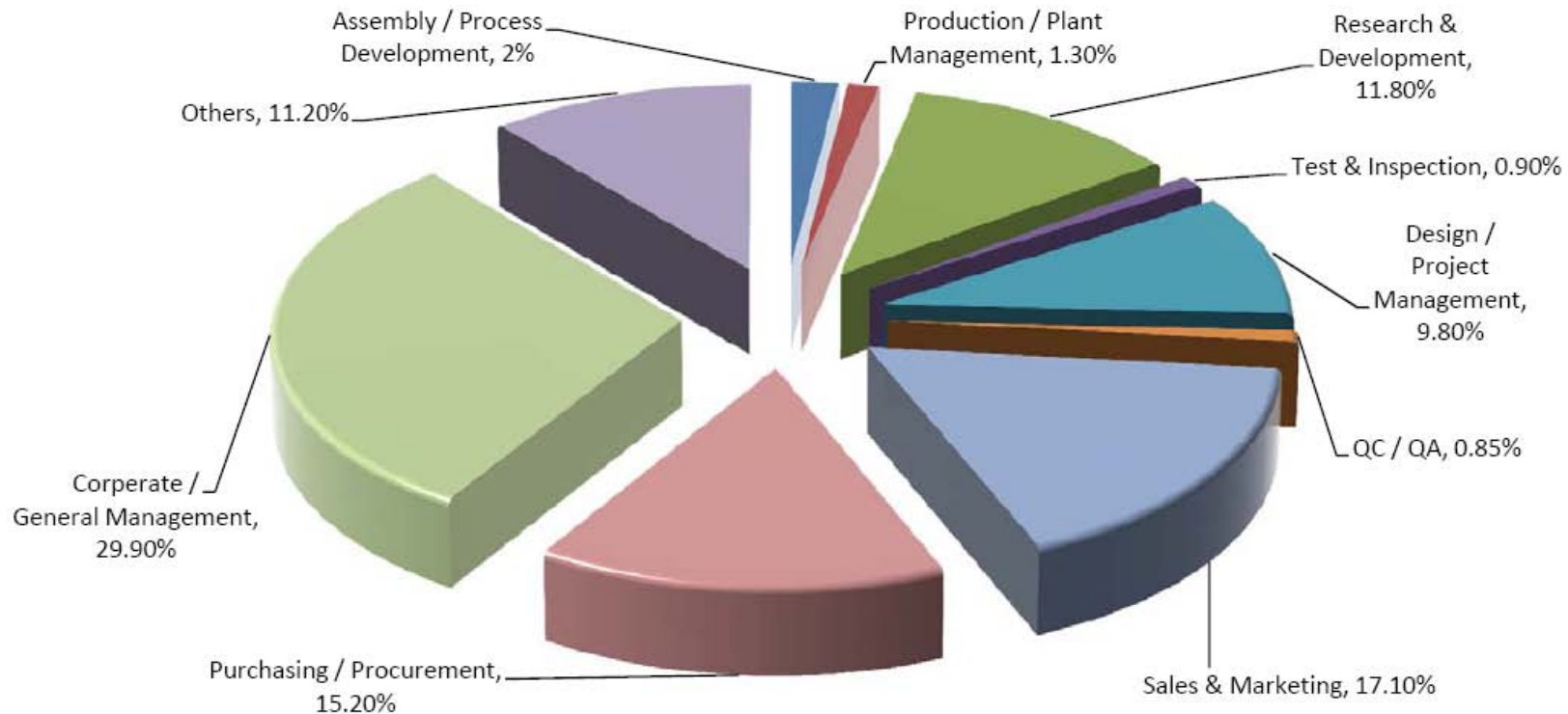


### Where buyers and sellers converge

With more than 70% of the trade visitors holding purchasing authority and/or being in the position to influence or recommend clean energy and energy efficiency investments, the CEEA exhibitors are able to present their latest technology and services to the right target groups.



## CLEAN ENERGY EXPO ASIA 2011: VISITORS' JOB FUNCTION

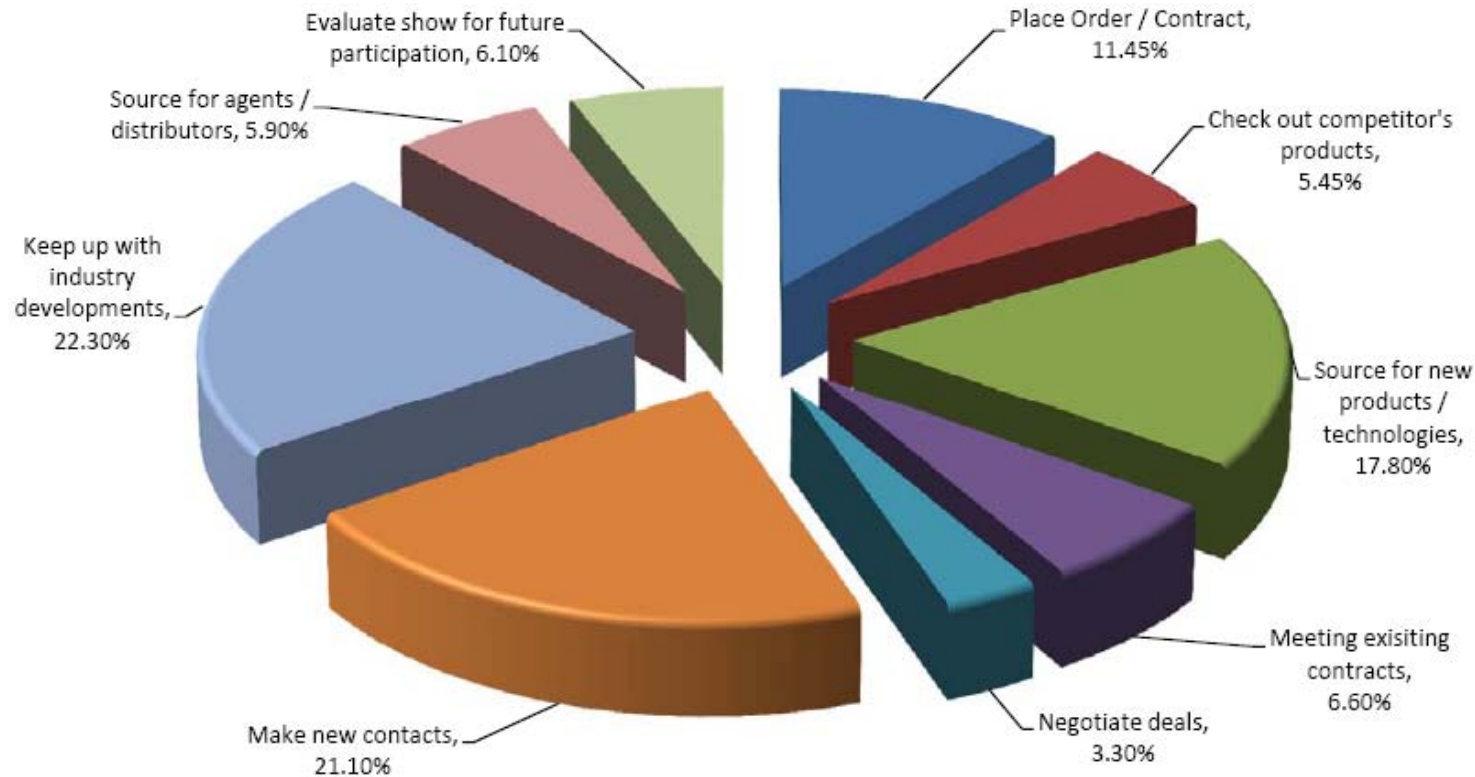


### A Knowledge platform that caters to a multitude of vertical job functions

At CEEA, the various conference tracks and workshops allowed clean tech professionals from various levels – from top management to procurement and operational staff as well as policy makers and researchers - to strongly benefit from content sharing and networking opportunities all within one comprehensive and highly focused knowledge platform.



# CLEAN ENERGY EXPO ASIA 2011: PURPOSE OF VISIT

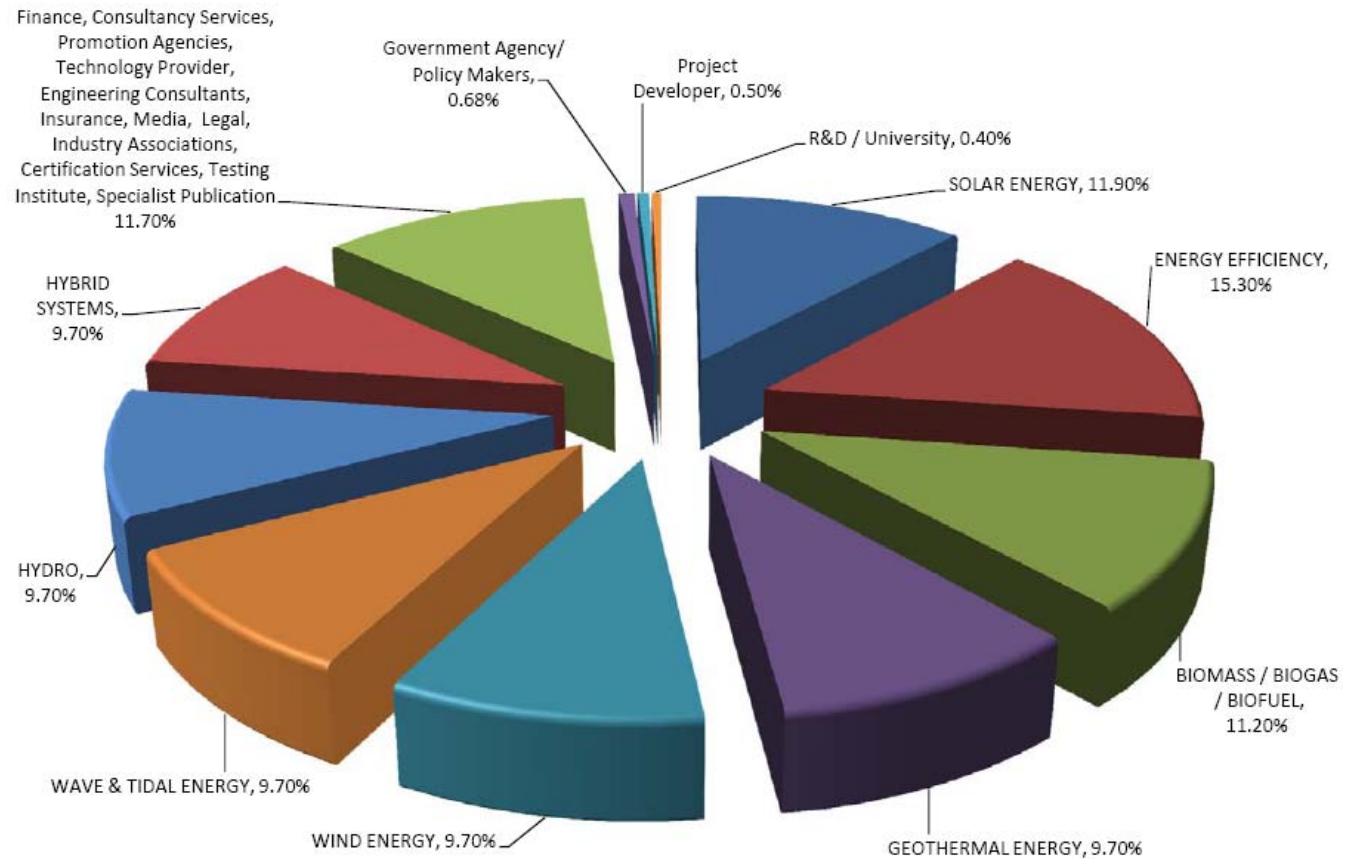


## The trading & knowledge transfer platform

With more than 53% of the visitors intent on placing orders and/or sourcing for new technologies as well as negotiating deals, CEEA is the ideal business platform for companies to position themselves as leading technology and service providers for the future clean energy and energy efficiency solutions in Asia Pacific.



# CLEAN ENERGY EXPO ASIA 2011: PARTICIPANTS' INDUSTRY SECTORS

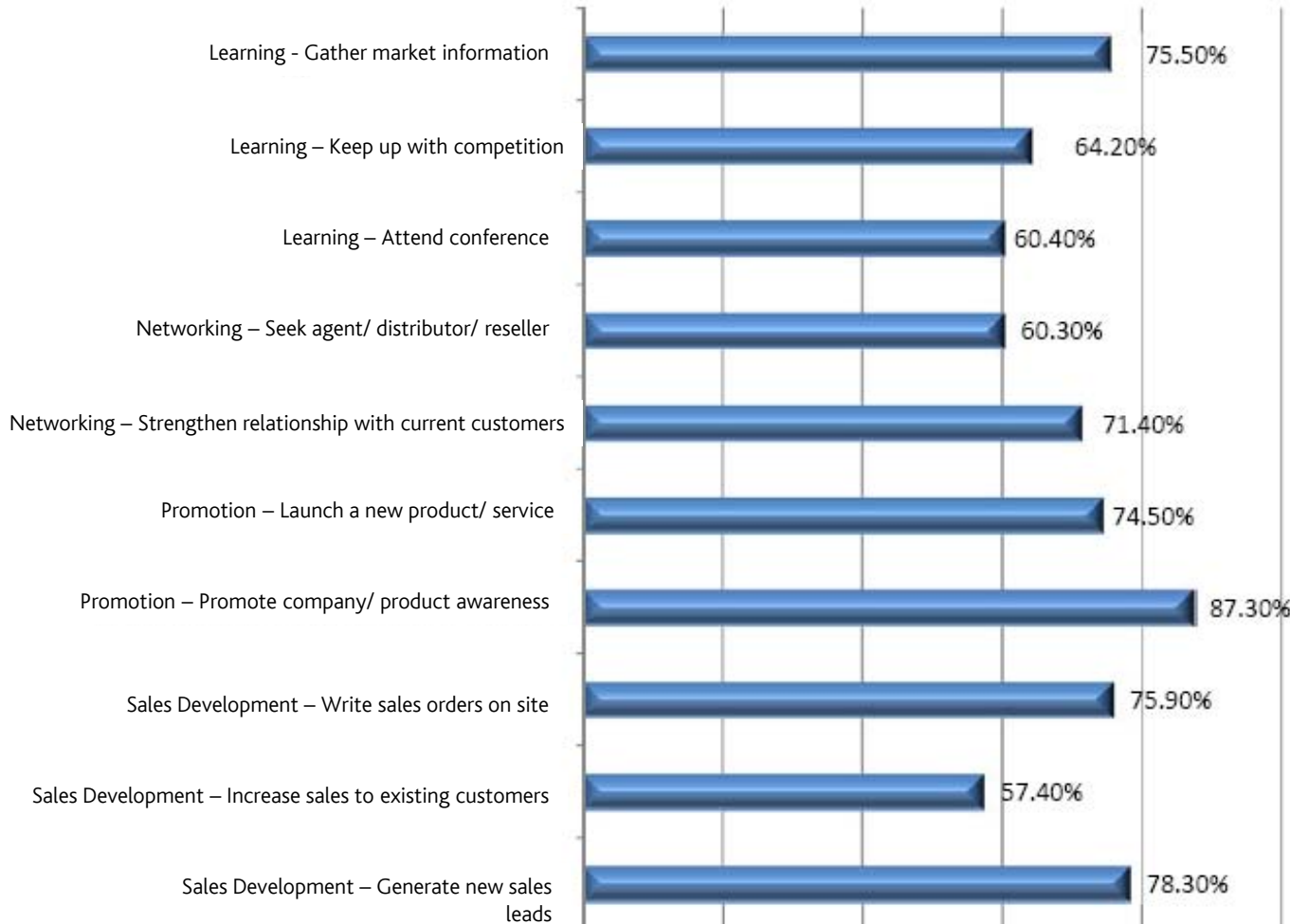


## Gathering of the widest and most comprehensive range of industry professionals

Align your brand with an event that has its pulse on global cleantech and energy issues. At CEEA, you will be able to meet clean energy & energy efficiency professionals from various technology sectors - including government agencies, policy makers, researchers and academia as well as project developers and investors, all in one platform.



# CLEAN ENERGY EXPO ASIA 2011: EXHIBITOR'S SATISFACTION LEVEL IN MEETING THEIR OBJECTIVES @ CEEA

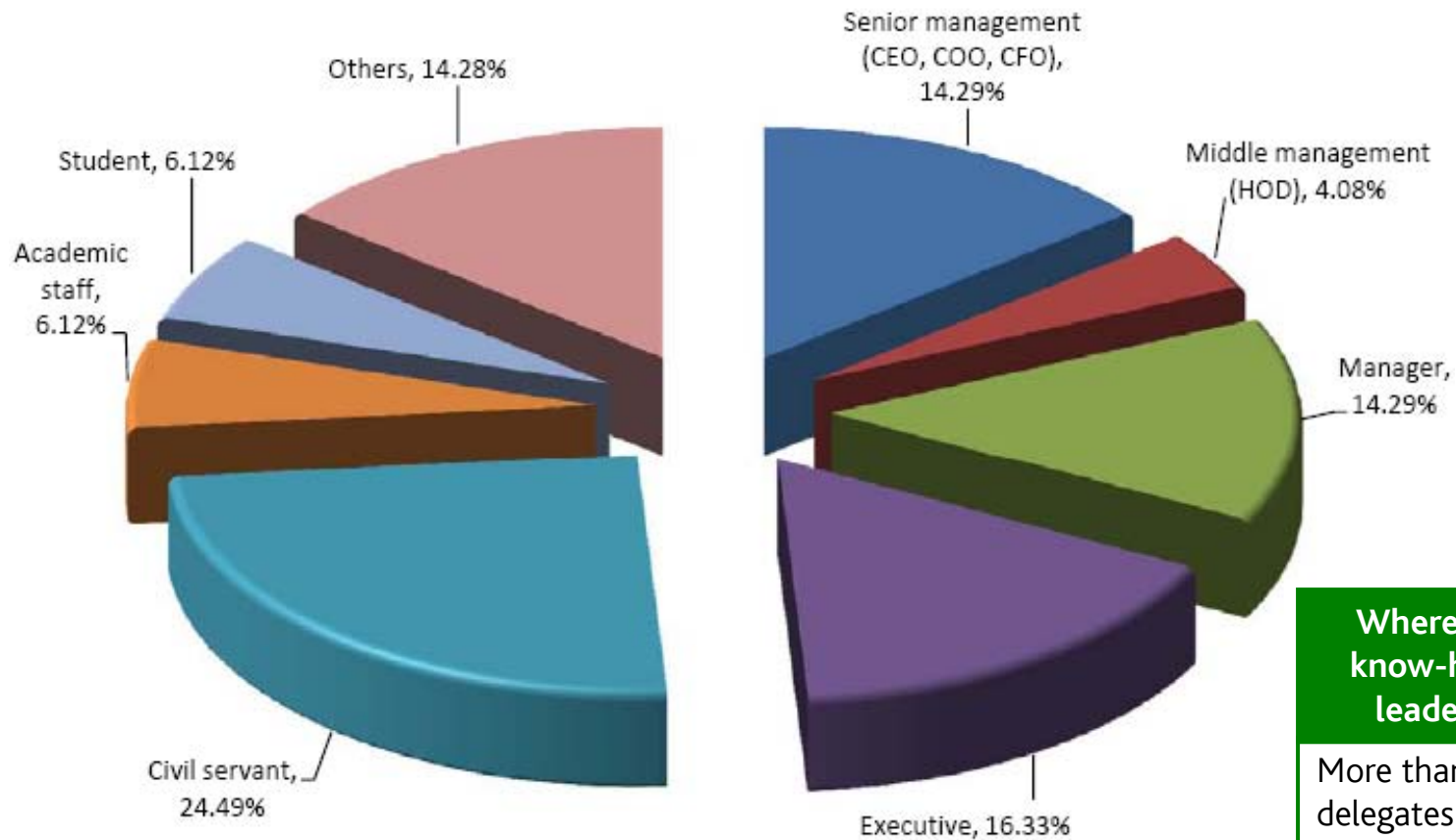


**Objectives met via one 'sell-learn-network' business platform**

More than 70% of the exhibitors have met their objectives and were satisfied in meeting their ROI in participating at the 2011 CEEA trade fair, conference, workshops and networking events.



# CLEAN ENERGY EXPO ASIA 2011: DELEGATE STATISTICS

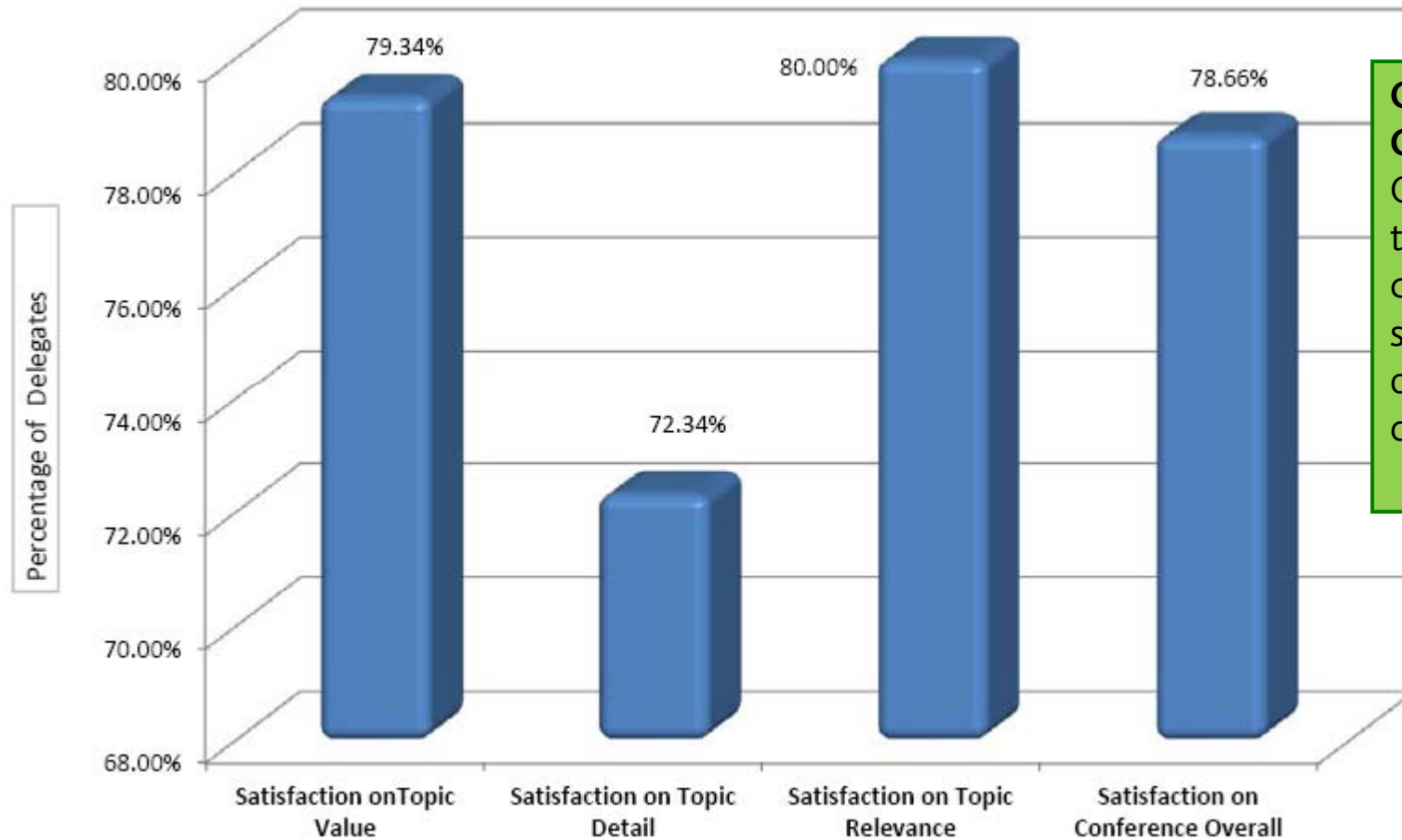


**Where leaders exchange know-how via a thought-leadership conference**

More than 50% of the CEEA delegates hold top leadership roles from both the industry and governmental agencies sectors.



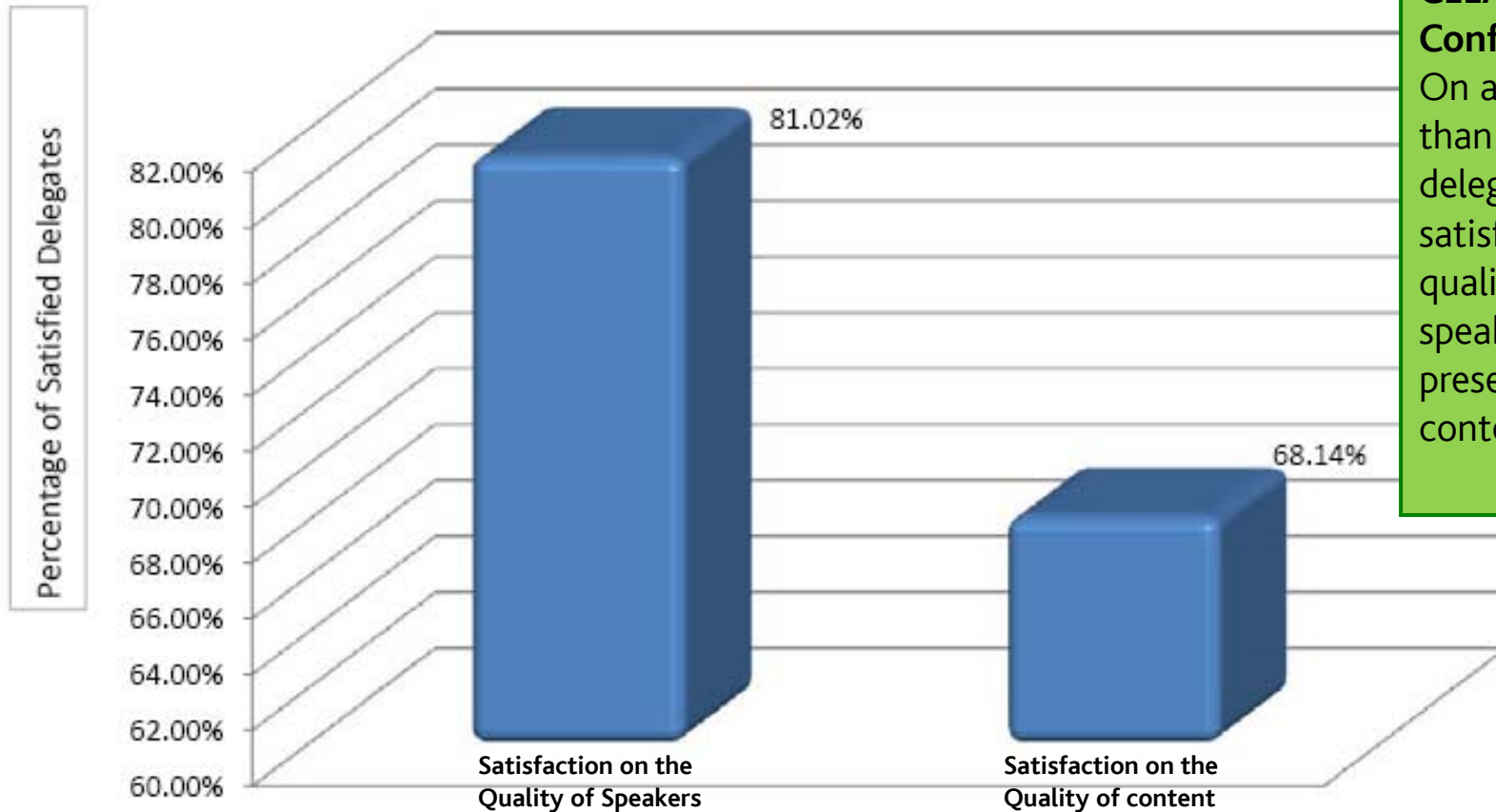
# CLEAN ENERGY EXPO ASIA 2011: OVERALL CONFERENCE CONTENT EVALUATION



**CEEA 2011 Conference:**  
On average, more than 77% of the delegates were satisfied with the overall conference content.



# CLEAN ENERGY EXPO ASIA 2011: LEVEL OF SATISFACTION ON THE QUALITY OF CEEA CONFERENCE



**CEEA 2011 Conference:**  
On average, more than 74% of the delegates were satisfied with the quality of the speakers and the presented content.



# CLEAN ENERGY EXPO ASIA 2011: SPEAKERS HIGHLIGHT



**Mr. Robert Gleitz**  
Vice-President  
Marketing  
Alstom Power



**Mr. Takashi Hongo**  
Senior Fellow  
Mitsui Global  
Strategic Studies  
Institute



**Mr. Gil-Hong Kim**  
Director, Sustainable  
Infrastructure  
Division  
Asian Development  
Bank (ADB)



**Prof. Dr.-Ing  
Christop Menke**  
Professor, Energy &  
Environment  
Technology  
University of  
Applied Sciences,  
Trier Germany



**Mr. Jannik  
Termansen**  
Vice President,  
Government  
Relations  
Vestas Asia Pacific



**Mr. Taras  
Wankewycz**  
Founder-CMO  
Horizon Fuel Cell  
Technologies



**Prof. Stephen  
Wittkopf**  
Cluster Director  
Solar Energy  
Research  
Institute of  
Singapore  
(SERIS)



## CLEAN ENERGY EXPO ASIA 2011: KEY CONFERENCE TOPICS



### Outlook for Clean Energy & Renewable Energy Technologies / Commercialization Trends in Asia

- Solar Energy Technology & Commercialization
- Wind Power Technology & Commercialization
- Grid Connection of Renewable Energy
- Renewable Power Storage and Transmission – Can Smart Grid Help?

### Renewable Energy & Sustainable Mobility

- Other Renewable Energy Technology – Hydro, Tidal, Geothermal
- Bio Energy
- Renewable Fuels
- Waste to Energy
- Energy Efficiency Dialogue
- Sustainable Mobility
- Electric Vehicles: State of Technology

### Clean Energy / Energy Efficiency Projects and Financing

- Financing & Investments
- Financing Studies in Energy Efficiency Projects
- Energy Efficiency – Business Opportunities & Market Potential (Europe Business Forum)
- Energy Efficiency in Green Buildings
- Clean Energy Project Case Studies



## CLEAN ENERGY EXPO ASIA 2011: TESTIMONIES & EVENT FACTS



### WHAT DID THEY SAY?

*"Clean Energy Expo Asia 2011 attracted high quality visitors, presenting a timely and practical platform for Third Wave Power to debut its very first innovation – the mPowerpad. Throughout these busy few days, we have created awareness for our product in the cleantech world, as well as serious interest from potential business partners. Overall, Clean Energy Expo Asia proved to be a great show with good returns on investment for our company"*

**VS Hariharan, Co-Founder, Third Wave Power Pte Ltd**

*"At Clean Energy Expo Asia, we met with many companies looking to support the expansion of hydrogen fuel cell commercialization in Asia Pacific, giving us the chance to reestablish our name as the leading fuel cell company in the region. The Trade Fair also showcased the first national finals for the Destination Zero Carbon student competition, of which Horizon Fuel Cells is a supporter of, connecting a future generation of budding scientists to the development of sustainable energy innovations"*

**Taras Wankewycz, co-founder of Horizon Fuel Cell**

*We are thrilled to be invited to the Clean Energy Expo Asia, an event which further confirms our insights into the immense business opportunities and up-and-rising technological offerings in the energy sector of Asia Pacific"*

**Will Polese, Managing Director, Asia Pacific, Lux Research**

*CEEA is a platform to bring together all the stakeholders responsible for strategizing the green future. It's a good platform for collaboration and learn about international green initiatives.*

**Bosch Software Innovations**

### FACTS AND FIGURES FOR 2011

- ✓ Over **165** exhibiting companies from **26** different countries with **63%** are International companies
- ✓ **Country pavilions** from Canada, Europe, Japan, Singapore, Switzerland and Taiwan
- ✓ **5,283** participants from over **63** different countries
- ✓ **134** speakers from **18** countries
- ✓ **75** media interviews held over 3-day event
- ✓ **74** media representatives from **52** media agencies
- ✓ Total equivalent advertising value of the coverage is in excess of **S\$1.078million** and in PR value, over **S\$3.2million**.
- ✓ A total of **2,645** meetings, **160** buyer requests and an estimated trade value of **S\$243K** was generated from our Business Matching Program and hosted buyer Program



## CLEAN ENERGY EXPO ASIA 2012: CONTINUED FORMULA FOR SUCCESS



- ✓ CEEA is the **clean energy & energy efficiency technology and financing platform** that facilitates business meetings in the Asia Pacific region for key players from the Technology, Financing, Risk Management & Investment Services and Project Development sectors as well as Government Agencies, Clean Energy Policy Makers and R&D Institutions
- ✓ **Technology Scouting Pitch:** CEEA's unique pitching program offering a dedicated platform to companies with emerging technologies or innovative services, and matching them with leading MNC's, financiers and clean energy investors as well as government institutions in Asia Pacific.
- ✓ **Business Matching Program:** Identify new collaborations and business opportunities in and for Asia Pacific via our CEEA business matching platform where participants can utilize a targeted and customized matchmaking service at the event. Pre-event scheduled meetings are always encouraged in order to enhance the efficiency and effectiveness of 'time invested' for all CEEA participants.
- ✓ **Hosted Buyer Program:** Key Asian buyers/VIPs'/ delegations are invited to CEEA for face-to-face meetings with the CEEA exhibitors. This program ensures that exhibitors are enabled to meet their target audience s directly and can capitalize on the opportunity to hold more "real-deal" discussions at the event.





# CLEAN ENERGY EXPO ASIA 2012: QUICK FACTS



<b>Trade fair</b>	<b>Clean Energy Expo Asia</b>
<b>Tagline</b>	Energy for the Future
<b>Date of the event</b>	12 – 14 September 2012
<b>Event frequency</b>	Annual
<b>Organized by</b>	<ul style="list-style-type: none"> <li>• Koelnmesse Pte Ltd</li> </ul>
<b>In partnership with</b>	<ul style="list-style-type: none"> <li>• Asian Development Bank</li> </ul>
<b>Venue</b>	Centara Grand & Bangkok Convention Centre at CentralWorld (Bangkok, Thailand)
<b>Opening hours:</b>	
<b>Trade Fair</b>	12 - 13 Sept: 10:00 – 18:00 hrs 14 Sept: 10:00 – 17:00 hrs
<b>Conference</b>	12 – 14 Sept: 09:00 – 18:00 hrs
<b>Choice of participation</b>	Raw Space • Standard Package • Premium Package • National Pavilion Package • Sponsorship <i>(Participation cost will be published in December 2011)</i>

## Contact us at

Koelnmesse Pte Ltd

Ms Eileen Hair  
Regional Manager

Tel.: +65 6500 6719  
Fax: + 65 6296 2771

Email:  
e.hair@koelnmesse.com.sg