

Post-Show Report 2009



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March 11, 2009

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Event Outline 2009

5th Int'l Hydrogen & Fuel Cell Expo

FC EXPO 2009

Hydrogen Production/Storage Devices/Materials Evaluation/Testing Manufacturing Fuel Cells Cogeneration Systems

Dates: **Feb 25**[Wed] - **27** [Fri], 2009

2nd Int'l Photovoltaic Power Generation Expo

PV EXPO 2009

Devices/Materials Evaluation/Testing Manufacturing Solar Cells/Modules Integration Systems

Venue: Tokyo Big Sight, JAPAN

Organised by: Reed Exhibitions Japan Ltd.

Co-Organised by:

The Hydrogen Energy System Society of Japan (HESS)

Fuel Cell Development Information Center (FCDIC)

Supported by:

Japan Photovoltaic Energy Association (JPEA)

World's Largest Fuel Cell Event and Asia's Largest PV Event!

On February 25th-27th, 2009, World's largest hydrogen and fuel cell event-FC EXPO, and Asia's largest photovoltaic event-PV EXPO, were grandly held with the record number of **925 exhibitors** and **63,590 visitors** gathering within the three days show period, generating Tokyo as the center of renewable energy.

As the industrial structures of these environmental fields are broad, in addition to the expectation rising from politics back ground, the industries' expansion is expected to give away long term economic growth, making this one of the most attractive industries in the world.

In addition, supported by the strong requests from the industry, Secondary Battery Fair was newly launched, concurrently held with the two exhibitions, synergizing these renewable energy field exhibitions as the indispensable one to attend for industry professionals.

General Statistics

Exhibitors

Number of Exhibitors

925 Exhibitors

Visitors

Number of Visitors

63,590 Visitors

Principles of Perspective

- We consider that announcing an accurate number of visitors is an obligation to exhibitors.
- We consider that overstating the number is a fraud act, and also a false advertisement.
- Shortly after the exhibition, we will announce the total number of visitors in writing with clear notification based on our "Visitors Counting System".

Principles of Visitor Counting System

- Only those who visited the exhibition and completed registration on-site are counted.
- All registrations are counted only once, no matter how many repeat days/times a visitor attends the exhibition.
- We consider that the way above is the most rigorous and accurate numeration. Counting the numbers at the entrance every time leads to overstated figures, and Reed Exhibitions Japan Ltd. will not adopt that sort of numeration.

Visitor Figures

All registrations are counted only once, no matter how many repeat days a visitor attends the show. Therefore the attendee figure may be less although the show has more visitors than the previous day.

	Feb. 25th [Wed]	Feb. 26th [Thu]	Feb. 27th [Fri]	3-days total
FC EXPO 2009	9,088	8,776	8,376	26,240
PV EXPO 2009	12,042	12,174	13,134	37,350
Total Visitors of FC EXPO 2009 & PV EXPO 2009	21,130	20,950	21,510	63,590

Complete details of the visitor figures can also be obtained from >>>

http://www.fcexpo.jp/expo_doc_file/en/FC_09Visitor_Count.pdf

http://www.pvexpo.jp/expo_doc_file/en/PV_09Visitor_Count.pdf

Highlights of Exhibitions

FC EXPO 2009

FC EXPO gathers all kinds of products/technologies related to the latest development of Hydrogen and Fuel Cell, consisting of the following exhibit zones and areas: Devices/Materials Zone, Evaluation/Testing/Analysis Zone, Manufacturing Equipment Zone, Prototype Manufacturing Area, Hydrogen Production Zone, Supplying Technology Zone, Hydrogen Storage/Supply Area, Related Equipment Zone, Heat Utilization/Thermal Technology Area, Fuel Cell Systems/Products Pavilion.

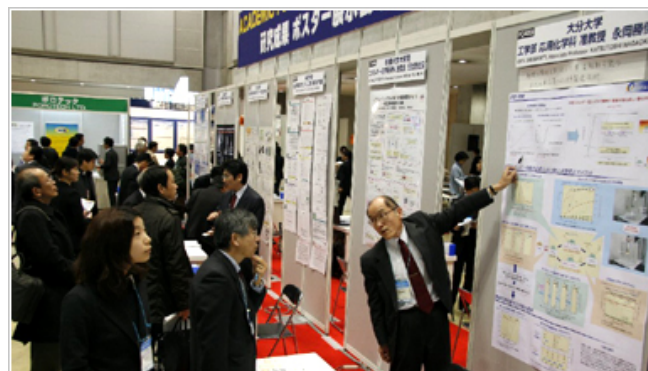
FC EXPO not only consisted of specific zone layout, but also Academic Forum was concurrently held inside the exhibition area, making this expo an inevitable place as the alternate gather up for industry professionals to catch up on the latest technologies and information.

■ Feature of Exhibitors

As sales of home energy supplies to end-users are due to start this spring, many booths attracted special attention. Tokyo Gas introduced ENE·FARM starting its sales this May, and Nippon Oil also distributed a new product, potential to make impacts on people's lifestyle. In addition, various FC transportation automobiles were exhibited generating attention from many visitors. Japan Hydrogen and Fuel Cell Demonstration Project organized a test drive event so that visitors could actually test and feel the next generation car. At Swiss Pavilion, "PAC-Car II", which covers 5,385km distance with the equivalent of 1 liter gasoline, a Guinness book record holder, was exhibited, with the outcome of various media featuring articles on it.



JHFC Fuel Cell and Hydrogen Vehicle Booth



FC EXPO Academic Forum

■ Academic Forum

Held inside FC EXPO, Academic Forum, where 38 researchers of universities and national/public institutes, presented their latest studies concerning fuel cell. Presentations covered from a broad range of topics such as catalyst, porous electrode, and hydrogen assay, making this as the indispensable forum to pick up on the latest topic and trend on the research of hydrogen and fuel cell.

For full details, please visit the below website:

<http://www.fcexpo.jp/forum/english/>

PV EXPO 2009

Regarded as Asia's most important business hub of the PV industry, PV EXPO cover all kinds of products/technologies from materials, equipments, and solar cell/module to the PV systems and system integration. This expo consists of the following zones; Devices/Materials Zone, Evaluation/Testing/Analysis Zone, Manufacturing Equipment Zone, Systems Zone, Clean/ESD Protection Zone, and Solar Cell/Module Zone.

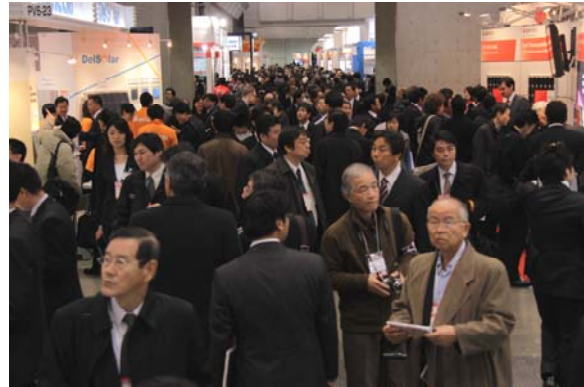
This year, the size of the show expanded dramatically from the previous one, making this the Asia's largest photovoltaic expo focused on business. In addition, more international companies from abroad joined the exhibition than the last time.

■ Manufacturing Equipment Zone

This area, consisting of various manufacturing equipment, including melting furnace, surface processing machines, cut process machines, etc, doubled its size from the previous year. In addition to crystalline and thin-film silicon solar cell, various companies of manufacturing equipment for dye-sensitised solar cell (DSC) exhibited, indicating its presence in the Japanese market. Major manufacturing equipment companies were present, such as Nisshinbo Industries, Meyer Burger Technology, Gebr. Schmid, NPC, Ferrotec, and Ishii Hyoki.



Booth of Nisshinbo Industries



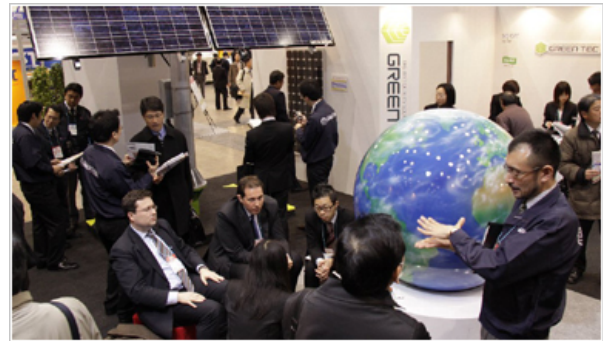
Aisle at PV EXPO

■ Highlights of the Exhibitors

Various leading companies such as Kyocera, Mitsubishi Heavy Industrial, Sharp, and Suntech Power Holdings exhibited this year. New products/technologies were present in these companies and demonstrations were active as well. Numerous number of visitors were actively discussing with the exhibitors for purchase and sample introduction.



Booth of HONDA



Active Discussions held in the Booth



Booth of Sharp



Booth of Kyocera

Secondary Battery Fair **NEW!**

Due to the high demand from the industry, Secondary Battery Fair was newly launched this year, concurrently held with FC EXPO and PV EXPO. As there had not been a specialised fair on secondary battery in Japan before, both exhibitors and visitors were thrilled by its launch.

Below are the highlights of Secondary Battery Fair as well as the whereabouts for 2010.

■ Growing Demand in Battery Kingdom

Rechargeable battery has been in a great demand from the industry, and the development for renewable energy is vital. Therefore, various companies are seeking the possibilities to expand business in this market. Under these circumstances, Secondary Battery Fair was newly launched this year with various major companies exhibiting, such as GS Yuasa, Idemitsu Kosan, and Kawasaki Heavy Industries. Many visitors came from the visitors' side, such as automobile manufacturers, portable device manufacturers, electronics manufacturers, and so on.

With the success of this year and the growing demand of the industry, 1st Int'l Rechargeable Battery Expo, BATTERY JAPAN, will be launched for 2010, gathering all kinds of products/ technologies for rechargeable battery manufacturing as well as the batteries itself such as LiB, NiMH, capacitor, etc.



Visitor Registration Counter of Secondary Battery Fair



Booth at Kawasaki Heavy Industries



Booths in Secondary Battery Fair



Conferences/Seminars

Other event attracting attention every year is the conference held in the conference hall next to the exhibition area. This year, top leaders from Japan and overseas came to deliver a speech within the 3 days, gathering 6,512 attendees to catch up on the latest trends and the cutting-edge technologies as well as the companies' strategies. Below are the keynote sessions held in FC EXPO and PV EXPO.

FC EXPO KEYNOTE SESSION

Future Outlook and Strategies Presented by Industry Leaders for Policy Formulation, Fuel Cell Vehicle and Stationary Fuel Cell Development



■ Japan's Approach to the Commercialization of Fuel Cell/Hydrogen Technology

Makoto Kawahara

Director, Hydrogen and Fuel Cell Promotion Office, New and Renewable Energy Div.,
Energy Conservation and Renewable Energy Dept., Agency for Natural Resources
and Energy, Ministry of Economy, Trade and Industry (METI)

Abstract: The commercialization of fuel cell and hydrogen technology is indispensable for stable and efficient energy supply, prevention of global environmental issues, and creation of new industries and employment. In this regard, METI is promoting policies on hydrogen and fuel cell. This presentation introduces current status of these policies and their future strategy.



■ Current Status and Challenges of Fuel Cell Vehicle Development

Yoshi-hiko Masuda

Managing Officer, Toyota Motor Corp.

Abstract: Recent technological progress and further challenges of fuel cell vehicle development toward sustainable mobility are presented featuring Toyota's latest FCHV technology status.



■ Residential Fuel Cell Systems: Trends in Development and Commercialization Potential

Seiishi Isshiki

Representative Director, President, ENEOS CELLTECH Co., Ltd.

Abstract: Commercial applications of residential fuel cell system is just around the corner after a large-scale demonstration phase. The presentation will cover ENEOS CELLTECH's activities to residential PEFC cogeneration system development, as well as the potential for commercialization in the next few years.

The World's Leading Companies Discuss Their Solar Cell Business Strategies and Future Prospects



■ The Challenge and Prospect of Photovoltaic Industry

Tetsuroh Muramatsu
Executive Officer, Group General Manager, Solar Systems Group, Sharp Corp.

Abstract: Photovoltaic generation system is expected as environmental and energy solution. The current situation and prospect for the PV are introduced in the speech.



■ The Transition to Grid Parity Solar

Zhengrong Shi
Founder, Chairman of the Board of Directors and Chief Executive Officer,
Suntech Power Holdings Co., Ltd.

Abstract: Dr. Zhengrong Shi, Suntech's founder, chairman and CEO, will outline his vision for the role that solar could play in global energy generation and the initiatives required to cement solar energy as a mainstream energy source. These include accelerating inter-value chain partnerships and collaboration, engendering an industry commitment to quality, and building the scale to make a difference.



■ The Transition to Energy Significance
-How PV Will Take its Place as a Major Source of Clean, Renewable Energy

Richard Swanson
President and Chief Technical Officer, SunPower Corp.

Abstract: PV is poised and ready to become a major contributor to the earth's energy needs. The cost of PV is declining and its market share growing rapidly. This talk will outline how continued cost reduction and performance increases will continue to drive the future growth needed for the transition to a clean, renewable energy future.

For full information on the seminar, please visit the below website.

http://www.fcexpo.jp/fce_en/00_zenkai/index_05.html

http://www.pvexpo.jp/pve_en/00_zenkai/index_05.html

Press

Since these events established position as the frontier of the renewable energy industry, a great number of journalists from Japan and overseas came to cover the exhibitions/conferences for the 3 days. Not only key publishers and newspapers but also various key TV stations came to feature programs about the event as well, proving the importance of these exhibitions and the renewable energy to the world.

Following are some of the major press participants.

■ Japanese Media

NHK
NIPPON TV
FUJI TV
NIKKEI NEWSPAPER
ASAHI NEWSPAPER
YOMIURI NEWSPAPER
KYODO PRESS
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■ Overseas Media

BLOOMBERG
REUTERS
JAPANTIMES
FINANCIAL TIMES DEUTSCHLAND
AP PRESS
AFP
XINHUA COMMUNICATION NET
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Next Show 2010

Next Year's Show will be a Never-to-miss!

As the 2009 Show concluded in a huge success, application for next year's show is already rushing for FC EXPO, PV EXPO, and newly launched BATTERY JAPAN. A total of 1250 exhibitors are expected to participate in the 2010 shows. Mark your calendar now and save your date for March 3 (Wed) – 5 (Fri), 2010 for the upcoming show.

Schedule for FC EXPO 2010 & PV EXPO 2010 & BATTERY JAPAN

Dates: March 3 (Wed) – 5 (Fri), 2010

Venue: Tokyo Big Sight, Japan

For Inquires:

FC EXPO/PV EXPO/BATTERY JAPAN Show Management
Reed Exhibitions Japan Ltd.

TEL: +81-3-3349-8576 FAX: +81-3-3349-8535 E-mail: nomurak@reedexpo.co.jp

Attn: Kayo Nomura (Ms.)