

POST SHOW REPORT

Mar 17, 2010



1,261 Companies from 29 Countries!

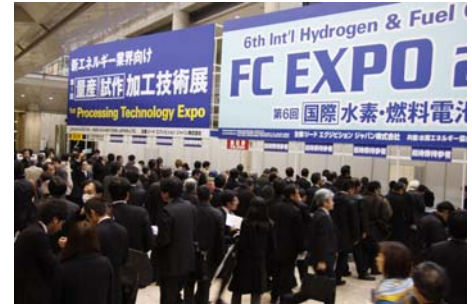
-World's Leading Expos on Renewable Energy Ending in Huge Success!-

From March 3(Wed)-5(Fri), 2010, the world's leading exhibitions on renewable energy was held at Tokyo Big Sight. This event consisted of five exhibitions as follows; the world's leading photovoltaic expo, PV EXPO 2010, the world's largest fuel cell expo, FC EXPO 2010, the world's largest rechargeable battery expo, BATTERY JAPAN, a specialised exhibition for PV system, PV SYSTEM EXPO, and an exhibition on all kinds of processing technologies, 1st Processing Technology Expo. Organised by Reed Exhibitions Japan Ltd., the shows ended in a great success. This year, 1,261 exhibitors from 29 countries/regions presented their latest products and technologies to 80,045 industry professionals throughout the show period.

Show Management has invited 31 industry professionals as special guests from China, Taiwan, and Korea. One of the invitees, Vice President of Gintech Energy Corporation stated, "I was amused to see so many people at the show venue." In addition, Jianguyin Jetion Science and Technology Company quoted, "I gathered valuable information during the show that will have great influence in our company's policy making."



Not only from the visitors, but various exhibitors commented positive remarks. General Manager from Hyundai Heavy Industries, which exhibited at PV EXPO 2010, stated "We are overwhelmed by the number of visitors from the first day till the very last minute of the closing day. This event is successfully well organised, and its intensive business environment is far beyond our previous expectation. Although it was our first participation, it is enough to convince us to come back to the show as an exhibitor next year." In addition New Energy and Industrial Technology Development Organization, which exhibited at FC EXPO 2010, quoted "This is my third time exhibiting and I am again satisfied with the number of visitors coming to the show. This is definitely the best place to enlighten the industry and share the results of business enterprise."



First Time Held

BATTERY JAPAN 1st Int'l Rechargeable Battery Expo

Rechargeable battery industry is a rapidly growing business, as renewable energy business is expanding at a global basis. Under this circumstance, BATTERY JAPAN, an international exhibition gathering various kinds of products/technologies for rechargeable battery manufacturing and batteries was launched in 2010. From its first edition, BATTERY JAPAN became the world's largest exhibition specialised in rechargeable battery,



where 231 exhibitors from various countries exhibited. Hitachi Ltd. quoted *"I was overwhelmed by the number of visitors. We are very satisfied with the outcome for exhibiting at the show as it was a great opportunity to share our values to numerous people attending at the show."* In addition, GS Yuasa Power Supply Ltd. commented *"Our company was able to generate connections with various companies, and received positive feedbacks."* Mitsubishi Heavy Industries quoted *"We were able to PR our company and products effectively because many media were there at the exhibition. We were overwhelmed by the number of visitors."*

First Time Held

PV SYSTEM EXPO 1st Int'l Photovoltaic Power Generation System Expo



PV SYSTEM EXPO (1st Int'l Photovoltaic Power Generation System Expo) was held for the first time as well. This exhibition specialises in all kind of devices, materials, and technologies for PV System integration/installation. Total of 77 companies exhibited for this time, with enthusiastic comments as below;

Greentech Co., Ltd. quoted, *"We are satisfied with the number of visitors that came to our booth."* Tanabe Engineering Corporation also commented, *"We were able to meet and discuss with decision makers of companies we wanted to sell the products to. In addition, we were able to cast seeds for our future."* *"Simply put, our booth was crowded with visitors and 15,000 brochures were gone by the time exhibition ended. We were able to discuss with top managers and executives and are delighted by the outcome we received during the show."* commented Toshiba Corporation.

First Time Held

PV ACADEMIC FORUM -Poster & Presentation-

Held inside PV EXPO 2010 is PV ACADEMIC FORUM, where professors and researchers of universities and national institutes deliver 30 minutes presentation on their latest researches related to photovoltaic. This forum plays its role in developing photovoltaic industry, since exhibitors and visitors not only have opportunities to exchange information with presenters on new researches, but also have chance to collaborate on developing new business and partnership with them. One of the presenters, Dr. Hosokawa from Hokkaido Institute of Technology quoted "*Various companies have come to my poster booth to hear about the research I am currently working on. There is a big potential for us to collaborate with some of the companies I have talked with at this forum.*"

PV ACADEMIC FORUM will be held again in 2011 doubling its size from 2010 edition.

Technical Conference

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 7,900 attendees to catch up on the latest trends and the cutting-edge technologies as well as the companies' strategies. Below are the keynote session held in FC EXPO 2010, PV EXPO 2010, and BATTERY JAPAN.

<<FC EXPO KEYNOTE SESSION SPEAKERS>>

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

Mr. Kenta Iida,

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)



■Sustainable Society & "Fuel-cell Electric Vehicle"

Mr. Takashi Moriya,

Operating Officer, General Manager, Technology Research Div. 1, Automobile R&D Center, Honda R&D Co., Ltd.



■Towards Widespread Residential Fuel Cell and A Hydrogen Society

Mr. Ikutoshi Matsumura,

Representative Director, Executive Vice President, Executive Director of the Energy System Business Div., Executive Director of the Research & Development Div., Nippon Oil Corp.



<<PV EXPO KEYNOTE SESSION SPEAKERS>>

■ **Role & Business Operations of PV,
toward Sound Material-cycle Society**

Mr. Nobuo Kitamura,
Executive Officer, Deputy General Manager,
Corporate Solar Energy Div., Kyocera Corp.



■ **Beyond the Panel: The New Innovation Opportunity**

Mr. Andrew Beebe
Vice President, Global Product Strategy,
Suntech Power Holdings Co., Ltd.



■ **Future of CIS PV and Showa Shell Solar's Growth Plan**

Mr. Atsuhiko Hirano,
Corporate Executive Officer, GM, Solar Business Center,
Showa Shell Sekiyu K.K.
Director, GM, Marketing Headquarters, Showa Shell Solar K.K.



<<BATTERY JAPAN KEYNOTE SESSION SPEAKERS>>

■ **Policies and Future Strategies of Battery in Japan**

Mr. Keisuke Saito,
Director-General, Energy Conservation and Renewable Energy Dept.,
Agency for Natural Resources and Energy,
Ministry of Economy, Trade and Industry (METI),



■ **Latest Development Trend & Future Prospects of the
Secondary Battery in Panasonic**

Mr. Naoto Noguchi,
Executive Officer, President, Energy Company, Panasonic Corp.



■ **Rechargeable Battery in Environment Friendly Energy Society**

Mr. Insang Jeon,
Vice President, Samsung SDI Co., Ltd.





General Statistics

Number of Exhibitors/Participating Countries/ Number of Visitors

NUMBER OF EXHIBITORS

PV EXPO 2010 3rd Int'l Photovoltaic Power Generation Expo	-----	579
(Including PV SYSTEM EXPO 1st Int'l Photovoltaic Power Generation System Expo)		
BATTERY JAPAN 1st Int'l Rechargeable Battery Expo	-----	231
FC EXPO 2010 6th Int'l Hydrogen & Fuel Cell Expo	-----	397
1st Processing Technology Expo	-----	54

PARTICIPATING COUNTRIES/REGIONS

61 Countries/Regions

Argentina, Australia, Austria, Bahrain, Bangladesh, Belgium, Bolivia, Brazil, Canada, China, Congo, Czech Republic, Denmark, Egypt, Finland, France, Germany, Hong Kong, Hungary, India, Indonesia, Iran (Islamic Republic of), Iraq, Ireland, Israel, Italy, Kazakhstan, Republic of Korea, Libyan Arab Jamahiriya, Liechtenstein, Malaysia, Malta, Mexico, Mongolia, Morocco, Myanmar, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakis, Philippines, Poland, Qatar, Russian Federation, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, U.A.E., Ukraine, United Kingdom, United States, Viet Nam

NUMBER OF VISITORS

	March 3 rd (Wed)	March 4 th (Thurs)	March 5 th (Fri)	3 Days Total
On-Site Registrants	19,237	19,990	23,671	62,898
VIP Registrants	4,270	2,546	1,449	8,265
Seminar Attendees/Speakers	3,061	3,438	1,401	7,900
Members of the Press	355	226	178	759
Special Guests	124	59	40	223
TOTAL VISITORS	27,047	26,259	26,739	<u>80,045</u>

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

<http://www.fcexpo.jp/en/TAC10>

<http://www.pvexpo.jp/en/TAC10>

<http://www.batteryjapan.jp/en/TAC10>

Next Year's Information

Ending in a huge success, anticipation for next year's show is already building up. Numerous exhibitors have already signed up to exhibit for next year during the show period, along with new companies. As a result, exhibit space for 2011 is filling up in a rapid speed, and is expected to be sold out soon. Show Management recommends to those interested in exhibiting to contact Show Management as soon as possible in order to secure the space.



In addition to the five exhibitions, two newly launched exhibitions, ECO HOUSE EXPO and SMART GRID EXPO, will be concurrently held with the existing ones.

1st Int'l Green Building and Eco-friendly House Expo **eco HOUSE** 1st **ECO HOUSE EXPO** **INT'L SMART GRID EXPO** Building Material Energy Saving Renewable Energy EMS

ECO HOUSE EXPO is an exhibition gathering all kinds of materials and technologies related to green building and eco-friendly house, and Int'l Smart Grid Expo is an international exhibition and conference specialised in all kind of technologies and services related to smart grid.

Various companies are putting great deal of effort in green energy. ECO HOUSE EXPO will be expecting 300 companies, and Int'l Smart Grid Expo will be expecting 180 companies. From these two specialised events, it is without doubt that green building, eco-friendly houses and smart grid industry expand dramatically.

The synergies of these seven exhibitions create the world's leading renewable energy event, a place to feel and catch up on the latest information on the near future energy.

Inquiries:

Show Management
Attn: Kayo Nomura (Ms.)
TEL: +81-3-3349-8576 FAX: +81-3-3349-8535
E-mail: nomurak@reedexpo.co.jp