



Carbon Forum Asia 2009 Carbon Market Trade Fair & Conference

Website: www.carbonforumasia.com

Date: 26 – 27 October 2009

Venue: Raffles City Convention Centre [RCCC], Singapore [Level 4 of Swissotel]

Organizers: International Emissions Trading Association [IETA]
Koelnmesse Pte Ltd

Partners: Asian Development Bank [ADB]

Hosted by: Sustainable Energy Association of Singapore [SEAS]

Supporting Organizations: - International Enterprise Singapore [IE]
- Ministry of the Environment & Water Resources [MEWR]
- National Environment Agency, Singapore [NEA]
- Singapore Business Federation [SBF]
- Singapore Exhibition & Convention Bureau [SECB]

Opening Hours: - Exhibitors [26 Oct] 09.00 – 18.00 hrs
- Exhibitors [27 Oct] 08.00 – 18.00 hrs
- Visitors [Both Days] 08.30 – 18.00 hrs

Admission Fees: REGULAR PRICES

- 2-Day Entrance Ticket [Trade Fair & Conference]	EUR	990
- 1-Day Entrance Ticket [Trade Fair & Conference]	EUR	590
- 1-Day Entrance Ticket [Trade Fair Only]	EUR	99

DISCOUNTED 2-DAY ENTRANCE TICKETS [Trade Fair & Conference]

- Members of Supporting Associations	EUR	750
- Developing Countries & NGO participants	EUR	190
- Students & Academia	EUR	90

Fair Profile: Jointly organized by the International Emissions Trading Association (IETA) and Koelnmesse, CARBON FORUM ASIA is the leading Trade Fair and Conference that provides the perfect setting for forging new partnerships and strengthening existing business relationships in the Carbon Market.

Following the success of three editions of CARBON FORUM ASIA and the six editions of CARBON EXPO in Cologne, CARBON FORUM ASIA 2009 hosted 99 exhibitors; up to 55 project developers, Designated National Authorities and governments; over 120 industry leaders and 824 participants from more than 106 countries, to discuss the key issues in the Asia-Pacific Carbon Market.

Reaffirming CARBON FORUM ASIA as the ideal platform for Carbon Market industry players seeking to capture Asia's abundant opportunities, this year's trade exhibition attracted a four-fold increase in the number of projects showcased – from 16 in 2007 to over 60 this year. Participants benefited from a Conference Program that featured high-level speakers, who presented up-to-date information and the latest developments in their areas of expertise.

Participant Overview: In total, we had 924 participants from 106 countries who attended CARBON FORUM ASIA 2009.

Organizers:



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Delegates: 672
 Exhibitor Staff: 226
 Media Representatives: 26

Participant Breakdown:

Top 10 participating countries:

1. Singapore	289 participants
2. Thailand	48 participants
3. China	46 participants
4. United Kingdom	45 participants
5. Malaysia	40 participants
6. Japan	32 participants
7. India	28 participants
8. Philippines	27 participants
9. Indonesia	25 participants
10. Germany	22 participants

A complete record of all visiting countries is found in Appendix 1.

Exhibitor Overview:

In total, 99 exhibiting companies from 27 countries – including co-exhibitors – participated in Carbon Forum Asia 2009

- Number of Exhibiting Companies: 99
 - Number of Countries: 27
 - Number of Domestic Exhibitors: 17 [17%]
 - Number of International Exhibitors: 81 [83%]
 - Nett SQMs 584 SQM

Exhibitors Breakdown:

Top exhibitor countries:

1. Singapore	17	7. Bangladesh	4
2. Thailand	7	8. France	4
3. India	6	9. Germany	4
4. Malaysia	6	10. Mongolia	4
5. Philippines	6	11. Pakistan	4
6. United Kingdom	6	12. Sri Lanka	4

A complete record of all exhibiting countries is found in Appendix 2.



Media Breakdown:

Press Release Distribution

Press releases were distributed to 61 local and international media sources pre-event, on the opening day and closing day. These include leading relevant media such as:

- Argus Media
- Bloomberg Newswires
- Channel NewsAsia
- Dow Jones Newswires
- The Business Times
- The Straits Times
- Thomson Reuters

A complete list is enclosed in Appendix 3.

Pre-event press conference

A total of 17 media representatives from 15 agencies attended the pre-event press conference. Please refer to Appendix 1B for the full list of media.

Pre-event media pitching

One-on-one interview opportunities with Josh Carmody, Fund Manager, Asia Pacific Carbon Fund, Asian Development Bank were pitched to:

- 1) Dow Jones Newswires
- 2) Energy Asia
- 3) The Straits Times

All three interview opportunities were taken up by the media.

Actual Event

A total of 23 media representatives from 22 agencies attended the trade fair and conference. Please refer to Appendix 1B for the full list of media.

Media Interviews

Pre-event Press Conference

The following chart outlines the media interviews and requests for the pre-event press conference on 20 August 2009.

No.	Media	Interviewee
1	Mr Henry Derwent, IETA	Bloomberg TV
2	Mr Henry Derwent, IETA	Bloomberg Newswires
3	Mr Henry Derwent, IETA	Business Times
4	Mr Henry Derwent, IETA	Channel NewsAsia
5	Mr Henry Derwent, IETA	Dow Jones Newswires
6	Mr Henry Derwent, IETA	Energy Asia
7	Mr Henry Derwent, IETA	The Mint
8	Mr Henry Derwent, IETA	The Straits Times
9	Mr Henry Derwent, IETA	United News of India
10	Mr Albert Magalang, UNFCCC	Argus Media
11	Mr Albert Magalang	Bloomberg Newswires
12	Mr Albert Magalang	Dow Jones Newswires
13	Mr Albert Magalang	The Mint
14	Mr Albert Magalang	The Philippines Star
15	Mr Albert Magalang	The Straits Times
16	Mr Ralph Hendrich	Channel NewsAsia
17	Mr Ralph Hendrich	Energy Asia

Through the press conference and one-on-one interviews at the pre-event press conference, the media was able to gather and publish information regarding Asia’s preparation in the lead-up to the United Nations Climate Change Conference in Copenhagen in December 2009. There was also a high level of interest in Asia’s carbon trading volume, CDM project developments and investments.

The press conference and on-site interviews generated a total of 15 outcomes in regional and local print, online and broadcast media.

Actual Event

The following chart outlines the media interviews and requests for the event days on 26 and 27 October 2009.

Day One – 26 Oct 2009				
No	Media	Journalist	Spokesperson	Organization
1	Argus Media	Michelle Meineke	Henry Derwent	IETA
2	Argus Media	Michelle Meineke	Ellen May Zanoria	Gold Standard
3	Australian Financial Review/Euromoney	Chris Wright	Henry Derwent	IETA
4	Bloomberg Newswires	Dinakar Sethuraman	Henry Wang	China Carbon Forum
5	Bloomberg Newswires	Dinakar Sethuraman	Marcel Alers	UNDP
6	Bloomberg Newswires	Dinakar Sethuraman	Imtiaz Ahmad	Morgan Stanley
7	Bloomberg Newswires	Dinakar Sethuraman	Anne Marie Warris	Llyod's Register Group
8	Channel NewsAsia, Business News	Rachel Kelly	Michael Dreyer	Koelnmesse
9	Channel NewsAsia, Business News	Rachel Kelly	Henry Derwent	IETA
10	Channel NewsAsia, Business News	Rachel Kelly	Danielle Violetti	UNFCCC
11	Dow Jones Newswires	Max Lin	Imtiaz Ahmad	Morgan Stanley
12	Fair Play Magazine	Jim Wilson	Anne Marie Warris	Llyod's Register Group
13	Outlook Business, India	Sriram Srinivasan	Imtiaz Ahmad	Morgan Stanley
14	Outlook Business, India	Sriram Srinivasan	Henry Derwent	IETA
15	Outlook Business, India	Sriram Srinivasan	Marcel Alers	UNDP
16	Outlook Business, India	Sriram Srinivasan	Swami Ventakaraman	Standard & Poor's

Day Two– 27 Oct 2009				
No	Media	Journalist Name	Spokesperson Name	Organization
17	Argus Media	Michelle Meineke	Lex De Jonge	UNFCCC
18	Argus Media	Michelle Meineke	Marzena Chodor	European Comission
19	Argus Media	Michelle Meineke	Toru Kubo	ADB
20	Argus Media	Michelle Meineke	Magret Kim	California Air Resources Board
21	Argus Media	Michelle Meineke	HE Audrey Joy Grant	Belize Ambassador
22	Asia Risk	Harry Thompson	Lex De Jonge	UNFCCC
23	Asia Risk	Harry Thompson	Imtiaz Ahmad	Morgan Stanley
24	Asia Risk	Harry Thompson	Henry Derwent	IETA
25	Australian Financial Review/ Euromoney	Chris Wright	Toru Kubo	ADB
26	Australian Financial Review/ Euromoney	Chris Wright	Lex De Jonge	UNFCCC
27	Australian Financial Review/ Euromoney	Chris Wright	Imtiaz Ahmad	Morgan Stanley

28	Channel NewsAsia, Prime Time Morning	Steven Chia	Lex De Jonge	UNFCCC
29	Channel NewsAsia, Prime Time Morning	Steven Chia	Henry Derwent	UNFCCC
30	Bloomberg Newswires	Dinakar Sethuraman	Toru Kubo	ADB
31	Bloomberg Newswires	Dinakar Sethuraman	Nishant Banrdwaj	ADB
32	Bloomberg Newswires	Dinakar Sethuraman	Eisaku Toda	Japan Ministry of the Environment
33	Bloomberg Newswires	Dinakar Sethuraman	Henry Derwent	IETA
34	Dow Jones Newswires	Max Lin	Joojin Kim	Kim&Chang, Korea
35	Dow Jones Newswires	Max Lin	Lex De Jonge	UNFCCC
36	Jakarta Post	Ida Indawati	Agus Sari	EcoSecurities
37	Jakarta Post	Ida Indawati	Nishant Bhardwaj	ADB
38	Jakarta Post	Ida Indawati	Ellen May Zenoria	Gold Standard
39	Outlook Business, India	Sriram Srinivasan	Lex De Jonge	UNFCCC
40	Outlook Business, India	Sriram Srinivasan	Yuvaraj Dinesh Babu	IDEACarbon
41	Outlook Business, India	Sriram Srinivasan	Karla Bell	CarbonFlow
42	Outlook Business, India	Sriram Srinivasan	Tony Eng	EcoSpec Singapore
43	Outlook Business, India	Sriram Srinivasan	Margret Kim	California Air Resources Board
44	Outlook Business, India	Sriram Srinivasan	Ashish Setia	New Energy Finance
45	Outlook Business, India	Sriram Srinivasan	Tiffany McCormick	Streamline
46	Outlook Business, India	Sriram Srinivasan	Luis Canete	ADB
47	Philippines Star	Katherine Adraneda	Lex De Jonge	UNFCCC
48	Point Carbon	Stian Rekev	Eisaku Toda	Japan Ministry of the Environment
49	The Straits Times	Jessica Cheam	Joojin Kim	Kim& Chang, Korea

The wide range of conference topics at the event provided the media with a variety of information and news angles. There was a marked increase in the level of interest among the target media in carbon trading and climate change issues, as the Climate Change Conference in Copenhagen is now drawing near.

Among the key topics of interest to the media were issues and opinions surrounding the much-anticipated new global climate change pact which will be tabled in Copenhagen. The presence of experts from a wide field of expertise also gave rise to opportunities for the media to discuss various story angles in the carbon trading and climate change scenes in Asia, including the latest developments in Asia's markets – from Australia and India to China and Japan; the future of the CDM; the threat of climate change for developing nations; and carbon project investments and spending.

As of 6 November 2009, we have garnered a total of 55 outcomes in regional and local print, online and broadcast media.

A more detailed sheet outlining the media coverage is enclosed in Appendix 4.

Appendix 1

Country	Total Number	Total Number	Total Number	TOTAL
	of Exhibitors	of Visitors	of Media	
Amernia	3	1		4
Argentina		1		1
Armenia		3		3
Australia	2	18		20
Austria		1		1
Bangladesh	2	2		4
Belgium		4		4
Benin		1		1
Bhutan	1	1		2
Botwsana		1		1
Brazil		2		2
Burkina Faso		1		1
Cambodia		5		5
Chile		1		1
China	20	29	1	50
Colombia		1		1
Congo (Democratic Republic of the)		3		3
Côte d'Ivoire		1		1
Cuba		2		2
Denmark		3		3
Dominican Republic		1		1
Egypt		2		2
Eritrea		1		1
Ethiopia		1		1
European Community		2		2
Fiji	2	2		4
Finland	1			1
France	5	4		9
Gabon		1		1
Georgia		1		1
Germany	8	14		22
Ghana		1		1
Guinea		1		1
Guinea-Bissau		1		1
Honduras		1		1
Hong Kong	4	8	1	13
India	9	22	3	34
Indonesia	3	21	1	25
Ireland	5	3		8

Italy		2		2
Japan	8	23	1	32
Jordan		2		2
Kazakhstan		1		1
Kenya		2		2
Korea, Republic of		10		10
Kyrgyzstan		2		2
Lao People's Democratic Republic	4	7		11
Lebanon		1		1
Lesotho		1		1
Liberia		1		1
Malawi		1		1
Malaysia	12	31		43
Mali		1		1
Malta		1		1
Mauritania		1		1
Mexico		1		1
Moldova (Republic of)		1		1
Mongolia	3	5		8
Morocco		1		1
Mozambique		1		1
Myanmar		1		1
Namibia		1		1
Nepal		3		3
Netherlands		4		4
New Zealand		1		1
Niger		1		1
Nigeria		1		1
Norway		6		6
Pakistan	4	7		11
Palau		1		1
Papua New Guinea	1	1		2
Paraguay		1		1
Peru		1		1
Philippines	16	26	1	43
Rwanda		2		2
São Tomé and Príncipe		1		1
Saudi Arabia		2		2
Senegal		1		1
Seychelles		1		1
Singapore	117	160	22	299
Solomon Islands		1		1
Slovenia		1		1

South Africa		1		1
Spain		2		2
Sri Lanka	5	9		14
Swaziland		1		1
Sweden		5		5
Switzerland	3	11		14
Syrian Arab Republic		2		2
Taiwan		4		4
Tajikistan		1		1
Thailand	14	39	1	54
The Netherlands		1		1
Timor-Leste		1		1
Togo		1		1
Trinidad		1		1
Turkmenistan		1		1
Uganda		1		1
United Arab Emirates	1			1
United Kingdom	20	24	1	45
United States	2	16		18
Uruguay		1		1
Uzbekistan		1		1
Viet Nam	1	4		5
Zimbabwe		1		1
	276	616	32	924

Appendix 2
NUMBER OF EXHIBITING COMPANIES PER COUNTRY:



Country	Number of Exhibitors
Republic of Armenia	2
Bangladesh	4
Bhutan	1
China	3
Denmark	1
FIJI	1
Finland	1
France	4
Germany	4
India	6
Indonesia	1
Ireland	2
Japan	3
Korea	1
Lao PDR	3
Malaysia	5
Mongolia	4
Pakistan	4
Papua New Guinea	3
Philippines	6
Singapore	17
Sri Lanka	4
Switzerland	2
Thailand	7
United Arab Emirates	1
United Kingdom	7
United States	2
Total	99

Appendix 3
 CARBON FORUM ASIA 2009 MEDIA DISTRIBUTION LIST

Daily/Weekly (Local)

Wires



Lianhe Zaobao
My Paper
TODAY
The Business Times
The Straits Times
The Edge Singapore

Daily/Weekly (Overseas)

Bangkok Post (Thailand)
Outlook Business (India)
The Australian Financial Review (Australia)
The Mint (India)
The Philippine Star (Philippines)

Broadcast

BBC TV
Bloomberg TV
CNBC Asia
Channel NewsAsia
MediaCorp 938Live
MediaCorp Capital Radio 95.8
RazorTV

Regional Publications

Asahi Shimbun
Asian Wall Street Journal (Hong Kong)
China Radio International (China)
Economic Daily (China)
Financial Times
International Herald Tribune
Nippon Hos Kyokai (Japan)
Sankei Shimbun (Japan)
The Star (Malaysia)
The Hindu (India)
United News of India
Yomiuri Shimbun (Japan)

Agence France-Presse
Associated Press
Bernama
Bloomberg
Dow Jones NewsWires
Jiji Press Ltd
Kyodo News
Nikkei, Inc
Nihon Keizai Shimbun
Thomson Reuters
United Press International
Xinhua News Agency

Trade/Magazines

Argus Media Limited
Asia Risk
Charlton Media Group (Asian Power)
ClimateChangeCorp.com
EnergyAsia
Ethical Corporation Magazine
EuroMoney
G+ Magazine
Green Business Times
Point Carbon
Project Finance International
Recharge News
Smart Investor
Traders Journal

Overseas (distribution of press releases only)

Carbon Finance
Carbon News
Environmental Finance
Renewable Energy and Energy Efficiency Partnership (REEEP)
World Finance

Appendix 4

MEDIA COVERAGE:

No	Date	Media/Pubs	Headlines
Print Articles			

1.	26-Oct-2009	The Strait Times, Money	Carbon market will do well but 'may run out of time'
2.	27-Oct-2009	My Paper	Trade carbon credits on new Singapore exchange
3.	27-Oct-2009	The Business Times	Many meetings on environmental matters this week
4.	27-Oct-2009	The Philippine Star	Market promoters see more carbon trading in Asia
5.	27-Oct-2009	TODAY	Singapore firm registered to trade carbon credits
6.	2-Nov-2009	The Jakarta Post	Carbon emissions reduction works through market mechanism
7.	14-Nov-2009	Bangkok Post	Asia's green clout
8.	28-Nov-2009	Outlook Business	Interview with Lex de Jonge: "We still see an inflow of projects"

Online Articles

No	Date	Media/Pubs	Headline
9.	8-Oct-2009	PRLog	CARBON FORUM ASIA 2009 to address key issues gathering momentum in today's US Climate Policy
10.	9-Oct-2009	Environmental Expert	CARBON FORUM ASIA 2009 to address key issues gathering momentum in today's US Climate Policy
11.	19-Oct-2009	Energy Asia	Singapore: Carbon Forum Asia to attract more than 1,200 participants from more than 80 countries
12.	26-Oct-2009	Xinhua News	Singapore to exploit green opportunities in Asia-Pacific region
13.	26-Oct-2009	The Strait Times Online	Carbon market will do well but 'may run out of time'
14.	26-Oct-2009	Argus Media	Australian CPRS delays halt business preparations
15.	26-Oct-2009	Argus Media	Unrest over CDM uncertainty grows – Morgan Stanley
16.	26-Oct-2009	Argus Media	VERs could fall under US compliance – Ieta
17.	26-Oct-2009	Bloomberg Newswires	Cap on Ships, Planes, to Increase Carbon Demand, Lloyds Says
18.	26-Oct-2009	Bloomberg Newswires	China to Strengthen Strategies to Complement Copenhagen Treaty
19.	26-Oct-2009	Bloomberg Newswires	China to Strengthen Strategies to Complement Copenhagen Treaty
20.	26-Oct-2009	Bloomberg Newswires	Singapore May Start Carbon Trading on New Exchange (Update1)
21.	26-Oct-2009	Green Business Times	Carbon Forum Asia 2009
22.	27-Oct-2009	Addict3d.org	Singapore on track to start carbon credit trades by year-end
23.	27-Oct-2009	Argus Media	California EPA says US not 'keen on CDM'
24.	27-Oct-2009	Argus Media	Recession cuts VER growth up to 2012
25.	27-Oct-2009	Argus Media	UNFCCC claims CDM registrations will be more efficient

26.	27-Oct-2009	AsiaOne	Trade carbon credits on new Singapore exchange
27.	27-Oct-2009	The Business Times Online	Many meetings on environmental matters this week
28.	27-Oct-2009	BusinessGreen.com (Incisive Media)	Singapore on track to start carbon credit trades by year-end
29.	27-Oct-2009	Bloomberg Newswires	Asia, Africa 'More Vulnerable' to Climate Change, UN Says
30.	27-Oct-2009	Bloomberg Newswires	Carbon Project Spending Slows, Morgan Stanley Says (Correct)
31.	27-Oct-2009	Bloomberg Newswires	Japan May Buy 5 Million Tons of Carbon Credits to Meet Target
32.	27-Oct-2009	Carbon Offsets Daily.com	Carbon trading market expected to remain strong post 2012
33.	27-Oct-2009	Channelnewsasia.com	Carbon trading market expected to remain strong post 2012
34.	27-Oct-2009	Dow Jones Newswires	INTERVIEW: Long Future For CDM Despite Doubts - UN Official
35.	27-Oct-2009	Carbon Positive Online	Ships, airlines to boost carbon credit demand
36.	27-Oct-2009	The Carbon Show	Singapore on track to start carbon credit trades by year-end
37.	27-Oct-2009	Climate Ark	Singapore on track to start carbon credit trades by year-end
38.	27-Oct-2009	Climate Progress	Asia, Africa 'More Vulnerable' to Climate Change
39.	27-Oct-2009	Green Kampong.com	China to Strengthen Strategies to Complement Copenhagen Treaty
40.	27-Oct-2009	My Paper Online	Trade carbon credits on new Singapore exchange
41.	27-Oct-2009	My Paper Online	Trade carbon credits on new Singapore exchange
42.	27-Oct-2009	Philstar.com	Market promoters see more carbon trading in Asia
43.	27-Oct-2009	Point Carbon News	Australia tipped for early CER demand
44.	27-Oct-2009	Point Carbon News	Japan to publish climate bill early 2010
45.	27-Oct-2009	PRLog	Financial Solutions: Singapore to launch climate exchange before the New Year.
46.	27-Oct-2009	Top News Singapore	Singapore To Enter Carbon Credits Trade
47.	28-Oct-2009	Bloomberg Newswires	ADB to Expand Carbon Fund as Lending Falls Post-Kyoto (Update1)
48.	28-Oct-2009	Carbon Offsets Daily.com	Trade carbon credits on new Singapore exchange
49.	28-Oct-2009	Channelnewsasia.com	Experts say carbon trading markets are picking up
50.	28-Oct-2009	The China Post	Singapore may start carbon trading on new exchange
51.	28-Oct-2009	Mouth to Source	Asia, Africa Are 'More Vulnerable' to Climate Change

52.	28-Oct-2009	Point Carbon News	China could start trading scheme: NEF
53.	28-Oct-2009	PR-Inside.com	Financial Solutions: Singapore's new carbon credit exchange set to become regional trading hub.
54.	28-Oct-2009	PR-Inside.com	Financial Solutions: Industry experts are predicting an upturn in carbon credit investments.
55.	28-Oct-2009	Point Carbon News	China could start trading scheme: NEF
56.	29-Oct-2009	Business Spectator	Carbon déjà vu, all over again
57.	29-Oct-2009	Thomson Reuters	INTERVIEW-SMX says to trade carbon, looks at 2010
58.	30-Oct-2009	CarbonPositive.net	CER prices reach 2009 highpoint
59.	2-Nov-2009	The Jakarta Post	Carbon emissions reduction works through market mechanism
60.	2-Nov-2009	Shipbuilders and Shiprepairers Association (SSA.org.uk)	Shipping could face €4 bn carbon credit bill
61.	3-Nov-2009	Carbon Offsets Daily.com	Shipping could face €4 bn carbon credit bill
62.	3-Nov-2009	Philstar.com	Clean development mechanism projects seen to continue beyond 2012
63.	4-Nov-2009	Thomson Reuters	Investors warm to scaled-up U.N. offset scheme
64.	14-Nov-2009	Siam Daily News	Asia's green clout
65.	14-Nov-2009	Bangkok Post	Asia's green clout
66.	23-Nov-2009	Energy Asia	SINGAPORE: Aim for role as centre for carbon trade, said minister at last month's Carbon Asia Forum
67.	28-Nov-2009	Outlook Business	Interview with Lex de Jonge: "We still see an inflow of projects"

Broadcast

No	Date	Media Channel
68.	26-Oct-2009	Channel News Asia ABT - 1030pm
69.	27-Oct-2009	Channel News Asia Prime Time Morning - 845am
70.	28-Oct-2009	Channel News Asia ABT - 1030pm
71.	29-Oct-2009	938Live Biz News - 945am