



CLEAN ENERGY EXPO



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ENERGY FOR THE FUTURE

Part of

SINGAPORE INTERNATIONAL ENERGY WEEK



18 - 20 November

2009



POST SHOW REPORT

Shangri-La Hotel, Singapore

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Executive Summary

There has never been a more opportune time for the debut of CLEAN ENERGY EXPO ASIA, as governments from across the region began the push for reduced energy-related carbon emissions, and organizations increasingly seeking alternative sustainable energy supplies. Amid this heightened awareness and concern over climate change, CLEAN ENERGY EXPO ASIA was strategically positioned to provide an engaging, multi-discipline, networking platform for clean energy professionals, governments, and cleantech organizations from around the world.

Held on 18-20 November 2009 at the Shangri-La hotel in Singapore, the event was part of the Singapore International Energy Week (SIEW) which featured a comprehensive schedule of clean energy-focused conferences, exhibitions and networking sessions from a cross-section of the energy industry.

In its first edition, CLEAN ENERGY EXPO ASIA attracted over 3,500 clean energy professionals, more than 70 international exhibitors and 80 speakers. The trade fair featured five country pavilions from Australia, Brazil, Europe, Japan and Singapore, showcasing a wide spectrum of green technologies in energy efficiency and waste management systems, biofuel and biomass cogeneration, solar panels and wind turbines.

Attracting both government representatives and private sector experts, the conference program provided a high-level platform to share knowledge and promote open dialogue, encouraging the growth and development of the clean energy industry in the region.

We received much positive feedback from the industry. They were impressed with the range of innovations on showcase, the high-level conference program and the quality of participants in attendance, many of whom were key decision makers.

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Clean Energy Expo Asia is clearly responsive to real-world issues on clean energy - bringing together key players in technology, finance and policy to catalyze effective and sustainable solutions. I am certain that next year's CEEA is definitely something we can all look forward to as new developments evolve to create a continuously dynamic clean energy playing field.

Mr Samuel Tumiwa
Principal Planning and Coordination Specialist
Regional and Sustainable Development Department
Asian Development Bank

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Trade Fair Overview

Our Exhibitors

In its first edition, CLEAN ENERGY EXPO ASIA attracted leading players in technology, services, finance and government sectors. Exhibitors were represented from five country pavilions from Australia, Brazil, Europe, Japan and Singapore, showcasing a wide spectrum of green technologies in energy efficiency and waste management systems, geothermal, biofuel and biomass cogeneration, solar panels and wind turbines. New technologies in solar cooling, solar heating, vertical axis wind turbines, and energy management were featured by exhibitors on the trade fair.

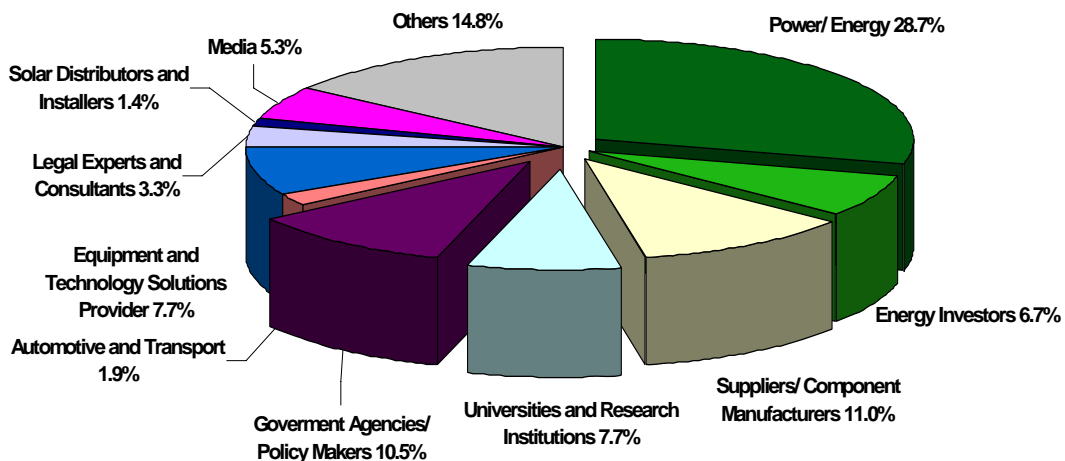
Some of the exhibitors who have already signed up for Clean Energy Expo Asia 2010 include Inter alia Smardt Chiller Group (Powerpax), Flowice Pty Ltd, Phoenix Solar Pte Ltd, and Gamesa Wind Energy.



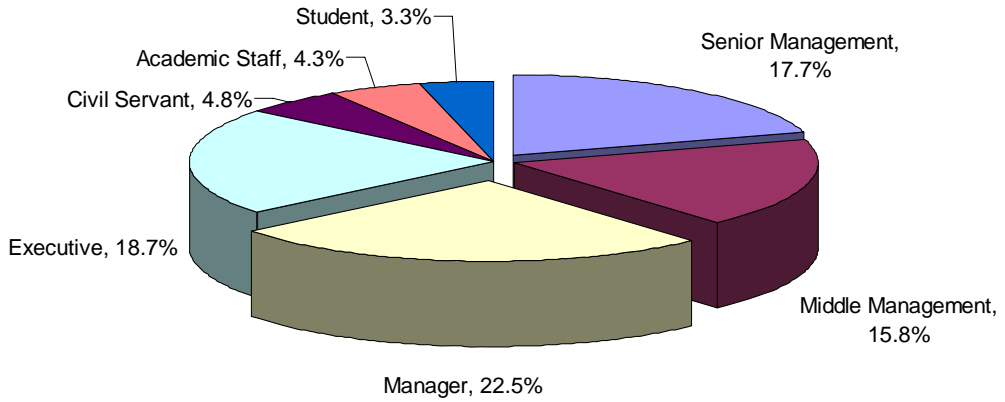
Our Visitors

The quality of visitors to Clean Energy Expo Asia 2009 is evident from the satisfaction of our exhibitors. 45.9% of our visitors are from Power/Energy, Energy Investors, and Government Agencies/Policy Planning. 56% of our visitors are managerial positions, and 72.3% of them make decisions or influence procurement processes in their companies.

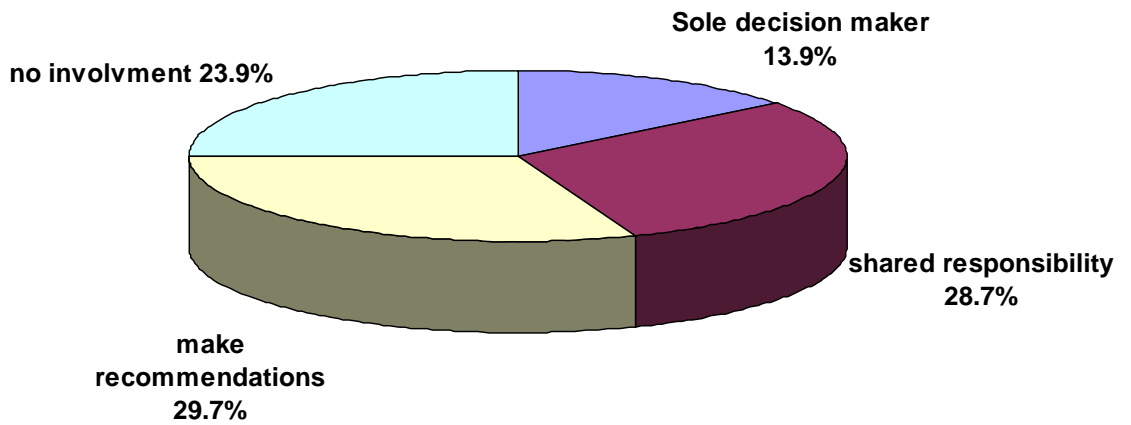
Visitors' Area of Activity



Visitors' Professional Status



Visitors' Role in Procurement



Conference Overview

The inaugural Clean Energy Expo Asia 2009 conference registered a total of 250 conference delegates, 76 international speakers, and 62 plenary discussions and break-out sessions with topics ranging from renewable energy technologies, energy efficiency as a clean energy resource, to clean energy project showcases, and finance tracks.

Some of the distinguished speakers include:



Mr WooChong Um
Director, Regional and Sustainable Development Department, Asian Development Bank



Mr Michael Liebreich
Chairman & CEO,
New Energy Finance



Dr Armin Sandhoevel
Chief Executive Officer
Allianz Climate Solutions



Mr Brad Sterley
Director, Renewable Energy & Environmental Finance,
Standard Chartered Bank



Mr. Andre Correa Do Lago
Director for the Energy Department, Ministry of External Relations, Brazil



Mr David Hathaway
ICF Principal & Managing Director, ICF International

Other speakers from:

- E+Co.
- National Environment Agency Singapore
- SRC Global
- Shell Eastern Petroleum
- Clean Air Initiatives for Asian Cities
- REC Cells
- World LPG Gas Association
- SANYO Electric Co.
- Singapore Green Building Council
- Overseas Private Investment Corporation
- Agency for Natural Resources and Energy, Japan



Publicity Overview

Press releases were sent to 92 local and international media sources for both the pre-event media outreach on 10 September 2009, as well as the actual event on 18-20 November 2009. Target media include leading agencies such as:

- Argus Media
- Bloomberg Newswires
- Bloomberg TV
- Channel NewsAsia
- Cleantech Magazine
- Energetica-India
- G+ Magazine
- Lianhe Zaobao
- North American Windpower
- Platts
- Sustain Magazine
- The Straits Times
- The Business Times
- Thomson Reuters
- TODAY
- World of Renewables

A total of 38 media representatives from 32 media agencies attended the actual event on 18-20 November 2009.

1. Argus Media
2. Asian Plastics News
3. Asian Journeys
4. Berita Harian
5. Bloomberg News
6. Bloomberg TV
7. Channel NewsAsia
8. Cleantech Magazine
9. ClimateChangeCorp.com
10. Discovery Channel Magazine
11. eco-business.com
12. Energy Intelligence
13. Gaia Discovery
14. G+ Magazine
15. Green Business Times
16. Home & Décor
17. Industrial Automation Asia
18. Infrastructure and Construction Asia
19. Lianhe Zaobao
20. Merger Market
21. Nikkei
22. Platts
23. Roof and Façade Asia
24. SunWindEnergy
25. Sustainable Energy Asia
26. The Business Times
27. The Edge Singapore
28. The Straits Times
29. Thomson Reuters
30. TODAY
31. Water & Waste Asia
32. Sankei Shimbun

A total of 62 media interviews were held throughout the three-day event.

The wide range of conference topics as well as the different technologies on showcase at the trade fair provided the media with a variety of information and news angles. One of the news highlights for the media was the announcement by the Energy Market Authority of a test-bed project to transform part of Pulau Ubin into a model “green” island powered entirely by clean and renewable energy.

The solar and wind sectors were among the key areas of interest among the media within both the conference program and the trade fair, with the media covering business issues and developments within these sectors and the latest technologies coming out of the region.

As of 1 December 2009, we have garnered a total of 69 outcomes in regional and local print, online and broadcast media. Some of the key headlines include:

Date	Media	Headline
18-Nov-2009	Control Engineering Asia	Inaugural Clean Energy Expo Asia Attracts Industry Players to Singapore
18-Nov-2009	Xinhua.net	Singapore hosts inaugural Clean Energy Expo Asia
18-Nov-2009	Bloomberg Newswires	Vestas Seeks to Double Wind Turbines in India on Incentives
18-Nov-2009	Bloomberg Newswires	ADB Plans to Increase Clean-Energy Lending After Kyoto Protocol
18-Nov-2009	CNBC Asia Squawk Box - Interview with Michael Liebrich - New Energy	
18-Nov-2009	Channel News Asia SBT - 1020pm	
18-Nov-2009	ChannelU -News World - 11pm	
18-Nov-2009	Channel 5 - News 5 Tonight - 930pm	
18-Nov-2009	938Live Biz News - 545pm	
19-Nov-2009	Channel8-Good Morning Singapore - 715am	
19-Nov-2009	Bloomberg TV - The Trade - 830am	
19-Nov-2009	CCTV.com	Singapore hosts inaugural Clean Energy Expo Asia
19-Nov-2009	Siam Daily News	Singapore hosts inaugural Clean Energy Expo Asia
19-Nov-2009	Lianhe Zao Bao	Cover Page – Pulau Ubin to use renewable energy resources for power
19-Nov-2009	Berita Harian	MOU promotes clean energy
19-Nov-2009	The Strait Times, Money	Clean energy pact will help S'pore firms enter Indonesia
19-Nov-2009	Thomson Reuters	Phoenix Solar eyes partner in China
20-Nov-2009	Argus Media	Bioenergy plantation upbeat on jatropha
20-Nov-2009	TODAY	A firm with the wind in its sales
21-Nov-2009	The Strait Times, Science	Seafaring family with a mission
23-Nov-2009	Green Business Times	SIEW 2009: Clean Energy Expo Asia 2009

The Industry Speaks Out

"Sustainable energy is growing in importance and awareness globally. It is important for the European Chamber to participate in the inaugural Clean Energy Expo Asia to showcase the European clean energy landscape through the European landscape. This is an excellent platform for our exhibitors to meet with technology owners and government representatives from this region to explore new opportunities."

Stephan Preuss

Project Manager

EU-Singapore Business to Business Cooperation
European Chamber of Commerce (Singapore)

"Clean Energy Expo Asia has introduced an entirely unique experience for us. With players from various sectors of the cleantech industry represented, there is an unprecedented free flow of information and knowledge sharing even among exhibitors. This also means that we are able to explore opportunities and partnerships from a broader perspective. We can now improve our sustainable village idea by many folds. In fact, through CEEA, we've already met and scheduled concrete meetings with potential business partners, and I am certain some of these will eventually translate to business value for us."

Alec Shapiro

Executive Vice President and Chief Operations Officer

Bioenergy Plantations Pte Ltd

"Very good! Excellent! Clean Energy Expo Asia exceeded our expectations. We have received many enquiries from all over the world. It is also an excellent opportunity for us to discuss the latest inventions and innovations by our company as well as those from other players in the industry."

Ong Gin Keat

Chief Executive Officer

Cygnus Power

"Our presence at Clean Energy Expo Asia this year is certainly an excellent start for us in terms of our burgeoning presence in this part of the world. There was a lot of interest in Brazil's clean technology from various sectors, enterprises and countries. We will certainly be back next year with a bigger presence. The level of interest and quality of visitors have encouraged us to consider putting up more names of our homegrown experts as speakers, and increasing the number of companies from Brazil represented at the show."

Carlos Brian Pheysey

Trade Advisor

Embassy of Brazil

"We've had an excellent response from this show. Clean Energy Expo Asia has been a fruitful outing for us. In fact, as a result of Clean Energy Expo Asia, we have decided to launch our office in Singapore. We came to Singapore on a recommendation by an NGO and that was the best business advice I have had in a long time! We will certainly be back next year!"

Bruce Smith
Managing Director
Flow-Ice

"I found this to be an insightful event offering valuable contacts, perspectives, trends and solutions."

Marc Teo
Barter Associate
Barter Exchange, Singapore

"It is a good event and opportunity to find out and exchange information in clean energy technologies."

Vicor Jona
Deputy Director General
Ministry of Industry, Mines and Energy, General Department of Energy, Cambodia

"Excellent forum for collaboration, knowledge sharing and networking in a critical global endeavor."

Paul Marks
Senior Manager, Power Management Business Strategy & Development
Lockheed Martin, USA

"Business networking at a very high level."

Rex Reksnis
Sales Director Asia Pacific
RECHARGE

"This event is very important for most decision makers on energy policy in my country."

Arya Rezaviol
Director
PEKKE-BPPT, Indonesia



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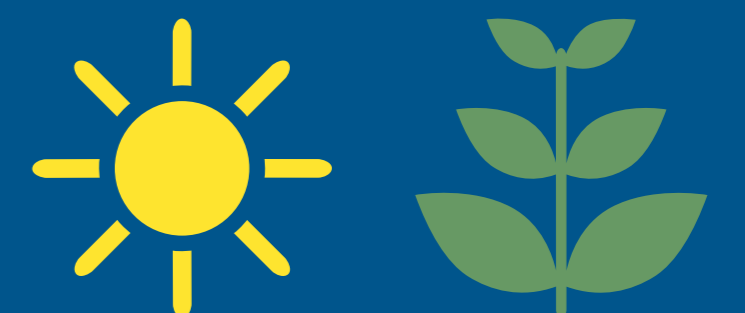
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