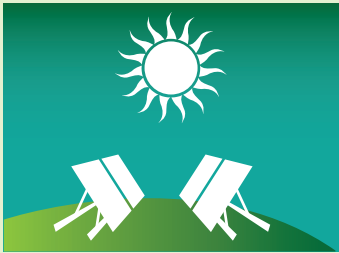


South-East European Business Events



ENERGY EFFICIENCY & RENEWABLE ENERGY
Congress & Exhibition

13-15 April 2011 – Sofia, Bulgaria



WASTE MANAGEMENT & RECYCLING
Conference & Exhibition

POST EVENT REPORT

Focus Country of Save the Planet:



Partner Country of Save the Planet:



In Partnership with:



Sponsors:



Media Sponsors:



Official Hotel:



Next Event: 28 – 30 March 2012

Organizer:



www.viaexpo.com



THE LEADING BUSINESS EVENTS on GREEN ENERGY & WASTE MANAGEMENT for SOUTH-EAST EUROPE ORGANIZED by VIA EXPO

* 7th South-East European Energy Efficiency & Renewable Energy Congress and Exhibition showcased latest equipment, technology and services.

* 2nd South-East European Conference and Exhibition on Waste Management & Recycling 'Save the Planet' encouraged the investments, transfer of good practices and technologies to the Regional market where foreign companies can find plenty of business opportunities.

The positive feedback from speakers, exhibitors and attendees gives a proof to the real success of the event.



THE EXHIBITION ON EE & RES, WASTE MANAGEMENT & RECYCLING

84% increase of the exhibition area compared to 2010

EXHIBITORS

327 direct exhibitors and represented companies from 32 countries:

South-East Europe: Bulgaria, Croatia, FYR Macedonia, Greece, Kosovo, Moldova, Montenegro, Romania, Turkey; **Western and Central Europe:** Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Ireland, Poland, Spain, Sweden, Switzerland, the Netherlands, the UK; **North America and Asia:** Canada, China, Kingdom of Saudi Arabia, Israel, Taiwan, Japan, the USA.

The group participations from Austria, Germany and the USA attracted great interest. Many of the foreign exhibitors were new to the market of South-East Europe. They got an unique overview of the new market trends and made promising contacts with the key industry players in the Balkan Region.

Exhibition Branches

Energy Efficiency

- Cogeneration
- Energy-Efficient Equipment and Technologies in Agriculture, Chemical Sector, Transport; Utilities
- Lighting; Construction; Retrofitting of Buildings; Passive Houses; ICT Support to Energy Efficiency
- Specialized Software
- Financing
- E-Mobility: e-Cars; e-Bikes; Batteries; Hybrid Vehicles; Charging Stations for e-Vehicles

Renewable Energy and Related Systems

- Bioenergy
- Geothermal
- Hydro Energy
- Solar Thermal
- Solar PV
- Wind Energy
- Hybrid Autonomous Power Supply

Waste Management

- Technologies and Equipment for Waste Collection; Waste Treatment (Mechanical, Thermal, Biological); Landfill; Composting;

Transport Vehicles and Technology;

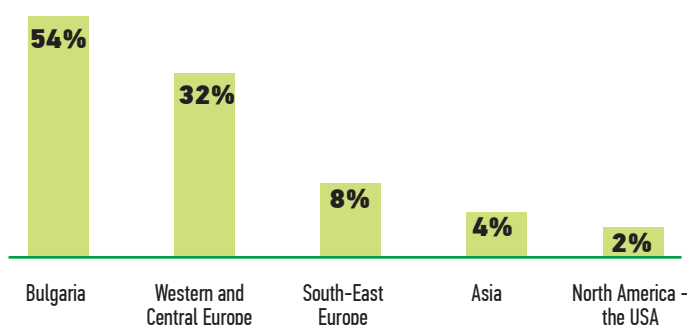
- Sewage Treatment
- Environmental Monitoring
- Environment Protection Equipment
- Waste-to-Energy

Recycling

- Recycling Systems and Technologies for Glass; Metal; Electrical and Electronic Waste; Paper; Plastics & Rubber; Textile; Batteries, Construction Waste

Consultancy

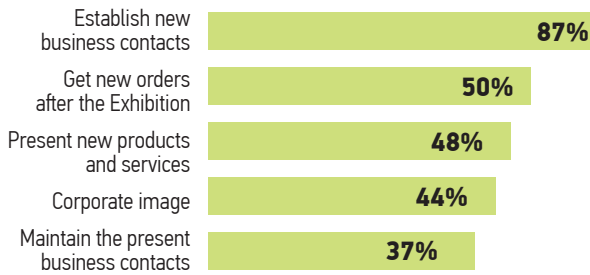
Exhibitors by Origin





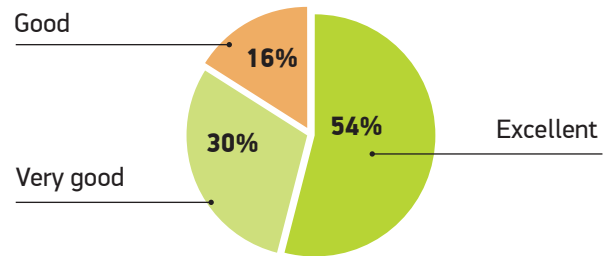
EXHIBITOR FEEDBACK SURVEY

Goals to Exhibit

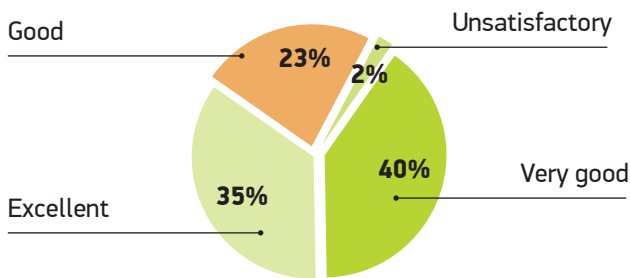


* The percentage is higher than 100, as the participants have given more than one answer

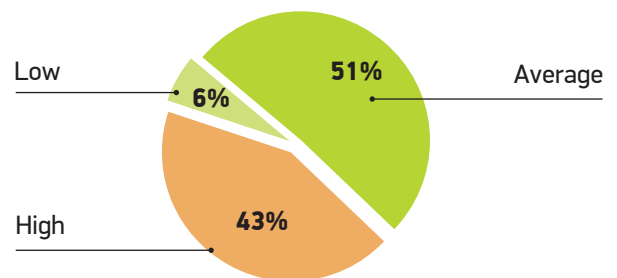
Exhibition Organization



Evaluation of the Promotion



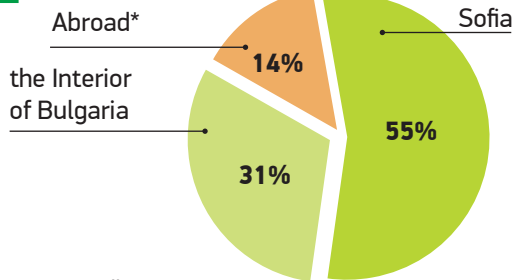
Opinion on the Attendance Rate



VISITOR SURVEY

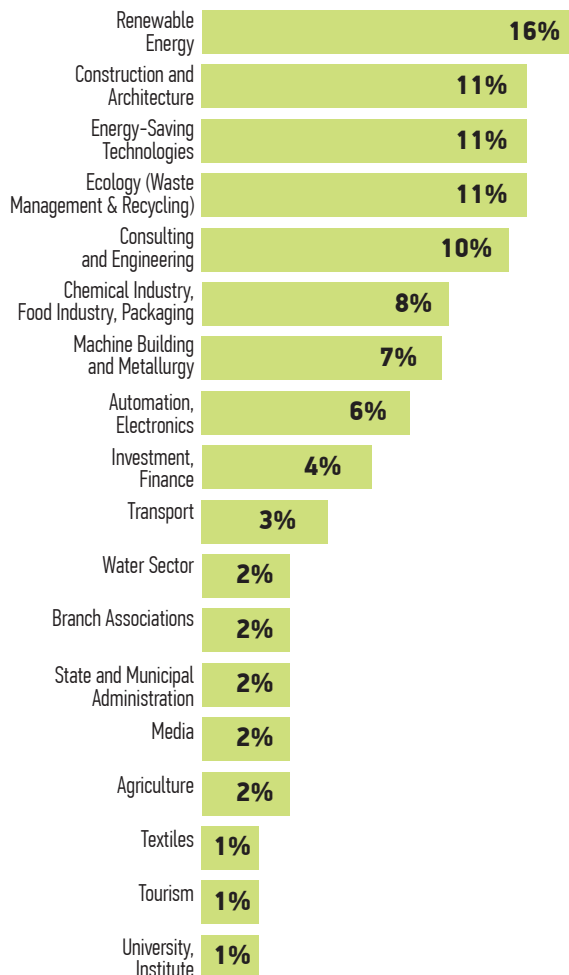
50% increase in the visitor attendance compared to 2010
More than **5900 visitors** from Bulgaria and 39 other countries

By Region

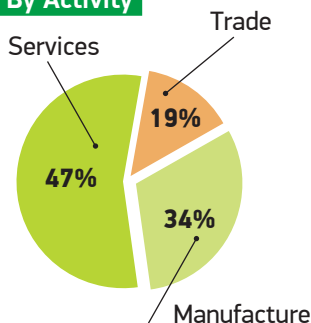


(*from **South-East Europe**: Albania, Croatia, FYR Macedonia, Greece, Romania, Turkey, Serbia;
 from **Asia**: Armenia, China, Israel, North Korea, the Philippines, South Korea;
 from **Europe**: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, Poland, Portugal, Russian Federation, Slovakia, Slovenia, Spain, Sweden, Switzerland, the UK;
 from **Africa**: Botswana, Lybian Arab Republic, South African Republic;
 from the **Americas**: Brazil, Canada, the USA

By Branches



By Activity



By Position





CONGRESS & CONFERENCE

SPEAKERS

75 industry professionals from Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, France, Finland, Germany, Greece, Hungary, Italy, Japan, the Netherlands, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Switzerland, Turkey, the UK, the USA.

PARALLEL EVENTS

- First Business Forum 'Solar Balkans' organized by the Bulgarian PV Association, SolarPVConsulting and Via Expo
- Exhibitor Presentations within their stands.

PROGRAM HIGHLIGHTS

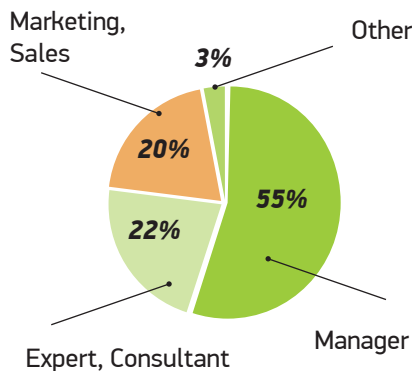
- Energy Efficiency & Renewable Energy Sources Financing
- EE & Decentralized Energy
- RES Electricity & Smart Grid Platform
- Waste Management
- Recycling
- Waste-to-Energy
- Low-Carbon Communities – Mayors Meet Opportunities, organized by ICLEI

The Forum was a discussion and networking platform for leading companies from South-East Europe, involved in EE, RES and Waste management – investors, local policy makers, municipality experts, representatives of branch associations and media.

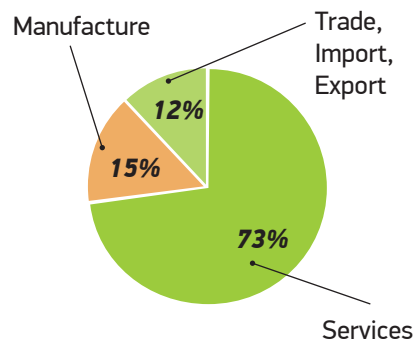
ATTENDEES

510 specialists from Europe, Asia, Africa and the Americas.

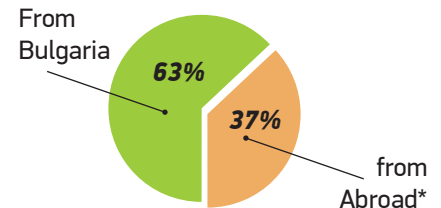
Breakdown by Position



Breakdown by Activity

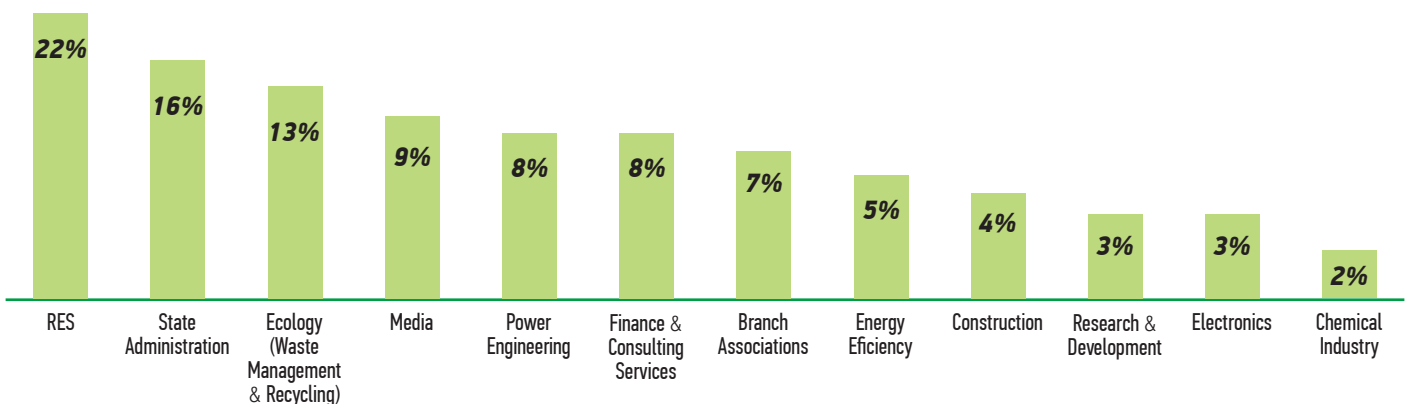


Breakdown by Region



(*from Armenia, Austria, Belgium, Bosnia and Herzegovina, Botswana, Bulgaria, Canada, Czech Republic, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Japan, Kazakhstan, FYR Macedonia, the Netherlands, Poland, Romania, Serbia, Slovenia, South Africa, South Korea, Spain, Switzerland, Turkey, the UK and the USA)

Breakdown by Branch





TESTIMONIALS

'I would like to express my satisfaction with the 7th International Congress and Exhibition of South-East Europe on EE and RES. The event was very successful and fruitful. For me personally it was very interesting to meet other participants and to get acquainted with their experience in the field of EE and RES. I constantly keep up with the latest developments in these sectors on a world scale and I can assure you that the event in Sofia was on a very high level. I established very beneficial contacts and would like to sincerely congratulate you on the initiative and to wish you success with its continuation.'

MARTIN RAICHEV, Bulgarian Ministry of Economy, Energy and Tourism

'We are highly satisfied with our cooperation with Via Expo for our participation at the exhibition as well as for organizing interesting first hand presentations at the congress.

Austrian businessmen met new potential clients especially at the exhibition, as the whole event was very well attended from a broad range of sectors. The event helped them to find useful information, to discuss concrete projects and to prepare first business offers.'

REINHART ZIMMERMANN, Commercial Attaché, Embassy of Austria in Bulgaria

'The participants in the exhibition and conference showed the huge range of modern technologies and solutions in very important sectors. The event was a very well-organized platform to encourage international business and co-operation!'

ANITA WEMMENHOVE, Head of Economic Department, Embassy of the Netherlands in Bulgaria

'Congratulations to Via Expo for the excellent organization of the EE & RES event. I was, as a guest, pleasantly impressed by the professionalism of the event, and I consequently recommend my government to participate in 2012.'

EVA POVEDANO MORENO, Commercial Counselor, Embassy of Spain in Bulgaria

'We enjoyed participating in the event this year.'

SCOTT POZIL, Commercial Attaché, Embassy of the United States of America in Bulgaria

'I am grateful to Via Expo for having facilitated my participation in this highly interesting event. Congratulation for your successful efforts.'

Ambassador TRAIAN CHEBELEU, Deputy Secretary General, Organization of the Black Sea Economic Cooperation, Turkey

'I would like to thank the Via Expo team for the very good preparation, organization and implementation of the EE & RES Congress in Sofia. For me it was an interesting and successful event.'

DR. BERBEL BIRNSTENGEL, Prognos AG, Germany

'The Congress was full of experts on variety of subjects that a person can choose according to the needs. The exhibition was much bigger,

diversified and satisfactory than many similar ones in the Region.'

AHMET HAMDİ DEMIREL, Vice President, Turkish Businessmen Association in Romania

'It was more like B2B forum about renewable energy and waste management and recycling, where as exhibitors could be seen Siemens, Hyundai, Sky Solar, Titech, Tecnova, Erema as well as some national commercial chambers. Organization of the fair was perfect! Via Expo and 'Save the Planet' deserved highest grade with a call for all exhibitors to take part in this fair.'

SINISA KUZMANOVIC, Tecno Plastika d.o.o., Serbia

'It is a well organized, very professional event. The attendance was very good and better than 2010. The Austrian exhibitors were all in all very satisfied with the organisation, services and with the show and that is the point that counts. Well done!'

IVO DÜRR, Internationale Messe Agentur, Austria

'Congratulations for running the excellent International Conference on EE, RE, Waste Management & Recycling in Sofia. There were lots of networking and sharing of best practices which are both so important. Thank you very much to your team for the excellent work in organizing and managing this conference.'

Dr. CHINDARAT TAYLOR, Resource Efficiency Pathway, UK

'Thank you for the organization of the conference and exhibition, which was very well set up, interesting and informative.'

HEIKE UHLEMANN, Umweltcluster Bayern, Germany

'The organization of the event was excellent and the exhibition itself was very well attended. Thank you for your cooperation.'

KRISTINA MILANOVA, Prime Engineering, Bulgaria

'Thank you for the opportunity to be a part of this significant and beneficial event.'

NADEJDA VALCHEVA, Association of Producers of Ecological Energy, Bulgaria

'Everything was really perfect organized. Bulgaria is a really interesting market, which is in the beginning of renewable energies. Thank you very much and let's keep in touch for coming events.'

GEORG FINK, Gehrlicher Solar AG, Germany

'The event evaluation by our foreign partners was very high regarding the interest drawn, b2b meetings and conditions for business networking.'

PETER PAPAHOV, AREI Bulgaria Ltd.

'The event as such had excellent organization and promotion. We would like to thank Via Expo for the kind cooperation and help provided to facilitate our participation at the exhibition.'

DOBRINKA PLACHKOVA, Global Wind Power Bulgaria



PROMOTION

Strong promotional campaign was carried out in 18 countries. It included adverts and publications in 86 specialized media and local daily newspapers; TV and radio stations; outdoor advertising. The event was also listed on 300 internet sites worldwide. 65 journalists from Bulgaria, Germany, Greece, China, Romania & Czech Republic attended the forum and made post event announcements in more than 147 media: dailies, weekly newspapers, news agencies, TV, Radio and international websites. All these activities in the Balkan Region, Western and Central Europe ensured the presence of key industry specialists.



PARTNERS

Many branch associations and economic chambers partnered the event thus contributing to its high recognition in 42 countries. Our European partners were: RES, Waste management and W2E associations; Environmental technology clusters and networks, etc.

Targeted for South-East Europe, the Forum was attended by trade visitors and municipal representatives from the neighboring countries due to the active support of:

- Organization of the Black Sea Economic Cooperation;
- Regional Cooperation Council;

- Union of Black Sea and Caspian Confederation of Enterprises;
- RES associations from Serbia, Croatia, Turkey, FYR Macedonia;
- Municipalities Associations in Albania, Kosovo, FYR Macedonia, Montenegro, Romania;
- Economic Chambers of Macedonia and Sarajevo

According to Martin Raichev from the Bulgarian Ministry of Economy, Energy and Tourism, the event goes beyond the definition 'South-East Europe'.

PARTNERS:



MEDIA PARTNERS:



Next Event: 28-30 March 2012