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Clean Energy Expo Asia

Global Green Power Houses Gather at Inaugural Clean Energy Expo Asia

First-ever Trade Fair and Conference attracts 71 exhibitors, including leading clean energy players Cygnus, Furukawa, Huber + Suhner, LabOceano, Mitsubishi, Siemens, and Phoenix Solar; 80 international speakers; and 2,000 participants from over 20 countries, representing major names such as Chevron, Deutsche Telecom, GE Energy, IBC Solar, and Petronas.

Clean Energy Expo Asia (CEEA) was officially opened today by Dr Amy Khor, Singapore's Senior Parliamentary Secretary, Ministry of Environment and Water Resources, at the Shangri-La Hotel, Singapore. The only Trade Fair and Conference in Asia to bring together leading players in the Technology, Services, Finance and Government sectors, Clean Energy Expo Asia is jointly organized by the Sustainable Energy Association of Singapore (SEAS) and Koelnmesse and is part of the Singapore International Energy Week (SIEW).

Asia and the Pacific are among the most vulnerable regions to climate change. A recent study by the Asian Development Bank (ADB) found that by the end of the century, Asia Pacific will be losing approximately 6.7 percent of its aggregate GDP due to extreme weather changes. The key to mitigating these climate changes lies in the region's ability to build clean energy industries through regional cooperation. Home to some of the world's biggest energy guzzlers, Asia is stepping up investments in clean technology development, with China, India and the ASEAN clean energy markets



Clean Energy Expo Asia
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expected to be worth in excess of US\$25 billion this year. With some 75 percent of the world's sustainable energy projects originating in Asia, CEEA provides the ideal platform to examine opportunities and challenges in sustainable development within the region and beyond.

Energy efficiency has also received much attention as a proven cost-effective strategy for building economies without necessarily increasing energy consumption. To drive home the importance of efficient energy usage, Singapore-based eco-solutions company Shaspa Asia has wired up the exhibition booths at the Trade Fair to track energy consumption, the first time in Singapore that a trade fair will be monitoring its energy consumption. The organizers have plans to offset the overall energy consumption at these exhibition booths at the end of the three-day Trade Fair and Conference.

A showcase of clean energy solutions for the region's growing economies

Clean Energy Expo Asia features five country pavilions from Australia, Brazil, Europe, Japan and Singapore. Australia showcases its capabilities in energy-efficient thermal storage and cooling systems, while Brazil focuses on its ethanol, biofuel and biomass cogeneration, and ocean movement energy products. The Europe and Japan pavilions demonstrate a wide spectrum of green capabilities, including wind, solar, biomass, energy efficiency and waste management. The largest country pavilion in the Trade Fair, Singapore, has a strong showing of both homegrown and international wind and solar players.

A roadmap to a greener future

Green growth is the latest buzzword of policymakers around the world, as achieving sustainable economic growth while preserving the environment has become the new national agenda. Government representatives from Brazil, Germany, Indonesia, Singapore and the US are gathering at the Clean Energy Expo Asia conference to discuss the challenges and opportunities in

developing clean energy technologies and to explore the role of energy efficiency in a viable clean energy future.

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ADB, which has made clean energy one of its highest priorities, lends the strength of its voice to these discussions. Mr WooChong Um, Deputy Director General of ADB's Regional and Sustainable Development Department, reaffirmed ADB's continued commitment to the development of clean energy projects in his keynote address at the opening session of the conference program for Clean Energy Expo Asia. Over a quarter, or 27 percent, of the total number of approved loans by ADB in 2008 supported projects with clean energy components. With high levels of confidence in clean energy investments, ADB's newly approved Energy Policy targets the annual lending for clean energy related programs to reach \$2 billion by 2013.

Private sector experts add a multi-faceted perspective to this green equation, with presentations by C. Melchers GmbH & Co. on the use of liquefied petroleum gas (LPG) as transportation fuel in Asian cities; Johnson Controls on retrofitting existing buildings; Honeywell on an integrated approach to energy efficiency in automation control; and the Middle East & Asia Capital Partners on Asian clean energy investment from a private equity's perspective.

"The conference brings together the public and private sectors in a conscious effort to promote open dialogue within the community. By sharing global best practices, we encourage the growth of new green ideas and spur the development of clean energy capabilities within the region," said Mr Michael Dreyer, Vice President, Asia Pacific, Koelnmesse. "We hope that Clean Energy Expo Asia will play a pivotal role in defining the new technologies, policies and financing options that will make an impact on clean energy and sustainable development in the region."

For more information on Clean Energy Expo Asia, please visit www.cleanenergyexpoasia.com.

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About the Singapore International Energy Week

The annual Singapore International Energy Week (SIEW) is a leading energy conference that provides a platform for policymakers, business leaders and academics to exchange ideas, strategies and best practices that will help shape global and industry energy agendas. Jointly organized by the Energy Market Authority (EMA) and the Energy Studies Institute (ESI) from 16 to 20 November 2009, SIEW features a comprehensive schedule of clean energy-focused conferences, exhibitions and networking sessions from a diverse cross-section of energy industry leaders. More information about SIEW is available at <http://singapore.iew.com.sg/>.